



MAKE A PLAY
FOUNDATION

MAP's

D-League

Professional Development Experience

"By athletes...for athletes."

Powered by Microsoft





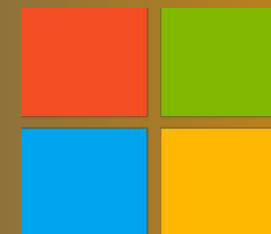
Bank of America.



Morgan Stanley



D-LEAGUE **PARTNERS**



Applications open on January 3, 2021
and close on February 21, 2021.

A collage of various athletes in action, including a football player in a white helmet, a basketball player in a blue jersey, and a soccer player in a blue jersey. The collage is overlaid with a semi-transparent blue rectangle containing white text.

WHO ARE WE?

Make A Play Foundation, Inc. is a nonprofit 501(c)(3) organization that prepares underrepresented students with athletic backgrounds for executive careers in highly competitive industries, including sports, entertainment and beyond.

WHY ARE WE DOING THIS?

Our research indicates that the overwhelming majority of corporate executives played a competitive sport, but that less than 5% come from underrepresented communities. We searched but soon realized that there was no definitive resource for underrepresented students with athletic backgrounds interested in executive career paths (front office executives, head coaches, athletic directors, Fortune 500 CEOs). So, we decided to make a play for students off the field.

WHAT IS OUR SOLUTION?

We have created a comprehensive program that leverages technology, one-on-one mentorship, in-person programs, and professional work experience to further our mission. Our year-round career training program serves as a resource for students looking to build competitive professional profiles for executive careers and leverage their athletic experience as a professional skill.

FIRST YEAR SUCCESS – D-LEAGUE FELLOWS



Cameren Carter

Senior, Columbia Football (Captain)

Wealth Management Intern, *Morgan Stanley*



Jayla Thornton

Senior, Howard Basketball (Captain)

Business Development Extern, *NFL*



Marquis Hubbard

Junior, Columbia Football

Securities Intern, *J.P. Morgan*



Jordan Hill

Senior, Harvard Football (Captain)

Player Personnel Intern, *NFL*



Nyla Pollard

Senior, William & Mary Basketball (Captain)

Player Personnel Intern, *NFL*



Ryan Glover

Senior, U. Penn Football

Wealth Management Intern, *Morgan Stanley*



Tyler Milliner

Sophomore, Howard Football

Risk & Discovery Intern, *Deloitte*



Zuri Godfrey

Senior, Howard Football

Brand Strategy Intern, *Google*

FIRST YEAR SUCCESS – D-LEAGUE FELLOWS



Alex Washington

Sophomore, Harvard Football

Player Intern, *A-List Sports & Entertainment*



Antaures Jackson

Sophomore, U. Penn Track & Field

Investment Banking Intern, *Morgan Stanley*



Christen Conley

Junior, Northwestern Field Hockey

Investment Banking Intern, *Goldman Sachs*



Daniella Banda

Senior, Byran Golf (Captain)

Club & Development Extern, *NFL*



Isaiah Rice

Senior, Vanderbilt Basketball (Captain)

