



NFL Draft 2014 Scouting Report: WR Cody Latimer, Indiana

**WR grades can and will change as more information comes in from Pro Day workouts, Wonderlic test results leaked, etc. We will update ratings as new info becomes available.*

**WR-B stands for "Big-WR," a classification we use to separate the more physical, downfield/over-the-top, heavy-red-zone-threat-type WRs. Our WR-S/"Small-WRs" are profiled by our computer more as slot and/or possession-type WRs who are less typically physical and rely more on speed/agility to operate underneath the defense and/or use big speed to get open deep...they are not used as weapons in the red zone as much.*

If not for my love of Vanderbilt WR **Jordan Matthews**, I would say that **Cody Latimer** is the best "big WR" I have watched tape on in this draft class (to date). Latimer has, arguably, the best hands of any WR I've seen in 2014. He looked so good, that it made me re-watch some **Jordan Matthews** tape to compare...it's still Matthews for me, but Latimer is not far off for best hands. They are both as good as any WRs catching the ball as I have seen the past 2-3 years.

Latimer is suddenly jumping into the 'sleeper' discussions after he ran a reported, unofficial 4.39 40-time (others show him in the 4.4s) with a 39" vertical at his 3/26/14 Pro Day. Latimer was an NFL Combine invitee, but had a foot issue so all he participated in was the bench press...and led all WRs with 23 reps.

The physical metrics are wonderful, kinda out of nowhere because draft analysts have been knocking his athleticism. He has many near-elite physical measurements. I like the measurables a lot, but I LOVE his hands. To go along with the hands is excellent route-running in my book. I don't normally notice the route-running unless really bad or really good. Latimer is a savvy route-runner. He runs sharp slants and does an excellent job on stop routes. I just love the way he plays.

Latimer has a similar scouting bias issue nationally as **Jordan Matthews**: They both played for untraditional passing powers. It doesn't seem like great WRs could come out of Vanderbilt and Indiana, but they're about to.

I was watching tape of Latimer against Michigan State/**Darqueze Dennard** (top rated CB in draft for many) from this past season. Early on, Dennard wasn't covering Latimer, but eventually Dennard started to move over to match up with him (as Latimer was becoming a focus of the passing game). One of the first times Dennard switched was when Indiana got into the red-zone (finally) in the 2nd-quarter. Latimer took Dennard into the end zone and then stopped to box-out Dennard; making the TD catch with Dennard helplessly climbing his back. It was a great example of what Latimer brings to the table: Nice speed, a big frame, great strength, a smart route/positioning WR with great hands. He showed this time and time again this past season.



Cody Latimer, Through the Lens of Our WR Scouting Algorithm:

We like the output improvement pattern we see with Latimer from 2012 into 2013. Latimer had a decent 2012 season with 51 catches for 805 yards and 6 TDs. Good, but nothing special. In 2013, he started out quietly against Indiana State and Navy, but then ramped up when the schedule turned more difficult. In his final 10 games, Latimer's per game average output was:

6.7 receptions, 102.3 yards, 0.75 TDs per game = Latimer's final 10 games of 2013

If you take that 10 game pace and extrapolate it out for a 13-game season, you would have: 87 catches, 1,330 yards and 10 TDs...and Latimer's draft stock would be much higher today based on those faux numbers.

Physically, Latimer is what you want for an NFL WR. he's a 6'2"+, 215-pound WR who (reportedly/Pro Day) can run a sub 4.4 40-time and led all 2014 draft prospects in the bench press at the NFL Combine. What more could you ask for?

What we are missing still and had to estimate based on all his other measurables (and the history of players with similar athletic measurements), is his agility times. He did not record any times there yet because he is still fighting a foot injury. That's right, he ran a 4.39 or 4.4+ 40-time, and posted a 39" vertical, while still rehabbing a foot injury. We put generic/safe times in, if Latimer scores much better than we suspected in those drills at his next pre-Draft workout, he could move up even higher on our WR rankings. He could surpass **Mike Evans** and **Allen Robinson** and sit as the #2 ranked "big WR" in this draft for us by the time Draft Day hits (not the movie).

