



Basketball Analytics Summit – The Parrish Group, LLC. Presents "The Tweeners"

12:00-1:45 p.m.

McColl 3250 - NBA Case Competition– Sponsored by the NBA Charlotte Hornets

Carnegie-Mellon, Duke, Stanford, UNC (a), and UNC (b)

2:00-2:45 p.m.

McColl 3650 - SAP Sports – This worldwide business leader delivers products, services, and solutions that help more than 261,000 customers – and their customers – in 190 countries run simply. With SAP® solutions, sports and entertainment organizations are driving world-class innovation to: 1) Engage fans like never before, 2) Improve player and team performance, 3) Maximize revenue streams – grow existing and create new ones, and 4) Help teams, leagues, and venues run simply. Frank Wheeler will provide an overview of SAP Sports and share insights on recent analytics partnerships with the 2014 World Cup champion team, Germany, and Duke University Athletics.

McColl 3350 - WHOOP - How do you set out to build a system robust enough to prepare a Navy SEAL for battle, but with the form factor and design that the average athlete would be comfortable wearing 24 hours a day? At WHOOP, that's exactly what we think about, day in, day out. Our team is comprised of engineers, designers, mathematicians, physiologists, and athletes. We're focused on building a product that we want to wear. Gary McCoy will demonstrate how Whoop is taking predictive analytics to sports medicine and, in turn, revolutionizing how teams and players think about athletes' bodies and their recovery.

McColl 3600 - The Atlantic Coast Conference (ACC) - Brand Marketing – Tim Lynde's responsibilities include the management and strategy of the league's overall marketing and branding initiatives; development of marketing plans for the ACC Football Championship Game, ACC Men's and Women's Basketball Tournaments and the league's Olympic Sport Championships; coordination of the conference's broadcast media initiatives related to branding with national and regional television networks; and serving as the commissioner's liaison to the league's marketing directors. Learn more about how the ACC continues to deliver innovative strategies and tools in the highly competitive NCAA Division I.

McColl 3250 - Basketball Analytics 101 with Dean Oliver – Interested in what basketball analytics is all about? Join the foremost authority and creator, Dean Oliver, as he shares the fundamentals and his four key principles. A pioneer in sports analytics across basketball and football, Dean's book, [Basketball on Paper](#), is a must-read for all basketball analytics personnel. Oliver has worked at ESPN and in the front office for the Denver Nuggets and Sacramento Kings. Sabermetrics pioneer Bill James and Hall of Fame UNC basketball coach Dean Smith lauded his work. Oliver has been featured in major media outlets for more than two decades.

3:00-3:45 p.m.

McColl 3650 - Fusionetics – Founded by Dr. Mike Clark, Fusionetics is the Human Performance Company that integrates sports science, clinical application and cutting-edge technology to deliver efficient and effective solutions focused on decreasing injury, optimizing performance, and enhancing recovery. Scientists, sports medicine professionals, coaches, athletes and business leaders came together to help people improve athlete performance. Fusionetics is the result of their research, field-testing and the relentless pursuit to perfect human movement. The Fusionetics team provides on-site staff training and development to many professional and college sport teams to implement the Fusionetics Sports Science platform and develop additional skills in the field of sports science. Barnett Frank, a PhD candidate in UNC's Human Movement doctoral program and member of the Fusionetics team, researches lower extremity injury prevention in athletics and as well as the effects of integrated recovery and regeneration strategies on subsequent injury risk and athletic performance.

McColl 3250 - Wasserman - Wasserman is a full service, culture-centric agency built to serve the best talent, brands and properties in the world. We proudly represent thousands of athletes, broadcasters, coaches and social media influencers around the world - supporting their career, business and brand opportunities on a global scale. Wasserman provides in-house resources across branding, marketing, creative design, licensing, PR and legal. Thayer Lavielle, based in the Raleigh office, will discuss Wasserman services and the importance of data analysis to achieve business objectives.

McColl 3600 - Fanvana - Supporting your favorite teams from afar has never been easier or more inclusive. Named the best sports startup at the MIT Sloan Sports Analytics Conference, Fanvana is a local sports community for long distance fans. Unlike other popular social platforms that are based on friend and follower models, Fanvana helps connect sports fans together based on where they are and what they love. This popular tool provides sports fans a platform on which they can have conversations with each other — by posting their thoughts and commenting on or sharing others' — during and even outside of live games. Download the app and get ready to join Swetha Prabhakar, Fanvana founder, in an engaging discussion about technology, entrepreneurship, and fan engagement!

4:00-4:45 p.m.

McColl 3600 - Lean Basketball Analytics – Do you want to know which lineup makes the most sense during particular times in the game? Clinch is a first of its kind decision support tool for coaches which: 1) Allows each coach to easily compare how they can expect their team's lineups to perform, 2) Reveals which lineups have the best team chemistry through intuitive visualizations, and 3) Lets each coach easily discover why any given lineup succeeds or fails in specific scenarios. Chris Mast, LBA founder, will provide insights to identify your best scoring, rebounding, defensive lineups (and more!) to face and beat the competition.