Full-Time Consultant, *Deloitte*



Jordan Beverina

Sophomore, Columbia Soccer

Investment Banking Intern, *Bank of America*



Miles Grayson

Junior, Morehouse Baseball

Sales & Trading Intern, *UBS Bank*



Sydney Wood

Junior, Northwestern Basketball

Player Intern, *Capture Sports Agency*

FIRST YEAR SUCCESS – ASSISTANT COACHES



Alex Jackson

Recent Graduate, Morehouse Basketball
Strategy Consulting, *Deloitte*



Batouly Camara, MS

Recent Graduate, UCONN Basketball
Founder, *W.A.K.E.*



Grant Bennett

Recent Graduate, Morehouse Baseball
People Analytics Analyst, *Google*



Jordan Jefferson

Recent Graduate, Jackson State Football
1st Year Student, *Harvard Law School*



LinDon Harris

Recent Graduate, Columbia Football
Capital Markets Analyst, *Morgan Stanley*



Micah Holmes

Recent Graduate, Morehouse Football
Events Strategy (JRP), *NFL*



Taheeb Sonekan

Recent Graduate, U. Penn Football
Account Manager, *Google*



Taylor McGlashan

Recent Graduate, *High Point Basketball*
1st Year Student, *Ohio St. Law School*

FIRST YEAR SUCCESS – ASSISTANT COACHES



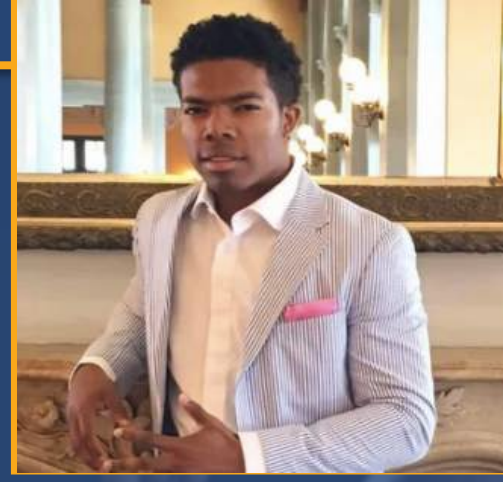
Briana Guzman

Recent Graduate, St. John's Volleyball
Volleyball Coach, *St. Francis College*



Bryce Barnes

Recent Graduate, William & Mary Basketball
MBA Student, William & Mary Business School



Donaven Tennyson

Recent Graduate, Vanderbilt Football
Account Executive, *Amazon (AWS)*



Julien Turner

Recent Graduate, Morehouse Football
1st Year Student, *USC Film School*



Michelle Staggers

Recent Graduate, Duke Lacrosse
Educator, *Virginia Episcopal School*



Terry Thomas, Jr.

Recent Graduate, Georgia St. Football
Medical Scribe, *Cancer Treatment Center*



Wesley Ogsbury

Recent Graduate, Harvard Football
Account Manager, *Google*



Xavier Holston-Sims

Recent Graduate, Morehouse Basketball
Corporate Paralegal, *Paul Weiss*

THE DISPARITY GAP: WHAT WE'RE CHANGING

94%

of Fortune 500
Executives played
competitive sports in
high school or above

66%

of **NCAA athletes**
come from
underrepresented
communities

5%

of Fortune 500
CEOs come from
underrepresented
communities



What is the D-League?

1. The D-League is a highly competitive **12-month** professional development experience for high performing student-athletes of color.
2. Students must be in **good academic standing** at an accredited college or university, identify as a person of color, and be serious about succeeding in competitive industries.
3. MAP's 2020 D-League Fellowship Class carried a **3.54 cumulative GPA**. We encourage candidates with below a 3.0 to address their academic history in our optional essay.
4. Students must be **second-semester freshmen or above** to apply (graduating in 2022, 2023 or 2024).





Amal Yamusah
Founder

The process of developing skills that you won't explicitly learn in the classroom, but that employers will require of you, nonetheless. These skills include, but are not limited to:

1. Learning the necessary language and behaviors for competitive industries
2. Preparing for competitive interviews
3. Developing technical skills
4. Practicing professional etiquette and decorum
5. Networking and building intentional relationships
6. Working on real-world business problems
7. Learning about new developments in competitive industries

WHAT IS "PROFESSIONAL DEVELOPMENT"

