

Welcome to the NIL Era

Name, Image, and Likeness—NIL— isn't just a buzzword; it's the most significant change to hit college sports in decades. For years, college athletes built brands, filled stadiums, and sold jerseys without seeing a dime. But as of July 1, 2021, the NCAA lifted restrictions that prohibited student-athletes from profiting off their own image. The result? A new gold rush in the sports world, and a completely reimagined relationship between athletes, fans, schools, and sponsors.

This guide is for you—the athlete trying to make sense of the contracts, the fan who wants to support their favorite player, or the curious newcomer wondering what NIL even means. We're going to walk you through the fundamentals and introduce you to Dubmans—a DAO (Decentralized Autonomous Organization) that lets the everyday fan participate in NIL funding, governance, and revenue sharing starting with just \$20.

But before we dive into the tech, the tokens, and the athlete stories, let's get grounded in why this moment is so important. NIL isn't just about making money. It's about restoring equity, redefining community, and redistributing power. Think about this: before NIL, a star quarterback could appear in a video game and get zero compensation, while the school and game company raked in millions. Now, that player can earn income from partnerships, social media, NFTs, and fan engagement—legally and transparently.

Yet, as with all new systems, the NIL space is rife with both promise and pitfalls. Many traditional collectives and platforms lack transparency, leaving athletes vulnerable to predatory deals. Fans are often left out altogether, unable to participate unless they're wealthy donors or well-connected insiders. And smaller schools—those without massive booster networks—continue to struggle to keep pace.

Enter Dubmans. A blockchain-powered collective created to change the game for athletes, fans, and entire sports programs. Built on the principles of decentralization, transparency, and inclusion, Dubmans allows fans to fund athletes, vote on NIL proposals, and earn utility-backed NFTs—all governed by smart contracts and the \$DUB token.

In the pages that follow, we'll break down everything from NIL basics to smart contracts, show you how Dubmans works, share stories of athletes whose lives have already been changed, and give you the tools to get in the game. Whether you're a freshman trying to land your first NIL deal, a parent trying to protect your kid, or a crypto native exploring new utility, you're in the right place.

This isn't just a guide. It's a playbook for a new era. Let's go.

NIL 101 – The Basics

NIL stands for “Name, Image, and Likeness,” and it refers to the right of college athletes to profit from their personal brand. For decades, athletes were barred from earning money while playing in college, even as their schools, conferences, and corporate sponsors made millions. But now, athletes can legally monetize who they are.

Let’s break this down:

- **Name:** You can profit from your name being used on merchandise, promotions, endorsements.
- **Image:** Photos, headshots, posters, trading cards—all monetizable now.
- **Likeness:** Your voice, your story, your moves on the court or field—also covered.

NIL deals can include:

- Sponsored social media posts
- Merchandise collaborations
- Personal appearances
- NFT sales
- YouTube/Twitch monetization
- DAO-funded proposals (like through Dubmans)

Terms to know:

- **DAO (Decentralized Autonomous Organization):** A digital community governed by rules written into code (smart contracts). Members vote on proposals and decisions.
- **NFT (Non-Fungible Token):** A unique digital item (like a trading card or ticket) stored on the blockchain.
- **Smart Contract:** Self-executing digital agreements that ensure money is only released when conditions are met.
- **Web3:** A new version of the internet that gives ownership to users via blockchain tech.

Why NIL matters: It's not just about money—it's about fairness. It empowers student-athletes, especially from underserved communities, to take control of their future. And it's opened the door to a more transparent, equitable college sports ecosystem.

The Money in Motion

The NIL industry isn't just growing—it's exploding. In just the first two years since NIL was legalized, estimates show that college athletes collectively earned over **\$1 billion**. The market is projected to exceed **\$5 billion annually by 2030**. But here's the twist: most of that money is going to a tiny sliver of top-tier athletes at powerhouse programs.

Meanwhile, tens of thousands of athletes at smaller schools, in non-revenue sports, or from underrepresented backgrounds are being left out of the NIL party.

