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## **The Players NIL Partners with BuzzU to Offer Marketability Scores for Student-Athletes**

*The Players NIL and BuzzU partnership will help student-athletes maximize their potential in NIL opportunities.*

**LOS ANGELES, CA – May 6, 2022** - The Players NIL is proud to announce a strategic partnership with BuzzU that affirms our shared vision of providing education and resources for student-athletes to help them maximize their NIL opportunities.

The NCAA interim policy that allowed student-athletes to profit from their name, image, and likeness has changed forever the dynamic of collegiate athletics. While numerous companies have struck headline-grabbing deals with student-athletes, few organizations have focused on ensuring that student-athletes are making the best decisions about their NIL opportunities.

BuzzU is a provider of local marketability rates, known as Buzz Scores, which give athletes valuation and leverage in turning their data into dollars. With the BuzzU technology, student-athletes receive a grade on their local marketability and a measurement on their reach. The Players NIL is an online education platform that ensures academic and athletic development is married with NIL preparation. Student-athletes who receive a BuzzU Score and complete The Players NIL Five-Pillars Course will be better positioned to achieve their NIL goals.

“BuzzU puts the power of data into the hands of student-athletes, providing an invaluable resource as they enter into paid NIL opportunities,” said Mark Koesterer, CEO and Co-Founder of The Players NIL. “Aligning with BuzzU and providing student-athletes with continuing education and marketability scores is a win-win for student-athletes across the country.”

Athletes who complete The Players NIL Five-Pillars Course will receive both actionable knowledge and a BuzzU score - a combination set to become the gold standard in the world of NIL education and technology.

“Positioning ourselves with companies who create opportunities for student-athletes is a top priority. The Players NIL spotlights education in a space that drastically needs it,” said Zach Novoselsky, CEO and Founder of BuzzU. “As a former Division I college athlete, I realize how unequipped the majority of the country is to monetize in relation to name, image, and likeness. The Players NIL and BuzzU are here to democratize the industry.”

### About BuzzU:

BuzzU is a software company which uses artificial intelligence and algorithms to determine college athlete’s marketability. Using a combination of search engine, social media, and on field performance analytics, athletes will now have a quantifiable marketability rate. Known as a ‘Buzz Score’, these proprietary metrics can be used to leverage potential partnerships. Unlike other early movers in the industry, a Buzz Score cannot be manipulated as it is not solely based on influencer statistics.

### About The Players NIL:

The Players NIL is an online educational platform that helps student-athletes make the best decisions about their NIL opportunities. The core curriculum provides student-athletes with the necessary tools to build a holistic NIL brand that aligns with their personal values and goals. Upon completion of the core curriculum, The Players NIL will offer student-athletes additional resources and continuing education as they move into the corporate world.