



BREAKING NEWS

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How former Notre Dame QB Brandon Wimbush wants to help athletes profit from name, image and likeness

MOGL Co-Founder Brandon Wimbush hopes to help student-athletes take advantage of NIL deals now that the NCAA allows them to be compensated from their personal brands.



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Businesses and athletes can sign up through the MOGL website (mogl.online). A MOGL mobile app is currently in development. They've worked to spread brand awareness on Instagram ([@get.mogl](https://www.instagram.com/getmogl)), TikTok ([@get.mogl](https://www.tiktok.com/@get.mogl)) and Twitter ([@TheMOGLApp](https://twitter.com/TheMOGLApp)).

"We're really on a mission here to put the value that the athletes provide to the community back into their hands," Syal said, "and provide them a service where they'll be able to seek out the opportunities to monetize their name, image and likeness, while helping local businesses to build their brands and increase their profitability."

The local focus is important for MOGL. The business plans to donate a portion of its proceeds to local youth athletic programs, Syal said.

The business concept requires a lot of work to connect two separate interests. MOGL has to develop relationships with businesses interested in connecting with athletes and develop relationships with athletes looking to take advantage of their name, image and likeness. Syal's understanding of the current NIL proposals will likely require MOGL to target college athletes individually rather than partnering with specific athletic departments.

But athletic departments who recognize the value of their NIL markets could start to include that as part of their recruiting pitches to high school prospects. In college towns like South Bend where athletes won't be competing with professional athletes for NIL opportunities, the markets could be particularly strong.

"If schools really take full advantage of it, lay out a program for these athletes and really push for them to do this thing correctly, then they can use it to their advantage and they can use it as a recruiting tool," Wimbush said. "I think you're going to see athletes starting to go to schools that have clear markets — to my point of being in South Bend. The Notre Dame quarterback could have done really well there."

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