***“We don’t train our
Fellows to make
impressions, we train
them to make
impact.”***



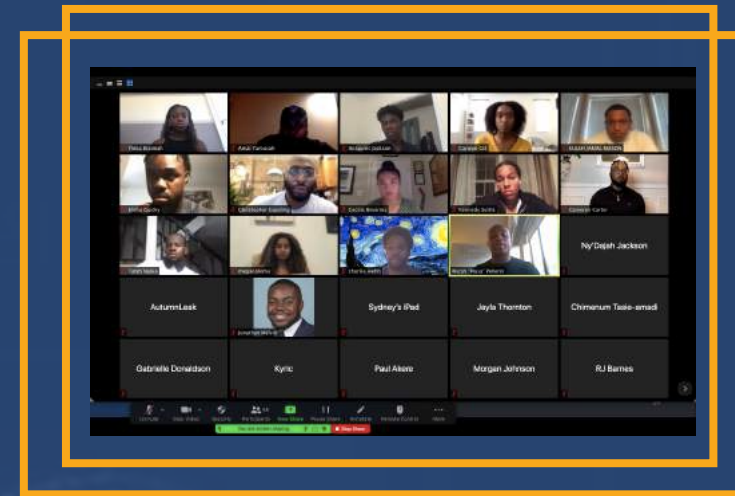
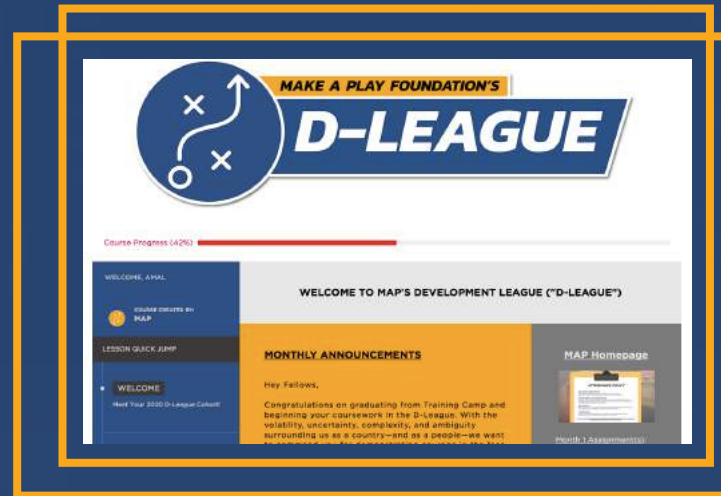
Chris Gooding, Director of Student Support

