

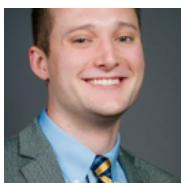


BREAKING NEWS

June 21, 2021

Former Irish QB Brandon Wimbush hopes to help student-athletes monetize their brand through MOGL app

MOGL doesn't want to just help the student-athletes. Their business model also plans to fund athletic programs in underprivileged communities surrounding the universities.



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Wimbush and fellow Mendoza College of Business graduate Ayden Syal have created a startup business called MOGL, which is designed to help college athletes connect with businesses to monetize their own name, image and likeness.

“We’re expecting an abundance of onboarding from both sides of the market place,” Wimbush said.

Wimbush and Syal are certainly getting some traction. Around 700 student athletes were on their wait list before they could earn compensation from their own name, image and likeness

MOGL doesn’t want to just help the student athlete. Their business model also plans to fund youth athletic programs in underprivileged communities surrounding the universities.

“Our real goal here at MOGL is to obviously create a platform that is safe, secure and compliant for collegiate athletes to monetize their brands,” Syal said. “We also partnered with kids sports to ensure that accessibility to local youth programs is not inhibited by income level.”

As the face of one of the most recognizable college brands in the world at Notre Dame, Wimbush knows there is opportunity out there for the student athlete.

“I think a lot of us, a lot of my teammates and a lot of my college athlete peers, could have used the opportunity and a platform like MOGL to go out and make a couple of extra dollars,” Wimbush said.

Through MOGL, the student athletes will have that chance.

[Watch and read the full interview](#)