Let's look at the breakdown:

- **Top 1% of athletes** get brand deals with Nike, Gatorade, Dr. Pepper.
- **The remaining 99%?** They hustle on social media, sign up for NIL marketplaces, and hope for exposure.
- **Women athletes**, despite massive followings, receive less than 12% of NIL dollars.
- **High school athletes** in over 30 states can now sign NIL deals—but most lack representation.

What's more, schools with large donor networks have a huge head start. Boosters can create "collectives" to fund NIL deals, recruit talent, and essentially "buy" competitiveness.

The current NIL landscape favors:

- Large-market programs
- Football and men's basketball
- Athletes with existing social media clout
- Schools with powerful boosters and alumni networks

But the **gap is growing**—not just between big and small schools, but also between athletes with support and those without. That's where decentralized models like Dubmans come in.

By creating a **public, transparent, blockchain-powered NIL ecosystem**, Dubmans helps redistribute opportunities. Instead of relying on gatekeepers, athletes can go directly to their fans, communities, and even strangers who believe in their potential.

Money is moving in the NIL world—fast. The question is: Will it flow to a few, or be spread equitably? With Dubmans, it's finally possible to choose the latter.

The Problem with Traditional Collectives

Let's be real—most NIL collectives right now are messy.

They're often run by a handful of wealthy boosters who decide which athletes get funding, when, and how much. There's little transparency, minimal oversight, and frequent compliance issues. In fact, some programs have already triggered NCAA investigations due to shady collective activity.

Here's what's broken with the current model:

- **Opaque Funding:** No one knows where the money comes from or how it's distributed.
- **No Fan Voice:** Average supporters are shut out unless they donate big.
- **Compliance Gray Zones:** Many collectives operate in ways that risk eligibility for athletes and headaches for schools.
- **Favoritism:** Star quarterbacks get million-dollar deals while the linemen protecting them get nothing.
- **Short-Term Thinking:** There's often no plan beyond a single season.

Let's say you're a talented linebacker at a mid-major. You're grinding in the weight room, watching film, leading the team in tackles—but the NIL spotlight never hits you. Why? Because you're not flashy. You don't have 100K followers. And the collective is only interested in "marketable" athletes.

Meanwhile, a handful of influencers on campus sign deals based on their looks, not their work ethic. That's the reality many athletes are facing.

And for fans? There's no way in. You can't vote on proposals. You can't ask questions. You can't even see where your support is going.

The truth is, NIL was meant to **liberate** athletes. But traditional collectives are just repackaging the old system—with new loopholes.

Dubmans flips this dynamic. Instead of closed-door deals, everything happens out in the open. Fans get voting power. Athletes pitch their case directly to the people. Smart contracts enforce the deal. And nobody's above the system.

In short: No backroom deals. No booster drama. Just clean, transparent NIL that everyone can trust.

Dubmans DAO – A Game-Changing Solution

Dubmans isn't just another NIL platform—it's a **DAO**, or **Decentralized Autonomous Organization**, designed to make NIL accessible, fair, and community-driven.

Here's how it works:

- Fans, alumni, and supporters can join the DAO by purchasing \$DUB tokens.
- Athletes and coaches submit **NIL proposals**—including goals, funding needs, timelines, and deliverables.
- The community **votes** on which proposals get funded.
- If approved, a **smart contract** executes the NIL deal automatically.
- Athletes receive funding, and fans receive **NFTs** or perks in return.

Unlike traditional collectives, Dubmans doesn't rely on donors or closed-door fundraising. It leverages Web3 technology to:

- Ensure every transaction is **transparent**
- Make sure funds are **delivered on time**
- Keep deals **compliant** with NCAA and Title IX standards

What makes Dubmans revolutionary is its **inclusive model**:

- You don't need \$10K to make a difference. You can start with **\$20**.

- You don't have to be a tech genius. The **Concierge onboarding system** helps walk you through every step.
- You don't just "donate"—you **own** NFTs, vote on proposals, and shape the future of your favorite team.

