



## What Is NPA?

NPA is a non-profit organization that helps the average athlete play the sport they love at the professional level. Sports have the power to change lives. Our mission is to provide college athletes with the tools and strategies to market themselves and their brand to college coaches. We are committed to providing a sports recruiting network to athletes of all levels so they can perform at their best. We believe in hard work, dedication, and a never-give-up attitude and will embody these values in everything we do.

## RONNIE COLUZZI

Like many other college athletes, Ronnie Coluzzi dreamt of playing football professionally. He punted and kicked for Central Michigan before transferring to Iowa, where fans and writers still reminisce on his rock-steady performance. Playing on national TV and in front of 70,000 fans week-in, week-out, the world saw Ronnie's process on the field quickly when he got there. But what they didn't see was the other craft he'd newly discovered that would eventually help him earn several NFL tryouts- and give his talent a chance.

"The love for Football I have and focus on accomplishing my lifelong dream of playing in the National Football League was a major distraction for something that was always right in front of my face.", Coluzzi says, recalling a moment as pivotal as any on the field was for his career.

"I still remember attending my first American Marketing Association meeting as a Freshman in 2012 where someone brought up the term "networking" and I had to ask what the heck does that mean." Looking back, this was the moment that changed his future. "Next Professional Athlete was something I should have started while attending Central Michigan University," he remarks with a smile. But it would be over a decade before he knew how much that term would mean to him.



The concept of networking planted a seed in Ronnie's mind that grew roots underground long before sprouting up as his passion. While playing professional football was still Plan A, he connected with teams in a myriad of ways- using connections from former teammates and coaches, spreading the word via social media, and searching by word of mouth until he landed tryouts with the Chicago Bears and Washington Redskins out of college in 2017.

"After seeing a need for more consistent Kickers and Punters in the NFL I decided to give it another shot and pursue trying out again to play Professional Football. I went through tryouts with the Chicago Bears and Washington Redskins back when they were called the Redskins in 2017."

But he also began to pass on his experience to the next generation immediately, finding passion through coaching younger kickers and punters that same year. "I'm a people person and love helping others succeed, which is why I got into coaching Football Kickers and Punters when my college career ended in 2017." But this was far from the biggest plan Ronnie had to help the next generation of athletes.



One thing we've all learned from football is that plans- like plays- are not executed as simply as they're drawn up. As with several athletes and executives, Ronnie's career took an indirect route that always led back to sports but gave him invaluable experience that allowed him to gain perspective on other industries. "For the last 7 years, I've been working as a Quality, Safety & Environmental Professional in the Vegetation Management and Wind industry throughout the West Coast," he says, remarking on the business savvy he learned during his time in the field of Safety Management. But eventually, sports came calling again.

"It has been an awesome career but the fact of the matter is I wanted more time with my family, and football offered that."

With the help of family and connections, Ronnie attempted a comeback to professional football, eventually landing an opportunity.





"I knew with a little hard work I could get back to my A-game again. My best friend and wife, Megan Coluzzi provided love and support for me to train full-time for a year in 2022. In January 2023, I brought my wife and two kids with me to try out for the USFL Specialist Showcase in San Diego, CA hosted by former Chargers Kicker, John Carney, and in the same month I went to Phoenix, AZ to try out for the NFL Specialist Showcase hosted by former NFL Coach, Gary Zauner," he remembers.

The skill level at the USFL tryout was just what he bargained for. "During both tryouts, I saw a lot of younger talent who was better than me. [There were] a lot of phenomenal Kickers, Punters, and Long Snappers from Notre Dame, Oklahoma, Ole Miss, and several other major universities with 2+ years of college experience. I've been attending football camps since I was 8 years old and it's always been an awesome place to meet people.

But he noticed something much bigger than his skill during the tryout.

"I met Chris O'Neill at the Arizona Showcase, and remember when he told me that we had the same punting coach, Aaron Perez. After the camp ended I called my old punting coach to catch up and had an ah-ha moment when I realized how small and interconnected the world of sports is. My network of friends has been shaped and grown exponentially from sports throughout my entire life."

He still dreamt of playing professionally but envisioned a future where players could maximize their connections. He saw networking as one of the biggest challenges or advantages athletes could encounter. While it helped him play in the Big Ten, try out professionally several times and connect with younger athletes to offer his expertise, athletes in smaller towns, less intense cultures, and late bloomers could all be slept on or completely off colleges' radars and struggle to progress past high school. Undiscovered talent shines daily at high schools across the nation, waiting to be mined by college programs and developed into superstars that will change the course of their entire sports. Recruiting sites and social media helped provide a platform but were imperfect in delivering databases due to human error and search algorithms. But Coluzzi noticed recruiting, and the other aspects of sports, as potential marketplaces.

