



NFL Draft 2019 Scouting Report: WR Tom Kennedy, Bryant

**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 typically less 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.*

-- 'Quick hit' scouting is a quick publishing of shorthand notes I had from watching 2-4 games of activity on a prospect this week, and with me already knowing the measurables and where the prospect was drafted. Also, with me having done some brief tape study/work on them and having a computer scouting model grade on them pre-Draft. With the 'quick hit', I wanted to do an abridged re-look at certain prospects, post-draft, for any numbers of reasons. --

Why a re-look here? We're in our 'Three-Cone Freaks' study period and Bryant WR prospect **Tom Kennedy** posed a 6.66 three-cone at his Pro Day. So, here we are...

What's makes this more interesting...Kennedy was a top college Lacrosse player and was a 3rd-round draft pick in the recent MLL draft. He was signed to a UDFA contract with the Detroit Lions and it looks like he's going to give the NFL a try first before lacrosse.

I watched parts of two games of his, went through some highlight tape, watched some lacrosse tape, and did a quick background check.

Here are my notes as I jotted them down from the experience...

-- 3rd-round pick in the Pro Lacrosse draft...cue the **Chris Hogan** comps, but Kennedy is not like Hogan. Kennedy is a smaller, **Julian Edelman** type receiver. Hogan was a taller outside flanker type.

-- **Matt Patricia** seeing Kennedy as an Edelman, after working with Edelman, is an interesting 'thing' to note – Patricia is probably emotionally invested here. If Kennedy can play...**Brandon Powell's** deep sleeper status is in trouble. Patricia will like a grinder over an athlete, I'm sure.

-- Kennedy is a hard-worker, tough...has to be to play lacrosse and star at it. Patricia must be in love...

-- Plays and moves like Edelman...lots of jet sweeps, short dump passes, swings and screens, etc.



JUNE 26, 2019

- Thinner lower body. Quick for his lower level of play but so-so quick for the NFL. Terrific three-cone numbers but doesn't look like an agile freak on tape.
- Hard to tell how quick/agile he is because the competition is so inferior, but he's not bowling me over with what I see on the tape compared to the inferior talent chasing him.
- 13 catches, 221 yards in a game against Fordham in 2018, but a lot of 'meh' output in games otherwise in 2018. The 2017 campaign was his best season by far: 57-888-9.
- Shows good hands. Makes a lot of tough catches on miss-thrown/miss-targeted passes.
- Doesn't look dominant at this level, not like you'd expect/hope, but the Welker-Edelman trait is not so much athletic freak as it is toughness playing over the middle in the short game and I see some hope of that with Kennedy.

Tom Kennedy, Through the Lens of Our WR Scouting Algorithm:

- Caught 9 of 26 TD passes thrown by his team in 2017.
- In 2017, he ran the ball 12 times for 66 yards and 3 TDs on jet sweeps and double reverses mostly.
- Game log output is all over the place, but likely due to the nature of his surroundings. He plays a more advanced game than this level of college play/QBs can handle.

Pro Day Measurables:

5'10"/197, 9/38" hands, 30" arms

4.55 40-yard

4.08 shuttle, 6.66 three-cone

22 bench press reps, 37" vertical, 10'4" broad jump



The Historical WR Prospects to Whom Tom Kennedy Most Compares Within Our System:

The **Michael Campanaro** comp (with less injuries) probably makes the most sense...profiles like WR prospects in the **Julian Edelman** mold.

Hard to even comp Kennedy because of his level of play and that his style more fits the New England-style than the Bryant level of play.

<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>
6.090	2019	Kennedy	Tom	Bryant	5	10.3	197	10.43	4.51	7.44
5.143	2016	Marshall	Jalin	Ohio State	5	10.4	200	9.67	3.82	6.87
8.306	2014	Campanaro	Michael	Wake Forest	5	9.3	192	10.78	9.94	10.39
8.112	2015	Carter	DeAndre	Sacramento St	5	8.4	185	7.76	8.40	8.46
2.771	2011	Lewis	Detron	Texas Tech	5	11.0	211	12.70	3.13	6.11

**A score of 7.0+ is where we start to take a Small-WR prospect more seriously. A score of 8.50+ is where we see a stronger correlation of a Small-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 Small-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/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.