It's not just tech for tech's sake. It's tech with a purpose—to give athletes control, give fans a voice, and create a NIL system that actually works for everyone.

In the pages ahead, we'll walk you through how this system operates—from real athlete stories to platform tutorials, token breakdowns, and more.

Next: Let's talk about how fans can go from passive cheerleaders to powerful boosters—together.

How Fans Become Boosters—Together

In the old world of college sports, if you weren't a millionaire or corporate sponsor, your support was limited to clapping in the stands or buying a jersey. But with Dubmans, the game changes. Every fan can now become a booster—with voice, vote, and value.

It all starts with **joining the DAO**. With just \$20 worth of \$DUB tokens, you unlock full access to the Dubmans ecosystem. No gatekeeping. No wealth barrier.

Here's what you can do as a DAO member:

- **Vote** on which NIL proposals get funded
- **Collect NFTs** tied to athletes, teams, or exclusive events
- **Track** impact with a personal dashboard
- **Access** exclusive content: livestreams, athlete AMAs, behind-the-scenes content
- **Join** Discords and forums with other fans, coaches, and players

This isn't charity. It's community ownership.

Every fan who joins becomes part of a **new booster class**—one that's more democratic, transparent, and impactful than ever before. You don't need insider connections. You don't need to be an alum. You just need to believe in the power of athletes and the future of fair play.

And the beauty of it? You're not doing it alone. Each NIL proposal is backed by **hundreds, sometimes thousands**, of small supporters working together. Like crowdfunding for greatness—with receipts.

Dubmans makes NIL collaborative. Because real power comes from the people who show up. Now, they get a vote too.

Anatomy of a DAO NIL Deal

So how exactly does a Dubmans NIL deal come to life?

Let's break it down:

Step 1: The Proposal

An athlete (or their coach or rep) creates a funding proposal on the Dubmans platform. They include:

- Who they are
- What they need (e.g., tuition, travel, gear)
- Timeline for deliverables (e.g., content, training, events)
- Perks for DAO members (e.g., NFTs, thank-you video, livestream invite)

Step 2: The Vote

The proposal is shared with the DAO. Members use their \$DUB tokens to **vote yes or no**. Proposals often come with multimedia—highlight clips, testimonials, proof of need.

Step 3: Funding + Smart Contract

If the proposal passes, a **smart contract** is activated. It holds the funds and sets conditions for disbursement. Funds are only released when the athlete meets the agreed milestones.

Step 4: Execution + Rewards

The athlete receives funding, completes their deliverables, and uploads proof (e.g., photos, videos). DAO members receive rewards—NFTs, shoutouts, or behind-the-scenes access—directly in their wallets.

Step 5: Transparency Forever

The entire process is logged on-chain. Every proposal, vote, fund transfer, and outcome is public, immutable, and auditable.

Here's what it looks like in action:

- Jada Ross (D1 track) submits a \$3,000 proposal for Olympic trial travel
- 400 DAO members vote yes
- Funds are locked in a contract
- Jada uploads videos from her trip
- Each voter receives a limited-edition "Olympic Push" NFT

Boom. Clean, clear, and empowering. That's a Dubmans NIL deal.

Transparency + Trust = Smart NIL

One of the biggest problems in NIL right now? **Trust.**

Athletes don't know if they're getting a fair deal. Fans don't know where their money goes. Schools don't know what collectives are doing behind closed doors.

Dubmans fixes this with three key innovations:

1. Smart Contracts

Every NIL deal funded through the platform is governed by code. No shady handshakes. No delayed checks. No "oops, we forgot to pay you."

The smart contract holds the money and only releases it when all agreed milestones are met—period.

2. Public Ledger

Every transaction is recorded on the blockchain. Anyone—fan, athlete, journalist, regulator—can see how much was raised, where it went, and who participated.

3. Transparent Proposals

Athletes submit detailed proposals, and voters decide. Everything is visible before a single dollar moves.

This transparency protects athletes from shady agents. It protects fans from scams. And it protects schools from compliance violations.

