



## BREAKING NEWS

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November 28, 2020

### Looming NIL legislation opens doors for crowded marketplace

Brandon Wimbush and his business partner Ayden Syal, a fellow Notre Dame graduate, worked together to create a company called MOGL that empowers collegiate athletes to profit on their name, image and likeness.



**John Scott Lewinski**

Covers news and social media



The social media world already made matchmakers and promotional agencies at least partially obsolete. Now, a new network is looking to add sports marketing agents to that list.

Brandon Wimbush, former starting quarterback for the Notre Dame Fighting Irish and Central Florida Knights, is co-founding a new online agency looking to build a social network between athletes and companies looking for promotional representatives and brand ambassadors.

Established by Wimbush and Ayden Syal, [MOGL](#) is a social platform allowing athletes to connect with businesses, foundations, brands and individuals about promotional and compensation opportunities. It looks to empower those athletes by allowing them to seek out and choose between various business entities – allowing users to shape their social and business experiences.

Athletes or retired players who sign up for MOGL can set their prices for engagements and seek out unique opportunities from companies and other entities looking for representatives and promotional partners.

There is a possibility a business platform such as MOGL could allow both professional and amateur athletes to make social network connections and benefit financially. Currently, earning money on their performance and likeness is not allowed for college players under NCAA rules. With lawsuits pending that could change that status, networks like MOGL could stand in for agents looking to rep a few players at a time.

[Read the full article here](#)