

EMPOWER ATHLETES

Beyond the Game

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STRATEGY FOLLOWS STRUCTURE

An athlete's career creates opportunity. The right platform helps transform that opportunity into lasting value.

The game can open doors to income, relationships, influence, and ownership. But a playing career is finite; the value of an athlete's identity, skills, and ambitions should not be.

The goal is not simply to secure the next deal. It is to prepare for the next chapter.

A PLATFORM, NOT JUST AN AGENT

Canaan Sports Management's guiding philosophy is to pair commercial opportunity with thoughtful preparation. Representation should be athlete-centered, transparent, and coordinated across the people who support an athlete's career.

Research on sport transitions highlights the importance of identity, social support, and proactive planning, not merely decisions made when competition ends [1, 2].

FOUR PILLARS OF ATHLETE VALUE

1 / OPPORTUNITY. Evaluate NIL, brand partnerships, sponsorships, appearances, and business ventures for fit, economics, and long-term reputation.

2 / PROTECTION. Understand contract terms, exclusivity, deliverables, payment timing, disclosure duties, and the use of name, image, and likeness.

3 / DEVELOPMENT. Build transferable skills, trusted professional relationships, financial fluency, and an identity beyond athletic performance.

4 / TRANSITION. Start career exploration, education, entrepreneurship, and post-sport planning before the final season.

THE CAREER IS BIGGER THAN THE GAME

The NCAA identifies academic support, leadership development, financial literacy, NIL education, and career preparation as elements of student-athlete development [3].

In 2026, NCAA survey reporting found that more than 90% of respondents to its GOALS study viewed college athletics as positively influencing qualities such as work ethic, responsibility, and teamwork [4]. These strengths can create value far beyond competition.

DESIGN FOR LONG-TERM OWNERSHIP

Athletes should know what they are signing, what rights they are licensing, what they are earning, and what obligations survive a deal. Commercial momentum requires sound documentation and qualified legal, tax, and financial support.

Above all, an athlete should have agency over the direction of the enterprise that bears their name. No short-term opportunity should automatically outrank a long-term objective.

STRATEGY FOLLOWS STRUCTURE.

Maximize today's opportunities.
Prepare for everything that follows.

EXPLORE CANAAN SPORTS MANAGEMENT

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REFERENCES & FURTHER READING

1. Park, S., Lavallee, D., & Tod, D. (2013). Athletes' career transition out of sport: A systematic review. *International Review of Sport and Exercise Psychology*.

2. Voorheis, P., Silver, M., & Consonni, J. (2023). Adaptation to life after sport for retired athletes. *PLOS ONE*, 18(9), e0291683. doi:10.1371/journal.pone.0291683

3. NCAA. Student-Athlete Core Guarantees: Academic, Personal & Professional Development. ncaa.org/student-athletes/student-athlete-experience/core-guarantees/

4. NCAA (2026, June 4). Student-athletes report strong confidence in career readiness, future opportunities. [NCAA.org](https://ncaa.org).