Let's say an athlete transfers to a new school and a collective promises \$50K. But it's all verbal. Two months later, they get nothing.

That won't happen on Dubmans. Because the deal is locked in, on-chain, with funds held in escrow. The athlete knows what they're getting. The fans know what they're funding. And nobody can back out or ghost the contract.

That's not just smart NIL. That's **ethical NIL**.

Leveling the Playing Field

Right now, NIL is a race—and some schools are driving Ferraris while others are on foot.

Power 5 programs have war chests. Massive alumni networks. Million-dollar collectives.

But what about:

- HBCUs?
- D2 and D3 schools?
- Community colleges?
- Women's sports?
- Walk-ons and redshirts?

They're playing the same game—but without the same tools.

Dubmans changes that.

Because it's powered by the crowd, any school can access funding. Any athlete can pitch their story. Any program—no matter how small—can compete for attention and support.

And because proposals are approved democratically, **fans can choose** to back the underdog.

Dubmans also includes a **Title IX compliance tool**, which tracks NIL funding by gender. That means schools can prove they're supporting female athletes fairly—an essential step for compliance.

The result? A system where equity isn't just an ideal—it's a **design principle**.

Whether you're a volleyball player in Utah, a linebacker at a D2 in Georgia, or a backup goalie in Michigan—you have a shot.

Because the Dubmans DAO isn't loyal to money. It's loyal to **merit**.

The Female Athlete Funding Gap

College sports have long skewed toward male-dominated programs when it comes to media coverage, budget, and support. That imbalance has bled into NIL too. While some female athletes have made headlines through fashion collabs or social media deals, most still get far less NIL funding than their male counterparts.

Enter Jada Ross.

Jada is a Division I sprinter from a mid-size public university. She's broken conference records, made Dean's List every semester, and mentors girls at the local high school track club. But despite all that, she hadn't received a single NIL offer.

Until she found Dubmans.

Jada posted a DAO proposal to raise \$3,000 to cover training gear, a nutrition plan, and travel to an Olympic qualifier. In her video pitch, she said:

"I don't have a million followers. But I'm building something. And I'm bringing my community with me."

The DAO voted YES—by a landslide. Not just because of her stats, but because of her story.

In 72 hours, Jada was funded. She shared weekly training updates, hosted a livestream Q&A, and minted a limited-run NFT called "Speed & Grace." Her DAO supporters got exclusive behind-the-scenes content and digital rewards.

Jada's success wasn't a fluke—it was proof. Proof that NIL can work for athletes beyond the usual suspects. Proof that **equity isn't just ethical—it's exciting**.

With Dubmans:

- Women's programs can access real NIL support
- Title IX funding is trackable
- Fans can vote with their values

Jada didn't just run faster. She ran smarter—powered by a community that believed in her.

The Overlooked Star – High School NIL

Derrick Hayes was a senior cornerback at a high school in Mississippi—5'10", quick feet, good tape, 3.8 GPA. No major offers. No agent. But he had heart—and a walk-on opportunity at a small FCS program 500 miles away.

Problem? No scholarship. No NIL interest. No way to cover his housing and books.

That's when his coach introduced him to Dubmans.

Derrick uploaded a personal video. He shared his highlights, his goals, and his situation. The DAO responded. One user wrote:

"This kid reminds me of my nephew. He's got grit. I'm voting yes."

Over 300 members voted to fund Derrick's walk-on journey. \$4,500 was raised in five days—covering his moving costs, first semester housing, and a laptop.

Derrick didn't stop there. He minted a "Bet on Me" NFT and promised exclusive training camp content to holders. DAO members started sharing his story online—raising awareness and building Derrick's brand.

This was NIL at its best:

- Empowering a talented athlete with limited means
- Giving fans a real chance to shape someone's future
- Turning walk-ons into warriors

High school NIL is still new—and often underregulated. But with Dubmans, the transparency and governance are built in. No shady deals. Just real support.

Now Derrick's not just on the roster. He's building a future—with fans who believed in him before the recruiters did.