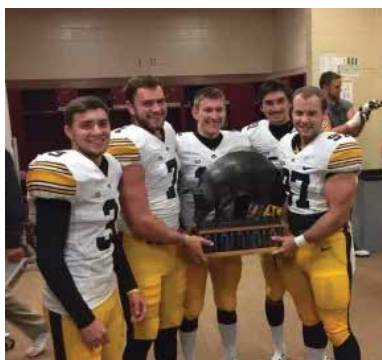


“This realization sparked my memory to consider how many athletes I saw at the tryouts still trying to go pro- and how blessed I am to have college roommates who became Super Bowl Champions, Ben Niemann with the Chiefs and Jake Gervase with the Rams.” In other former teammates, Ronnie found future teammates for the next endeavor. “Bryan Sleik was my holder in high school football and a fellow Broadcasting major at Central Michigan.”

Finally, Ronnie launched Next Professional Athlete and the vision began to become a reality.

“Therefore, In May of 2023 I created the Next Professional Athlete Sports Recruiting Network. It's a networking platform for athletes, coaches, fans, agents, medical providers, and sports affiliates to connect and collaborate.”

“I want all lovers of sports to have a place where they can go to access free information and help find the resources they need to play at the professional level. I feel very fortunate to have accomplished so much already with my team at NPA. The progress we've been able to achieve across all departments has been remarkable and I can't wait to see where things take off in the future.”





Today, Ronnie works as the CEO, laying the foundation for NPA to launch our platform on a website and app, in a database called NPA+. NPA+ will be the first all-encompassing networking subscription service exclusively for the sports marketplace. Bryan works as the Director of Sports Broadcasting for NPA and has several podcasts up on YouTube, the first major content created on the platform. His podcasts cover a wide range of topics, from the Super Bowl and March Madness that everyone will watch, to small middle and high school athletes with superstar potential.



"My favorite quality Bryan adds to the team is his ability to capture an athlete's story. He can help anyone connect with the player on a personal level. I quickly noticed the discrepancy between the athlete's need for help to get to the professional level and the lack of help available. Rather than covering strictly professional athletes like the majority of others, Bryan has covered High School and College Sports as well."

Working in High School and College Sports gives NPA's staff an authentic outlook on the lay of the land that athletes and aspiring professionals experience daily. While most websites are too specialized and social media is too broad to be an all-purpose networking platform, NPA will be the easiest way to search for people the world of sports has seen.

When asked what his biggest goals in life are, Ronnie says, "Personally, I want to help athletes accomplish their dreams of playing the sport they love professionally." There's only one thing that compels him to succeed more than helping other athletes, as he still makes time to be a family man. "My biggest motivation in life is family. I want to be a great husband to my amazing wife, Megan and a wonderful father to my 2 beautiful daughters, Chandler and Riley," he says.





He mentioned a third aspiration, worried more about making an impact than personal satisfaction. "Overall, my ultimate goal in life is to create change for the greater good of humanity by going on mission trips to help others who are less fortunate and to bring people together through the love of sports."

Each of the employees at NPA has internal and external motivations to see improvement in the sport marketplace which guide the company beyond our personal hopes. I want to become an NFL Scout and must use my skills to get there- but connections are rare to the top brass of football. Sam \_ goes to Michigan State and looks to \_\_ one day. \_\_\_ has aspirations to become \_\_\_\_\_. And \_\_ and \_\_\_ have family members in \_\_\_ who will go through the same process one day.

As far as the future goes, Ronnie says "NPA is speeding on an upward trajectory towards launching on all platforms." He explains that the soft launch has taken planning, practice, and necessary learning curves before we've begun to produce.

"I pride myself on trying my best not to make the same mistake twice. While it's difficult to start a new company from the ground up it's also very easy if you're able to take things in stride. Having said that, NPA is already hitting the ground running on every Social Media platform, podcasting and uploading on YouTube, Blogs and Newsletters are written by professional sportswriters, and more quickly approaching the horizon."

Coluzzi's currently laser-focused on the product that will become available ahead of next year's release. "The public should be excited for our user-friendly App and Website to come out in 2025, which will provide the ultimate sports recruiting and career hub. My team and I are working rigorously for NPA to be known as the go to place for sports information, personal development, and entertainment."





# Next Professional Athlete

SPORTS RECRUITING NETWORK

He closes out the interview by stating that “2024 is going to be a big year for NPA. Be sure to check out our website and stay up to date with everything.

We appreciate the athletes, coaches, and fans who make sports our biggest arena to live life as it was meant each day. We can't wait to see what will happen in 2024 and cover it in our podcasts and articles as we reinvent sports coverage to begin the NPA Network. Subscribe to NPA+ to see us build the next dynasty in sports coverage.

NPA+ subscribers will receive early access to the Newsletter, exclusive content, and updates about new features from within the company.