



BREAKING NEWS

October 15, 2020

Brandon Wimbush Launches Tech Enabled Marketing Agency

SB Nation: One Foot Down introduces MOGL, the first virtual agent, founded by Brandon Wimbush, former Fighting Irish quarterback, and fellow Notre Dame alum, Ayden Syal.



Lisa Kelly
SB Nation



Platform

The MOGL platform allows athletes to easily connect with businesses, foundations, and individuals about compensation opportunities.

Users

MOGL empowers the users to own their experience. Users are given the ability to set their own price for engagements and seek out unique opportunities.

Community

MOGL will benefit the surrounding communities by injecting proceeds into athletic programming to promote youth development and athletic pursuits.

Who is behind MOGL?

Brandon Wimbush and Ayden Syal are the founding partners behind MOGL. Here's what they have to say.

Ayden Syal

Ayden, a native of Maplewood, NJ, graduated from the University of Notre Dame with degrees in Management Consulting and Sociology. Ayden has spent his career working in a variety of roles across financial services at Morgan Stanley, Lexington Partners, and IHS Markit. Currently Ayden serves on the Notre Dame Young Alumni Board as the East Regional Director and resides in New York City.

Brandon Wimbush

Brandon, a native of Teaneck, NJ, graduated from the University of Notre Dame with a degree in Accountancy. Prior to earning the starting quarterback position for Notre Dame, Brandon was a NJ Gatorade Player of the Year and state champion. While at Notre Dame, Brandon started 16 games for the Irish and led them to a 10-3 record in 2017 before concluding his collegiate career at the University of Central Florida.

Why did they do it?

It's time for athletes to be able to profit off of their popularity and success.

While at Notre Dame, we recognized the power and influence that collegiate athletes have both on and off the field. Despite their marketing value to local businesses and foundations, athletes have not been able to engage in these opportunities. In most cases, the time athletes spend playing collegiately is the height of their brand and marketability. It's time for athletes to be able to profit off of their popularity and success.

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During school breaks, we consistently witnessed a distressing phenomenon: less kids were outside playing in the fields, courts, and parks. After a closer look, we realized a larger societal shift was present – the share of youth who play on a sports team before the age of 12 continues to decline. However, among richer families, the numbers are actually rising. In short, the American system of youth sports has become a pay to play machine favoring the wealthy.

[Read the full article](#)