From the Fans' POV – Why It Matters

Mike Fields is a lifelong college football fan. He didn't play the game past JV, but he's never missed a Saturday. He knows every stat, watches spring ball, and donates to his alma mater when he can.

But he always felt like an outsider. The real decisions—who gets funded, who gets recruited, how NIL money is used—were made in rooms he couldn't enter.

Until Dubmans.

For \$20, Mike joined the DAO. On his first day, he voted on a proposal to fund a women's soccer team trip. Then he funded a walk-on's proposal and got a thank-you NFT. He joined a live Q&A with a volleyball captain. He even proposed an idea: a mentorship series connecting athletes with local business leaders.

And the DAO passed it.

Mike said:

“For the first time, I felt like more than a fan. I felt like part of the program.”

That's the magic of Dubmans. It turns:

- Spectators into stakeholders
- Passion into participation
- Fans into funders

You don't have to be rich. You just have to care. Whether you're donating \$20 or \$2,000, you have a voice—and it matters.

Mike now has a leaderboard badge, a set of NFTs, and his name listed as a top contributor. But more than that, he has **impact**.

He helped build something. And he's just getting started.

Dubmans Platform Walkthrough

Let's take a tour of what the Dubmans experience actually looks like.

Step 1: Create Your Profile

Head to [dubmans.com] and set up your fan or athlete account. Choose your favorite schools, sports, or causes. Whether you're a die-hard HBCU supporter or love women's soccer, your feed will match your interests.

Step 2: Explore Proposals

The dashboard features a live feed of NIL proposals. Each one includes:

- A personal video pitch from the athlete or team
- A breakdown of requested funding
- Planned deliverables
- Timeline and voting window

You can browse, vote, comment, and share proposals straight from the platform.

Step 3: Vote and Fund

Use your \$DUB tokens to vote YES or NO. Once a proposal hits quorum, a smart contract holds the funds. You'll see how much has been raised, how much is pending, and what your share contributes to the goal.

Step 4: Collect Rewards

Each funded proposal comes with perks:

- Utility NFTs tied to the project
- Access to livestreams or AMAs
- Leaderboard status
- Physical merch or IRL invites (select proposals)

Step 5: Track Your Impact

Your personal dashboard shows:

- Funded projects
- NFTs owned
- Voting history

- Reward unlocks

This isn't a donation. It's a participatory experience.

The Dubmans platform is designed to be:

- **Simple** enough for beginners
- **Powerful** enough for Web3 veterans
- **Transparent** for regulators and fans alike

This is how NIL should feel—connected, clear, and community-first.

NFTs with Purpose

NFTs got a bad rap during the boom and bust of crypto hype. But the truth is: when done right, they unlock real-world value.

At Dubmans, NFTs aren't overpriced art—they're **access keys**, **identity badges**, and **revenue shares**.

Here's how it works:

- When you vote on a NIL proposal, you can receive an exclusive NFT
- These NFTs grant different tiers of rewards based on your contribution
- Some give access to private content
- Some unlock merch, events, or future airdrops
- Some act as keys to governance privileges

For example:

- Vote on a women's volleyball NIL fund → receive "Dig Deep" NFT
- Collect 5 sport-specific NFTs → unlock "Multi-Sport Booster" perks

- Hold a rare “Founders Pass” NFT → get revenue-sharing from DAO fees

Each NFT is:

- Minted on-chain
- Tradable on the Dubmans marketplace
- Tied to an athlete, cause, or event

NFTs are stored in your wallet (no technical experience needed). And since they're tied to smart contracts, they serve as transparent proof of participation.

The idea? **Recognition and utility.**

Whether you're a major contributor or first-time voter, the NFT economy within Dubmans lets you show your support—and get something meaningful in return.

Tokenomics Simplified

Welcome to \$DUB—the native token that powers the entire Dubmans ecosystem.