The Historical WR Prospects to Whom Cody Latimer Most Compares Within Our System:

I love the **Andre Johnson** comparison. I didn't think of it first, but when the computer model did...I was in full agreement. Latimer and Andre have a very similar style of play, and that's high praise.

The Latimer grade isn't explosively high, like **Jordan Matthews'** is for us. Latimer's college output was very good, but not off-the-charts at Indiana. With a future superstar projection to the NFL, we like to see radical college output with the great measurables. Latimer was just a really good statistical performer in college (not awesome or great), but was coming on strong as his final season unfurled. We have a solid grade on him, but my eyes tell me there is more than just the good-great 'on paper' info.



<u>WR Score</u>	<u>Draft Yr</u>	<u>Last</u>	<u>First</u>	<u>College</u>	<u>H</u>	<u>H</u>	<u>W</u>	<u>Power Strngth Metric</u>	<u>Speed Agility Metric</u>	<u>Hands' Metric</u>
8.58	2014	Latimer	Cody	Indiana	6	2.4	215	8.60	7.03	9.53
8.40	2002	Johnson	Andre	Miami, Fla	6	3.5	220	8.71	11.03	7.44
8.15	2009	Britt	Kenny	Rutgers	6	2.7	218	9.44	5.22	7.79
7.37	2007	Sims-Walker	Mike	C. Florida	6	1.8	209	5.91	9.80	8.90
11.44	2004	Fitzgerald	Larry	Pittsburgh	6	3.1	221	9.61	8.77	12.19
8.21	2008	Nelson	Jordy	Kansas St	6	2.6	217	7.95	5.69	12.74
10.93	2005	Edwards	Braylon	Michigan	6	3.0	210	6.49	9.16	11.88

**A score of 7.0+ is where we start to take a Big-WR prospect more seriously. A score of 8.50+ is where we see a stronger correlation of a Big-WR going on to become NFL good/great/elite. A score of 10.00+ is more rarefied air in our system and indicates a greater probability of becoming an elite NFL Big-WR.*

All of the WR ratings are based on a 0–10 scale, but a player can score negative, or above a 10.0 in certain instances.

Overall WR score = A combination of several on-field performance measures, including refinement for strength of opponents faced. Mixed with all the physical measurement metrics, rated historically in our database.

“Power-Strength” = A combination of unique metrics surrounding physical size profiling, bench press strength, etc. High scorers here project to be more physical, better blockers, and less injury-prone.

“Speed-Agility” = A combination of unique metrics surrounding speed, agility, physical size, mixed with some on-field performance metrics. High scorers here project to have a better YAC and show characteristics to be used as deep threats/to create separation.

“Hands” = A combination of unique metrics surrounding on-field performance in college, considering the strength of opponents played. Furthermore, this data considers some physical profiling for hand size, etc. High scorers here have a better track record of college statistical performance, and overall this projects the combination of performance and physical data for the next level.

2014 NFL Draft Outlook:



APRIL 1, 2014

Depending upon where you look, you could see Latimer with some 3rd-round lip service, but he has mostly 4th and 5th-round grades across the board. He should be a 2nd-round pick, or a long-shot late 1st-round pick, but the NFL usually follows the herd. Which means he's likely to go 3rd to 5th-round.

If I were an NFL GM, I am totally 'geeked' by the **Cody Latimer** opportunity. Many of the WRs that we like/love in this draft are going in the first two rounds. Latimer is potentially on par with the best of them but comes in a 3rd or 4th or 5th-round value. If WR was a major need for my time (or even if it wasn't...), my plan might be to try to nab a 'two-fer' by trying to get **Jordan Matthews** in the early 2nd-round. Once, I did, I'd try to steal Latimer late 3rd or early 4th-round. If someone scooped me on Matthews, then I'd go Latimer early 3rd-round so as not to get scooped out of a top WR value again.

NFL Outlook:

This could really be something. If Latimer is as good as we think, but semi-hidden as a 3rd-5th-round option, then any NFL team is going to have a fair shot at him. Where that could hurt him is if an NFL team with a loaded WR depth chart snatches him as a smart investment with no pressure to start right away...then he might be buried for a little bit. Example: He might be a 'bit player' in 2014 for Denver, but a #1 starter for Carolina. Wherever he goes, it looks like a major steal.

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