



NFL Expansion Proposal

MAP Summer 2025 Premier League
Gridiron Gang



MAKE A PLAY
FOUNDATION

Our Team - Gridiron Gang



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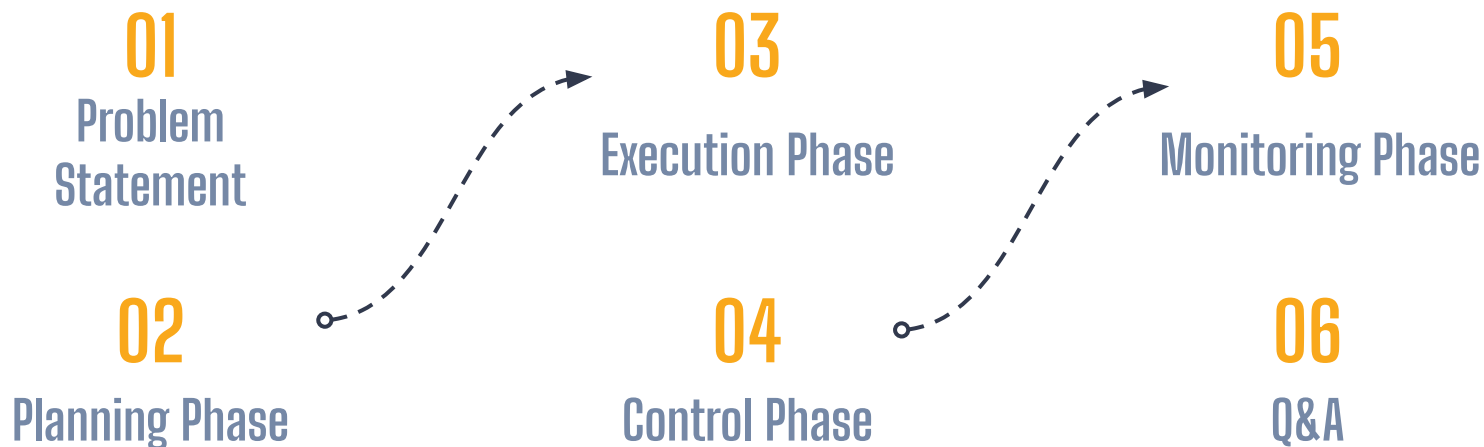
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Today's Agenda





Problem Statement

The NFL is considering **expansion by 2035**, aiming to add **two new teams**: one based in the **United States** and one **internationally**.

Existing NFL Teams

AFC East	AFC North	AFC South	AFC West
Bills	Ravens	Texans	Broncos
Dolphins	Bengals	Colts	Chiefs
Patriots	Browns	Jaguars	Raiders
Jets	Steelers	Titans	Chargers
NFC East	NFC North	NFC South	NFC West
Cowboys	Bears	Falcons	Cardinals
Giants	Lions	Panthers	Rams
Eagles	Packers	Saints	49ers
Commanders	Vikings	Buccaneers	Seahawks

<https://www.nfl.com/>



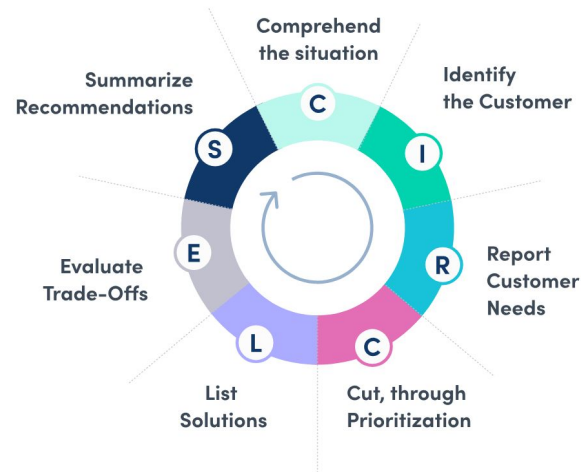
Problem Breakdown - CIRCLES

1. **Comprehend** goal of expanding customer base and limitations
2. **Identify** customer base and their behaviors
3. **Report** customers' needs
4. **Cut**, through prioritization
5. **List** solutions
6. **Evaluate** trade-offs
7. **Summarize** recommendations

CRITERIA FOR CONSIDERATION

- Economic stability and growth
- Existing interest and relevance
- Infrastructure
- Financial implications

CIRCLES Method™



<https://productschool.com/>

Feasibility Report



London, UK

- Successfully **hosting since 2007**,
- Suitable **infrastructure designed by NFL**
- Challenges: geographical distance, time zones

Toronto, CAN

- **Previously hosted** NFL games
- Large corporate presence, strong market
- Challenges: **subpar stadium**, financial requirement



Austin, TX

- Strong **existing football fan base**
- **Rapid growth and strong market**
- Challenges: regional competition, stadium

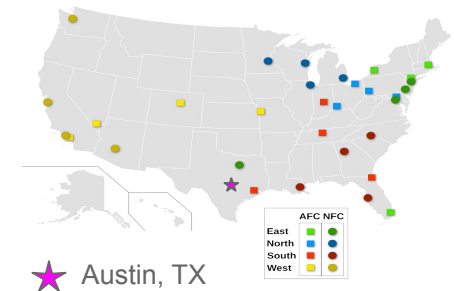
St. Louis, MO

- **Precedent of existing teams**
- Existing investments from NFL
- Challenges: **financial requirements**, resentment

Tottenham Hotspur Stadium



Domestic Team Locations





Years 1-3 Goals

Expansion Team Costs

YEAR 1

Research & Development

Direct Costs

- Market research
- Feasibility studies
- Legal and regulatory research

Indirect Costs

- Travel
- Administrative costs

YEAR 2

Planning & Pre-Construction

Direct Costs

- Preliminary permitting
- Negotiations
- Architecture engagements

Indirect Costs

- Expansion of planning team
- Administrative support

YEAR 3

Construction Preparation

Direct Costs

- Procurement
- Municipal agreements
- Logistics and infrastructure planning

Indirect Costs

- Design contract
- Oversight committees

Y1 Overview:

Heavy resource allocation towards researching to choose the best location and method of 2 new expansion teams. Market research on target areas.