Unlike hype coins or meme tokens, \$DUB is built with real function. Here's how it works:

Supply & Distribution:

- Total supply: 100 million
- DAO Treasury: 40%
- Community Airdrops: 10%
- Founding Team: 20% (vesting)
- Ecosystem & Grants: 20%
- Public Sale & Onboarding: 10%

Utility:

- Used to vote on NIL proposals
- Required to mint NFTs
- Used to pay platform fees (e.g., proposal submission, minting)
- Earned through referrals, leaderboard status, staking

Staking:

- Stake your \$DUB to earn passive rewards
- Boost your voting power
- Unlock premium platform features

Deflationary Mechanisms:

- A small percentage of every transaction is burned
- Revenue from NFT sales partially goes back into buybacks

Security & Compliance:

- Smart contracts audited
- Full KYC/AML onboarding for high-volume accounts
- Compliant with U.S. securities law via legal partners

With \$DUB, you're not speculating—you're participating. It's your key to the DAO. Your voice in the vote. Your share in the future.

No more guesswork. No more mystery meat tokenomics.

Just a clear, clean, purpose-built system for funding athletes and empowering fans.

Onboarding with Ease – The Concierge Model

Let's face it: most NIL platforms and crypto projects assume you're already an expert. Dubmans doesn't.

Whether you're an athlete who's never heard of a smart contract, or a parent trying to help your kid avoid a bad deal, the **Concierge Model** has your back.

Here's what it includes:



For Athletes:

- **1-on-1 onboarding** with a NIL advisor
- Help recording and submitting your first DAO proposal
- Pre-written contract templates for various NIL scenarios
- Guidance on deliverables, taxes, and Title IX implications
- Optional co-pilot support from DAO mentors



For Coaches & Schools:

- Compliance walkthrough for school administrators
- Training materials for compliance officers
- Custom team NIL pages for program-wide proposals
- Dashboard for tracking team-wide NIL engagement



For Fans:

- Easy wallet setup with step-by-step tutorials
- Customer support to help with your first NFT or token transaction
- Mobile-optimized interface with social logins

- Optional custodial wallet (if you don't want to manage keys)

The goal is simple: **Remove every barrier to participation.**

No jargon. No shady links. Just clear guidance, honest help, and human support.

And the best part? The Concierge team is available via chat, call, or Discord—whenever you need them.

Whether you're onboarding a freshman walk-on or a 60-year-old booster, Dubmans makes it easy to get in the game—**and stay in it.**

The Coach Who Stayed

Coach Marcus Rivera had every reason to leave.

After five seasons rebuilding his alma mater's football program, he led them to their first conference championship in 15 years. Offers started pouring in—from Power 5 schools, with triple the salary and better facilities.

His players knew it. His staff knew it. The athletic director braced for his resignation.

But he didn't leave.

Instead, Coach Rivera submitted a proposal to the Dubmans DAO: fund a retention bonus package—not just for him, but for two key assistants and a team nutritionist.

He made a video pitch:

"I love this school. I love this team. But passion doesn't pay bills. Help us keep what we built."

In just one week, the DAO raised \$85,000.

Coach Rivera stayed. So did his staff. And the team? They went even deeper into the playoffs the next year.

This was more than a feel-good story. It was a **proof of concept.**

Dubmans can:

- Retain great coaches and staff

- Prevent program collapse after breakout seasons
- Let fans directly invest in coaching culture—not just talent

Because culture matters. Continuity matters. And when the community shows up, it changes everything.

Coach Rivera now serves as an advisor to new coaches joining Dubmans—proving that loyalty and NIL aren’t opposites. They’re allies.

Avoiding NIL Scams – The Cody Miller Story

Cody Miller was a D2 All-American safety with offers from multiple NIL collectives. One group promised him \$10,000 for signing with a new school. No contract. Just a DM and a handshake at a private workout.

He transferred.

The money never came.

With his eligibility already burned and his new housing unpaid, Cody was stuck. Until someone in his Discord group told him about Dubmans.

He didn’t need a recruiter. He didn’t need an agent. He needed **a second chance**.

Cody created a “NIL Recovery Proposal,” telling his story openly. He asked for \$5,000 to cover back rent, a car to commute to practice, and some mental health resources.