CURRICULUM

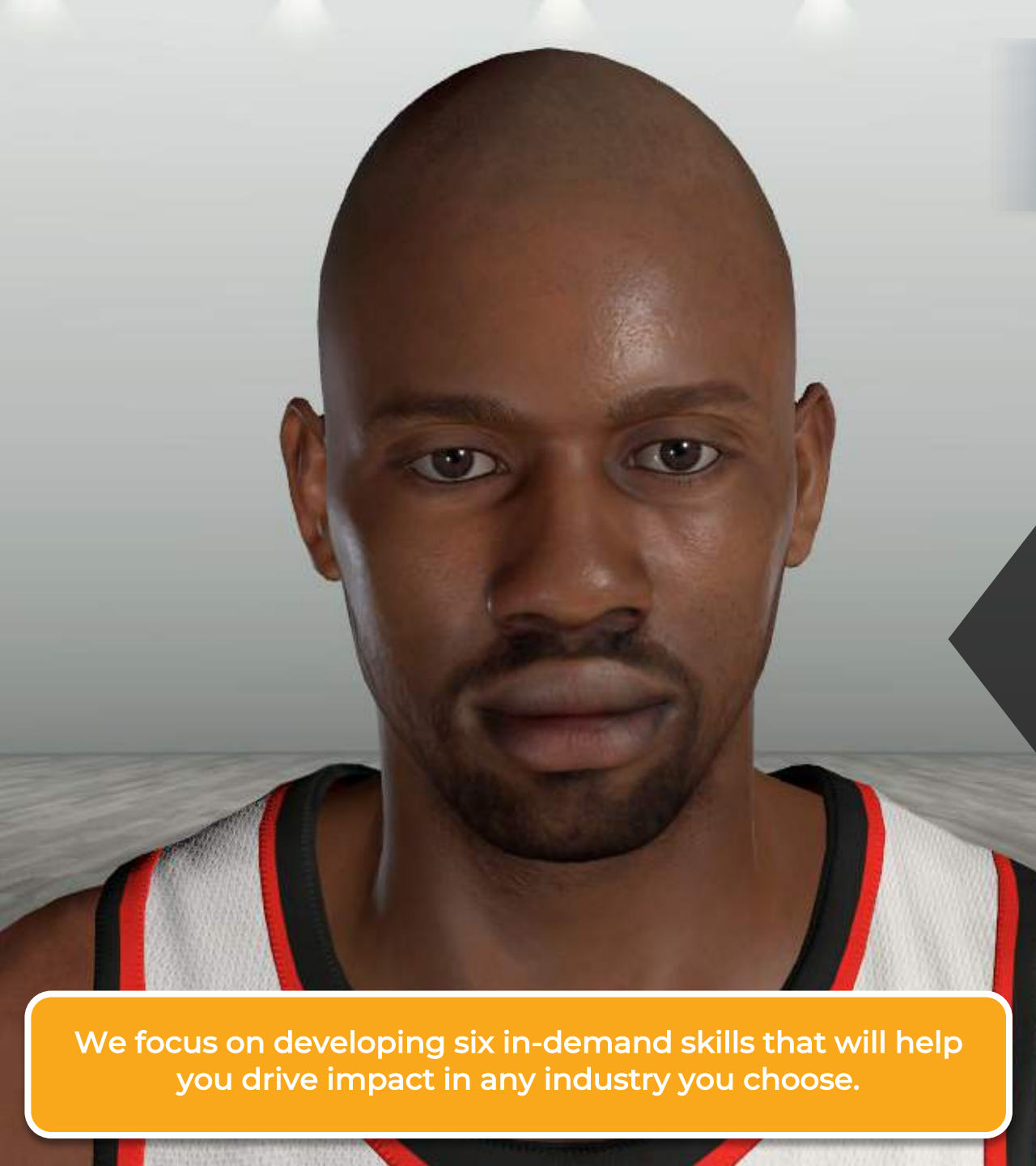
COACHING

CAREER
TRAINING

COHORT
LEARNING



**HOW DO WE PREPARE
OUR FELLOWS TO MAKE
IMPACT?**



We focus on developing six in-demand skills that will help you drive impact in any industry you choose.

CURRICULUM

OVERVIEW



Month #1:
Problem-Solving



Month #2:
Management



Month #3:
Communication



Month #4:
Leadership
Innovation



Month #5:
Sales
Marketing



Month #6:
Personal Growth
Personal Wellness

COACHING

DEANDRE JONES, MBA
HEAD COACH



"Hey, I'm DeAndre. Professionally, I work as a **Senior Consultant at Deloitte**. I'm also the Head Coach of Team Curveball here in the D-League. I played college football at Vanderbilt, so I know exactly what you all are going through! As Head Coach, I'm here to help you navigate the curriculum and land your dream role! Let's get it."

ISIS FREEMAN, ESQ.
HEAD COACH



"Hey, y'all! I'm Isis and I'm the Head Coach of Team West Coast Offense. For my 9-5, I work as an **attorney for the LA Clippers in their Business and Legal Affairs Department**. I also went to Vandy for undergrad and Harvard for Law School. As Head Coach, I'm here to hold you up and hold you down at the same time. Together, we're going to 'make a play' in the D-League and beyond."

MICAH PELLERIN, MBA
HEAD COACH



"I'm Micah. I played in the NFL for 4 years before transitioning to Business School. Today, I work as a **Senior Corporate Strategist at 3M** in Minneapolis. I coach Team No Huddle, and we accomplished a lot of great things in year one! I'm excited to see what next year brings, and I'll be here to guide you through it all."

CAREER TRAINING

OVERVIEW

1



ASSIGNED MENTORS

We pair each D-League Fellow with a MAP Mentor that has expertise in their desired industry to ensure that they have the knowledge to help you navigate the career exploration process successfully.

2



COMPETITIVE INTERNSHIPS

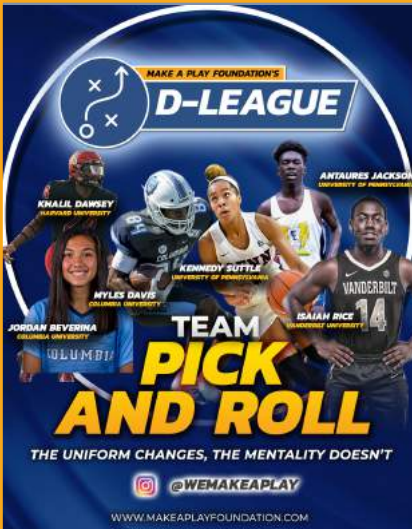
We work throughout the year to prepare you for interviews with partner-companies and others and to ensure that you identify companies that align with your skills, interests, and experiences.

3



PROGRAMS

Each D-League Fellow co-moderates a panel discussion or workshop during the year to network with professionals from the MAP family and learn more about specific industries.