Y2 Overview:

Translate R&D into tangible plans, partnerships, and positioning for construction readiness.

Y3 Overview:

Transition from planning to breaking ground on stadiums. Secu



Key Performance Indicators

Business Objective	Customer Retention	Customer Acquisition	Customer Acquisition
Goal	Increase Customer Lifetime Value	Increase Sales	Increase Awareness
KPI	Purchase Frequency	Purchase Intent	Ad Impressions
Metric	Ratings/Views	Contact Dealer Clicks	Unique Users



Target Persona



- **Target Group** - men and women between the ages of 20-35 or in early career phases
- **Primary Challenges** - accessibility of NFL opportunities near
- **Values** - Lively game day experiences, professional team to rally around



STP Model



Segmentation

We have identified two locations with favorable demographics and behaviors that are similar to NFL cities in the U.S.

Target Persona

We are targeting young professionals that are socially active and digitally connected

Positioning

For sports fans the NFL's simultaneous expansion into Austin, TX and London, UK delivers both local pride and global reach — creating two culturally unique teams that embody the excitement of professional football.

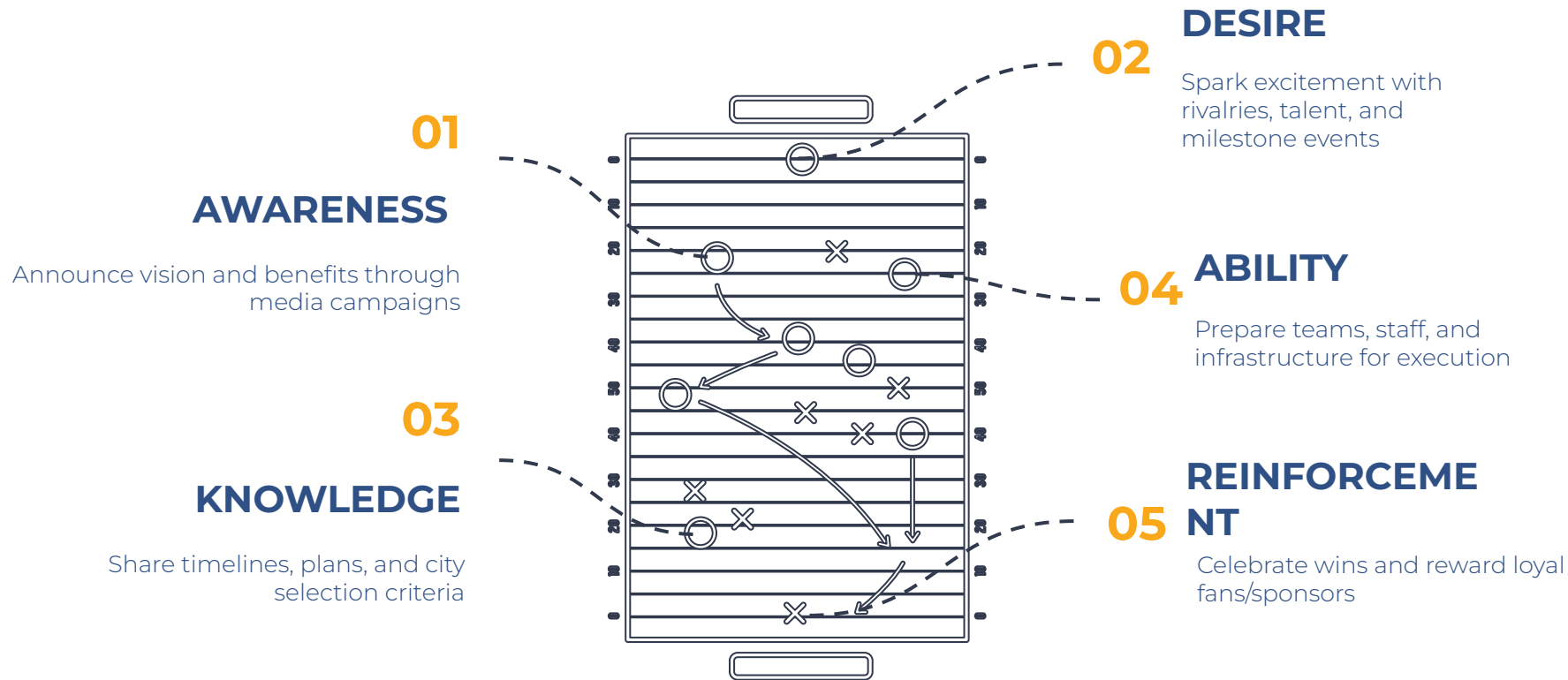


Risk Assessment Matrix

Risk Matrix		Severity			
		Minor	Moderate	Major	Critical
Likelihood	76-100%		Travel/Distance Strain		
	51-75%			Market Saturation	
	26-50%		Brand Reputation		
	0-25%	Financial Stability			



Strategy: ADKAR





Thanks!

Any Questions?



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