DAO members rallied around him. Many had heard similar stories. One wrote:

“This is why we built Dubmans. Vote yes.”

Not only was Cody’s proposal funded—he also helped create a new “**Scam Shield**” template on the platform: a library of verified NIL red flags, scams, and recovery resources.

Cody became an advocate. He speaks on NIL safety panels. He mentors new athletes in the DAO.

He went from victim to voice.

The lesson? **Smart NIL isn’t just about funding. It’s about protection.**

And with Dubmans, no athlete has to go it alone.

Community-Driven Growth

Dubmans isn't just a platform—it's a movement. And like all great movements, its strength lies in the community that powers it. From early adopters to casual fans, everyone who joins the Dubmans DAO plays a role in shaping the future of athlete empowerment.

One of the biggest draws for new members is the ability to **earn by participating**. Unlike traditional fan platforms where your voice is limited to social media rants or ticket sales, Dubmans rewards you for showing up, engaging, and contributing:

- Vote on proposals? Earn token bonuses.
- Refer a friend? Earn \$DUB.
- Create and share athlete highlights or success stories? Get recognized on the community leaderboard.

As the community grows, so does its influence. Imagine 10,000 fans voting to fund a women's basketball program, or a grassroots campaign raising \$100,000 in 48 hours to help retain a starting offensive line. These aren't hypotheticals—they're already happening.

The DAO structure also means that **anyone can propose ideas**. Want to launch a new NIL training camp? Start a partnership with your alma mater? Propose a mentorship series for high school athletes? Submit it to the community and let the crowd decide.

Dubmans is built to scale—but it never forgets that it's powered by people. That's why transparency, accountability, and engagement incentives are baked into every layer.

You're not just buying a token. You're building a new model of sports ownership and equity. **Welcome to the front row.**

For the Crypto-Curious – The Harold Yang Story

Harold Yang is 29. He's been in crypto since the 2017 bull run. He's minted NFTs, staked tokens, survived bear markets—and lately, it's all felt a little... hollow. Meme coins. Scams. Projects that promise the world and disappear in a week.

Harold wasn't looking for another pump-and-dump. He was looking for **purpose**.

Then he stumbled on a YouTube interview featuring an athlete whose walk-on spot had been funded through Dubmans. The athlete said:

“I’m not chasing money. I’m chasing greatness. And now I have a team of fans behind me.”

Harold dug deeper. He saw real smart contracts. Verified NIL payouts. A functioning DAO treasury. This wasn’t hype—it was infrastructure. He liquidated part of his meme coin portfolio and joined the DAO.

In his first week, Harold:

- Voted on three proposals
- Bought two NFTs
- Joined a community livestream with a volleyball captain he’d never heard of—but instantly respected

He posted on his Web3 forum:

“This is what crypto should’ve been.”

For folks like Harold, Dubmans represents a pivot point. It proves that Web3 doesn’t have to be abstract. It can be local. Tangible. Real.

You’re not investing in vaporware—you’re investing in athletes, communities, and moments that matter.

There are thousands of Harolds out there—builders, believers, and skeptics alike—just waiting for something worth backing.

Dubmans gives them that reason.

The Blueprint for Underdogs

East Idaho College hadn’t been on anyone’s radar. Small school. No boosters. No NIL. Just a hard-nosed football program with heart. Then one season, everything clicked: they went undefeated, won their conference, and captured the hearts of their community.

And then it happened.

- Sixteen starters hit the transfer portal.

- The head coach left for a Power 5 job.
- Bigger programs poached what East Idaho had built—offering NIL deals, signing bonuses, and resources the school couldn't match.

But this time, the story didn't end there.

An alumni group submitted a proposal to Dubmans: onboard East Idaho, fund returning players, support a new coaching hire, and build a sustainable NIL ecosystem.

The vote passed. The DAO deployed capital. Athletes got funded. A new coach signed on. And East Idaho started to rebuild—stronger, smarter, and with the full backing of a decentralized fanbase.