COHORT LEARNING

We had eight teams in year one and will have 16 next year. Teams compete each month for the #1 ranking in our standings.

- TEAM 1: 4th & Goal
- TEAM 2: Blitz
- TEAM 3: Box-and-One
- TEAM 4: Buzzer Beater
- TEAM 5: Curveball
- TEAM 6: Franchise Tag
- TEAM 7: Full Court Press
- TEAM 8: Hat-Trick
- TEAM 9: No Huddle
- TEAM 10: Overtime
- TEAM 11: Pick and Roll
- TEAM 12: Pound-for-Pound
- TEAM 13: Power Play
- TEAM 14: Strike Zone
- TEAM 15: West Coast Offense
- TEAM 16: Wild Card

We place our Fellows into teams of six. Fellows then work with their teammates and coaches to complete monthly group projects that they present via Microsoft Suite to a panel of judges at the end of each month for immediate on-the-job skills training.

D-LEAGUE TIMELINE

1

MARCH 2021

Welcome

We welcome a new class of diverse student-athletes into the D-League each Spring.

2

APRIL – JUNE 2021

MAP Rookie Mini-Camp

As a D-League Fellow, you will participate in our **12-week** Rookie Mini-Camp designed to prepare you for behavioral and technical interviews and strengthen your resume and LinkedIn.

3

JULY-AUG 2021

MAP Summer League (Optional)

We provide on-going technical skills training for students that are interested in the **Consulting, Finance and Tech** industries for six-weeks during the summer.

4

SEPTEMBER 2021*

Problem-Solving

During Month 1, you will work with your team to **analyze a case study**. Together, you will create a transformational strategy and perform a series of gap analyses.

5

OCTOBER 2021

Management

During Month 2, you will use the Agile Project Management approach to **create a five-stage project management plan** for a start-up company looking to expand sales into new geographical markets.

6

NOVEMBER 2021

Communications

During Month 3, you will **perform a SWOT analysis** to determine whether a start-up Venture Capital firm should dissolve the company due to financial challenges.

7

JANUARY 2022

Leadership & Innovation

During Month 4, you will **co-design a multi-year business plan** for a 501(c)(3) non-profit organization.

8

FEBRUARY 2022

Sales & Marketing

In Month 5, you will **create brand guidelines** and a logo, and formally pitch your non-profit to a panel of judges.

9

MARCH 2022

Personal Growth & Wellness

Students learn dispute resolution tools, techniques and strategies by conducting a **negotiation simulation** where they negotiate an entry-level salary, and advocate for better benefit packages.

MAP's Development League ("D-League") serves as our premier program for **rising sophomores, juniors, and seniors in good academic standing**. The D-League is a highly competitive professional development experience that develops six in-demand skills for competitive industries in **12 months**.

Our D-League Fellows work in **cohorts of six** to analyze monthly case studies through strategic leadership frameworks VUCA and VUCA 2.0. Each cohort presents their findings to a panel of expert coaches each month for immediate on-the-job skills training.

* September 2021 = the first month of substantive coursework in the D-League

MAP ROOKIE MINI-CAMP

MARCH – APRIL
22 19

- Professional Communications
- Interview Etiquette
- Behavioral Interview Preparation I
- Behavioral Interview Preparation II

APRIL – MAY
19 17

- Resume Development
- LinkedIn Optimization

MAY – MAY
17 31

- Beginning Technical Interview Preparation
- Problem-Solving Interview Preparation
- Super Day Simulations

JUNE – JUNE
1 14

- Diversity, Equity and Inclusion Group Project

SUMMER LEAGUE ***Finance + Consulting***

Current Events in the Market

Future Trends in the Market

Stock Pitch

Case Study

Intermediate
Technical
Interview
Preparation

Advanced
Technical
Interview
Preparation

SUMMER LEAGUE ***Tech***

Beginning Java

Beginning Java Script

Beginning Python

Group Project

D-LEAGUE SCHEDULE

BEGINNING OF THE MONTH		MIDDLE OF THE MONTH				END OF THE MONTH
Virtual Lecture		Meet w/ Teams	Discuss w/ Coaches	Complete deliverables	Prepare for group presentation	Group Presentation
SEPTEMBER	1.5 hours	Self-guided	Self-guided	COVID-19 CASE STUDY	Self-guided	1.5 hours (w/ feedback)
OCTOBER	“”	“”	“”	5-STAGE PROJECT PLAN	“”	“”
NOVEMBER	“”	“”	“”	HARLEM CAPITAL CASE STUDY	“”	“”
JANUARY	“”	“”	“”	501(C)(3) BUSINESS PLAN	“”	“”
FEBRUARY				MAP SHARK TANK		
MARCH				SIMULATED NEGOTIATIONS		



JORDAN WATTERS
Director of Intake

Congrats on getting started! You're one step closer to reaching your professional goals.