McColl 3250 - NBA Math Hoops - Nationwide, 82% of low-income eighth graders are not proficient in math. Failing a math class in middle school is a key indicator for dropping out of high school, which leads to a lifetime of struggle. Students are more motivated and successful when they are provided with educational experiences that closely relate to their lives and keep them engaged. NBA Math Hoops is a fast-paced basketball board game and mobile app that allows students to learn fundamental math skills through direct engagement with the real statistics of their favorite NBA and WNBA players. The NBA Math Hoops curriculum is tied to Common Core State Standards and 21st Century Learning Skills, and it has been shown to improve students' basic math skills and understanding of statistics. Thanks to Khalil Fuller, NBA Math Hoops is literally a game-changer.

McColl 3650 - VERT - If you're serious about sports, you need VERT, an advanced wearable jump technology that provides coaches and players real-time data for injury prevention, motivation and performance (including jump load and G-force). Martin Matak, VERT founder, will showcase his wearable technology with broadcast and social integrated experiences that is currently being used by the NBA Miami Heat and the NBA D League.

5:00 - 5:45 p.m.

McColl 3650 - Google – The data giant lives in the sport industry too! Considering 69 percent of sports ticket sales occur online, digital is a vital platform to help bridge this gap. Michal Lorenc, head of Live Events & Ticketing, will discuss how offline and online sources impact fans' awareness of sporting events, their event consideration, how they buy tickets and what affects their likelihood to purchase tickets again in the future. Google has inked a deal with live event companies Ticketfly, Ticketmaster and AXS to integrate sales for live shows into its Search and Google Maps search results on mobile or desktop, as well as within the Google Maps app. So now when you search for a specific venue, you'll get the option to see upcoming events directly below the venue information, from which you can click through and make a ticket purchase.

McColl 3250 - Careers & Entrepreneurship in Analytics – You love sports and want a job in the industry? How will you get there from here? Join in as sport entrepreneurs and business leaders discuss their journey and offer career management tips. Speakers include: Robbie Allen - Founder, Automated Insights and Kenan-Flagler sport analytics guest lecturer; Pete Giorgio - Sports Consulting Leader, Deloitte; Camille Mason - Sr. Assistant Director, UNC University Career Services; and Rich Sheubrooks - Founder, Standing Ovations and former NBA global scout for Charlotte and Utah, and Nike executive.

McColl 3350 - Situational Analysis: Basketball & Football Analytics – Join Matt Sheldon as he provides an insider's look into how football and basketball analytics are connected. Sheldon, Director of Analytics for the NFL Chicago Bears is a professional football coach, analyst and researcher with 13 years of NFL experience in research/analytics, coaching, quality control and video editing with the New Orleans Saints, St. Louis Rams, Buffalo Bills, and Minnesota Vikings. Most recently, Sheldon served as director of sports solutions development with Zebra Sports, official provider of player tracking for the NFL.

The Parrish Group, an asset management and advisory firm, that prides itself on providing clients with customized investment strategies. Daryl Davis, founder and CEO, believes in enhancing the client experience through the unique services that focus on customized investment strategies. <http://www.parrishgrp.com>

Basketball Analytics Summit – Keynote Speakers

Dr. Patrick Lucey (STATS) - Imagine watching a basketball game live and having the ability to find all plays which are similar to what just happened immediately. Better still, imagine having the ability to draw a play with the x's and o's on an interface, like a coach draws up on a chalkboard and finding all the plays like that instantaneously and conduct analytics on those plays (i.e., when those plays occur, how many points a team expects from that play). Additionally, imagine having the ability to evaluate the performance of a player in a given situation and compare it against another player in exactly the same position. This approach is called "Interactive Sports Analytics," and Dr. Lucey will describe methods to find play similarity using multi-agent trajectory data, as well as predicting fine-grain plays. Using examples from STATS SportVU data in basketball, Prozone data in soccer, and Hawk-Eye in tennis, Dr. Lucey will share important insights and new technologies.

Noel Nash (ESPN) – Ever consider what it takes to make all the “numbers” work together for the sport media giant? Mr. Nash will provide an oversight of how 200+ ESPN employees working in the Statistics and Information unit collaborate to create, manage, distribute, and analyze data to enhance the fan experience and improve the broadcaster's expertise. Don't miss this presentation!

Ken Pomeroy (kenpom.com) – A former weather forecaster and now the foremost men's college basketball analyst, Ken Pomeroy, will share his background, statistical creations, and insights into the world of predictive analysis. In an effort to gain an advantage and/or understanding of opponent tendencies, the NCAA tournament selection committee and most college teams trust Pomeroy's analysis. In addition, Pomeroy has been hired for various programs for customized analytical work including VCU, Iowa State, Baylor, and NBA teams.