This is the **underdog blueprint**:

- Identify overlooked programs
- Mobilize community support
- Deploy capital transparently
- Keep great talent where it belongs

Dubmans makes it possible. Through its infrastructure and community governance, it creates paths for small schools to compete—and thrive—in an NIL landscape dominated by giants.

Not every program will get a national TV slot.
But with Dubmans, **every program can get a shot**.

The Future of College Sports

Let's look ahead.

By 2030, NIL will no longer be an experiment—it will be the **foundation** of college sports economics. Traditional athletic departments will operate more like media companies. Athletes will enter school with entire brands. And collectives? They'll either evolve or become obsolete.

What does that future look like with Dubmans leading the charge?

- **Every school**, regardless of size, has access to compliant, transparent NIL funding

- **Fans** are embedded in the financial and cultural DNA of their programs
- **Athletes** no longer choose between chasing money and loyalty—they can have both
- **Coaches** stay longer, build deeper, and coach freer
- **Donor influence** is balanced by community governance
- **Revenue** flows not just to stars, but to the soul of the sport: the grinders, the walk-ons, the overlooked gems

And most importantly:

Trust becomes the norm, not the exception.

Dubmans isn't just reacting to the NIL revolution. It's engineering its next evolution.

Imagine:

- Global fans funding a volleyball team in Florida
- Crypto users supporting a Division III soccer captain
- Former athletes reinvesting into future generations through staking, NFTs, and mentorships

It's all already happening.

The future of college sports isn't exclusive—it's **inclusive**.

It's not donor-controlled—it's **community-powered**.

And it doesn't leave anyone behind.

Get in the Game

Reading is great. Action is better.

Here's how you can **get started with Dubmans** in under 10 minutes:

1. **Visit [dubmans.com]**
Create a free account as a fan, athlete, coach, or school admin.

2. **Choose Your Role**

Whether you're funding, applying for NIL, or submitting a proposal, we'll tailor your experience.

3. **Load \$DUB**

Buy a small amount of \$DUB tokens via our on-platform gateway. You can use your debit card—no crypto experience needed.

4. **Vote or Propose**

Head to the proposal hub. Support a live NIL deal—or submit your own.

5. **Collect and Engage**

Mint NFTs, access livestreams, and earn leaderboard points. Build your rep in the DAO.

6. **Refer and Earn**

Every new member you bring in earns you \$DUB rewards—and builds the movement faster.

Whether you're a student-athlete seeking support, a parent protecting your child, or a lifelong fan ready to matter—this is your shot.

No gatekeepers. No excuses.

Just **game on**.

FAQs + Resources

Q: What's a DAO again?

A DAO (Decentralized Autonomous Organization) is a group governed by smart contracts instead of individuals. Think of it like a transparent, digital booster club that votes together on NIL decisions.

Q: Is this legal?

Yes. Dubmans is structured to remain compliant with NCAA guidelines and state NIL laws. Legal audits are conducted regularly.

Q: What if I don't understand crypto?

No problem. Dubmans offers concierge onboarding and optional custodial wallets—you don't need technical knowledge to participate.

Q: Can high school athletes join?

Yes, depending on your state laws. We'll walk you through compliance.

Q: What happens if an athlete doesn't fulfill their proposal?

Smart contracts hold funds in escrow. If deliverables aren't met, the funds are returned to the DAO treasury.

Q: Can I earn from my contributions?

Yes—through voting rewards, referral bonuses, leaderboard milestones, and NFT sales.

Final Play – Your Impact Starts Here

You've made it through the guide. You're no longer a rookie.

Now it's time to make your move.

Because NIL isn't just a trend—it's a **transformation**. And Dubmans gives you the tools to be part of it. To shape it. To make sure it works not just for the stars, but for the strivers.

Whether you're backing a backup, spotlighting a walk-on, or mentoring a future champion—you are building a future where **everyone has a shot**.

So fund. Vote. Mint. Share. Cheer.

Change lives—with every click.

This is more than NIL.

It's more than crypto.

It's a movement.

And you're already on the roster.