Thank you, I'm excited! Do I follow this schedule?

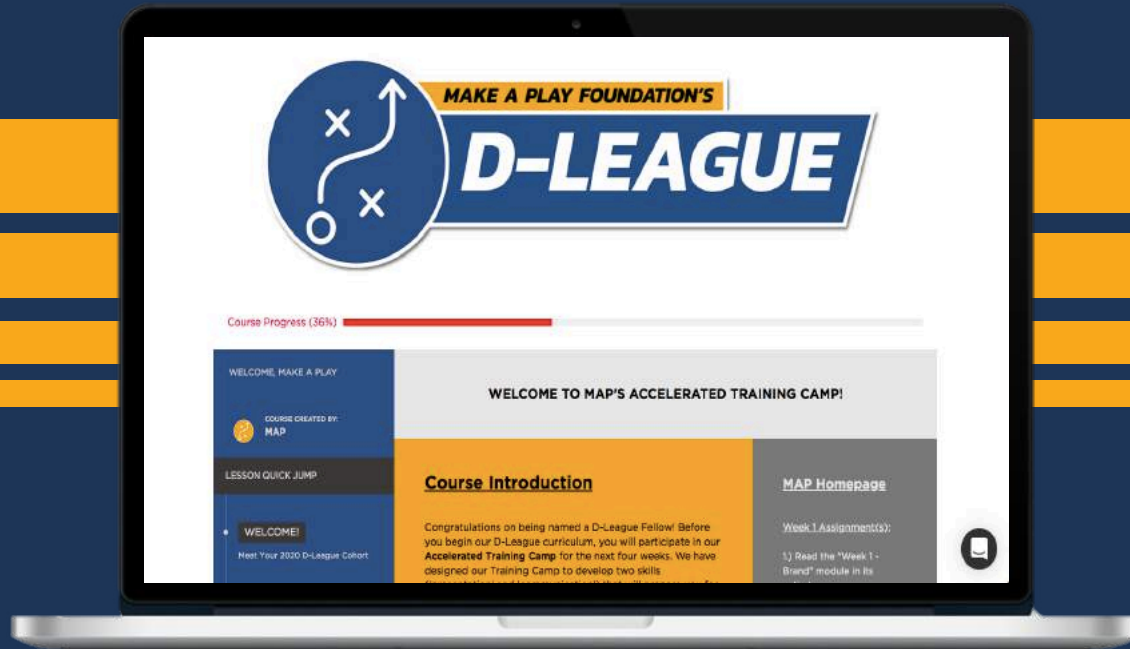
It's up to you! Although we give you a week to complete each Play, we give you the autonomy to navigate each week at your own pace. If you feel like doubling or tripling up on a given day—or having a free day—feel free!

Sounds good. Can I reach out to you if I have any questions? I'm about to start now.

Of course. I'm here to help. Reach out to me or any of our coaches at info@makeaplayfoundation.com. Good luck!



D-LEAGUE ALUMNI NETWORK (MAPPA)



MAP is a family, and our 2020-21 D-League Class will return next year as Assistant Coaches to help you navigate your journey and reach your professional development goals.



#BUILDasWECLIMB

“As the Director of the D-League, I couldn’t be prouder of our 2020 Fellowship Class. In Year 1, we placed 100% of our Fellows into internships or full-time roles with bulge-bracket investment banks, Big 4 consulting firms, Pre-Law Fellowships, and more. We’re excited to help even more student-athletes next year. Let’s #MAKEAPLAY!”



Chris Evans

Education: Harvard University
Sport: Football
Occupation: Senior Associate
Organization: Bank of America