

NILStream™

Athlete Endorsement Payment Orchestration | Pre-Seed \$500K

PROBLEM

NIL agencies manage endorsement deals on spreadsheets with no centralized tracking, payout splits, or compliance reporting. Manual workflows cause errors, audit risks, and inability to scale.

SOLUTION

NILStream orchestrates endorsement deals: negotiation → contract → revenue → payout splits → compliance. Auto-calculate distributions (85% athlete/10% agent/5% platform), settle via Stripe, generate audit trails. Built on DUAL Network for multi-party transparency.

MARKET & TRACTION

TAM: \$2.5B NIL market (30% YoY growth) + \$20B sports management. **Traction:** LOIs from 3 boutique NIL agencies. **Team:** CEO (3 yrs sports tech, 8 yrs fintech), CTO (DUAL architect), CAA advisor.

BUSINESS MODEL

SaaS Monthly (per agency)	\$2K–\$10K
Deal Flow Commission	1–2% of managed deals
Compliance Reporting	\$500–\$2K/month

5-YEAR PROJECTIONS

Metric	Y1	Y2	Y3	Y4	Y5
ARR	\$150K	\$2M	\$10M	\$25M	\$50M
Agencies	2	8	25	60	120
Deal Flow	\$2M	\$50M	\$200M	\$500M	\$1B

USE OF \$500K

Product Dev (MVP)	\$200K	40%
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Sales & Partnerships	\$120K	24%
Compliance & Legal	\$80K	16%
Operations & Admin	\$60K	12%
Contingency	\$40K	8%

WHY NOW?

\$2.5B+ NIL market with 30% YoY growth. Agencies lack operational infrastructure. First-mover in B2B SaaS for deal orchestration. Now is the time to establish market leadership before bigger players enter.