

By
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A RotoUnderworld Publication

Acknowledgements

This book would not have been possible (or at least not as good) without contributions from my editors: Al Scherer (@Al_Scherer) and Chris Campbell (@ChrisCampbell).

I would also like to extend a special note of appreciation to Rich Hribar (@LordReebs), Jacob Rickrode (@ClutchFantasy), Ty Miller (@Ty_In_Stl), and Shawn Siegele (@FF_Contrarian). Their work provided both inspiration and supporting evidence for many Dynasty Dominator tactics and precepts.

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Are you looking for a can't-miss approach to winning a dynasty league this year? If so, the RotoUnderworld Dynasty Dominator guide is not for you.

The Dynasty Dominator provides an overarching strategy for constructing a dynasty league team that maximizes the probability of victory for both this *and* future seasons. The guide provides an overarching team building philosophy, basic rules of thumb to prevent major mistakes, draft concepts for start-up roster construction, player profile archetypes with the highest probability of long-term success, and tactics for acquiring the best possible players during the season via free agency and trade. The specific precepts outlined feature proven tactics from some of the top minds in fantasy football community for constructing a competitive dynasty league roster structure with a road map to ensure incremental improvement over time. The guidelines will also help you avoid many of the mistakes that I learned from early in my dynasty league football career.

PHILOSOPHY

Hoarding young players is the most popular school of thought in the dynasty league football community. The premise: Acquire an inordinate supply of young talent by either predominantly drafting young players for a start-up team or blowing up an existing roster to compile as many young prospects and draft picks as possible. Then, after the young players have percolated for a couple years, the squad

will become a super team and perennial champion maximizing the total number of league championships over the long term.
This is a flawed approach. Dynasty leaguers with balanced rosters beat the young hoarders over time, because a decision to either "win now" or "build for the future" is a false choice. I recommend employing a perpetually competitive, low-risk approach with nearly equivalent upside that includes the possibility of winning in year one.

Hoarding Youth is not advisable for three reasons:

1. <u>It is competitively contemptuous.</u>
   From a league ethics perspective, anytime an owner intentionally sets out to create a team that he or she knows will not be competitive for one or more seasons damages the competitive integrity of the league.

2. <u>Hoarding youth nets negative returns.</u>
   Overweighting a roster with players in a particular age cohort creates a specific window when those players will be in their prime. Conceding defeat during a swath of years on both sides of that cohort's age apex requires multiple years of league championship-level prize money to make up for multiple lost seasons.

   Think about this philosophy from a business perspective. Would a board of directors hire a CEO who advocates investing millions in R&D and taking on huge early losses *without* offering market research assuring consumer demand and future profits? Not

likely. Running a fantasy football team like a 1999 Internet start-up is bad business, because weekly football performances are too random. By conceding zero income for the bookend years of a particular period, the team must win several championships during its core players' prime years just to break even. The odds of constructing a perennial fantasy football league champion in any format are highly unlikely given the volatility of year-to-year player performance and the randomness of NFL injuries. The youth-centric championship-or-bust team building philosophy all but guarantees monetary losses even after amortizing league entry fees over the dynasty franchise's lifetime. Given this inherent volatility and inaccuracy of long-term player projections, spotting your competitors one or more years of league entry fees is a hamster wheel scheme that more often than not ends with a young, talent-deficient, bankrupt, abandoned roster. (And a dead hamster)

3. <u>It is susceptible to spectacular failure.</u>

   No individual or organization can pinpoint future NFL superstars with reasonable certainty, and most young players fail. Players with little-to-no NFL experience are significantly more difficult to evaluate and project than more experienced players. Therefore, loading up on the wrong young players risks finishing in last place for consecutive years.

Regardless of the downside risk, youth will always carry *cachet* in dynasty leagues. This *cachet* manifests itself when an experienced

player is exchanged for a prospect(s) in a dynasty league – as we will discuss later; the experienced player in the transaction will more often net a higher return.

The Dynasty Dominator follows a best-value-available roster construction philosophy based on a **lifetime value calculation** (see **Lifetime Value** *page 17*). Pairing this philosophy with the precepts outlined below will naturally create a dynasty team roster featuring a relatively equal mix of young developmental players, players in their prime, and productive veterans past the **age apex** (see **Age Apex** *page 10*). A balanced roster ensures immediate competitiveness and ongoing success.

RELATIONSHIP BETWEEN AGE AND PRODUCTION

Why Age Matters

Age is the most critical data point for evaluating players in a dynasty context. Why? Valuing players in a redraft context is a two-dimensional exercise: fantasy points scored per game minus the best waiver wire replacement. In contrast, the dynasty league player valuation process is a three-dimensional exercise: fantasy points scored per game minus the best waiver wire replace *times the number of productive seasons on the roster*. The time component makes the dynasty valuation process more like quantum physics than Newtonian physics.

Adding a time component adds a layer of complexity that significantly changes how younger players and older players are valued. Players in

the twilight of their careers are significantly discounted while relatively young players receive a premium. Three inputs drive the discount factor applied to older players:

1. Older players offer fewer years of future fantasy production.
2. The twilight years of a player's career are generally less efficient and productive.
3. Even the most hyper-rational dynasty veteran can be inflicted with "Shiny New Toyitis."

Rich Hribar (@LordReebs) summarized how age impacts production in a RotoViz.com piece titled "How Old is Too Old? Calvin Johnson and the Significance of Age in Overall Production":

> *There's a fairly firm understanding that even the best NFL players see their production decline over time. The game is visceral and physically taxing. Similar to your vehicle, no matter how well you take care it, eventually it will break down.*

The physical toll that the NFL inflicts on the human body expedites the aging process more than any other major American sport. As NFL collisions become more violent and injury rates rise, bodies of NFL athletes are breaking down more rapidly leading to a greater emphasis on replacing the aging vehicles in the fleet.

Rapid speed and skill degradation is compounded by another unfortunate phenomenon for older players: NFL teams age discriminate.

Other factors being relatively equal, professional franchises are less likely to roster older players for a variety of reasons:

1. Veteran players are measurably less explosive.
2. Veteran players are perceived to be more injury prone (this a fallacy – see **Age and Injury Proneness** *page 81*).
3. Veteran players have fewer years to contribute to team success.
4. Veteran players are more expensive per the NFL's collective bargaining agreement.

Not only do players who pass the age apex become less effective with each passing year, the league is changing its personnel philosophy and more rapidly marginalizing older players. A study of running back production over time by Austin Lee (@AustinNFL) for Pro Football Focus illustrates the impact of aging running backs being more quickly removed from circulation.

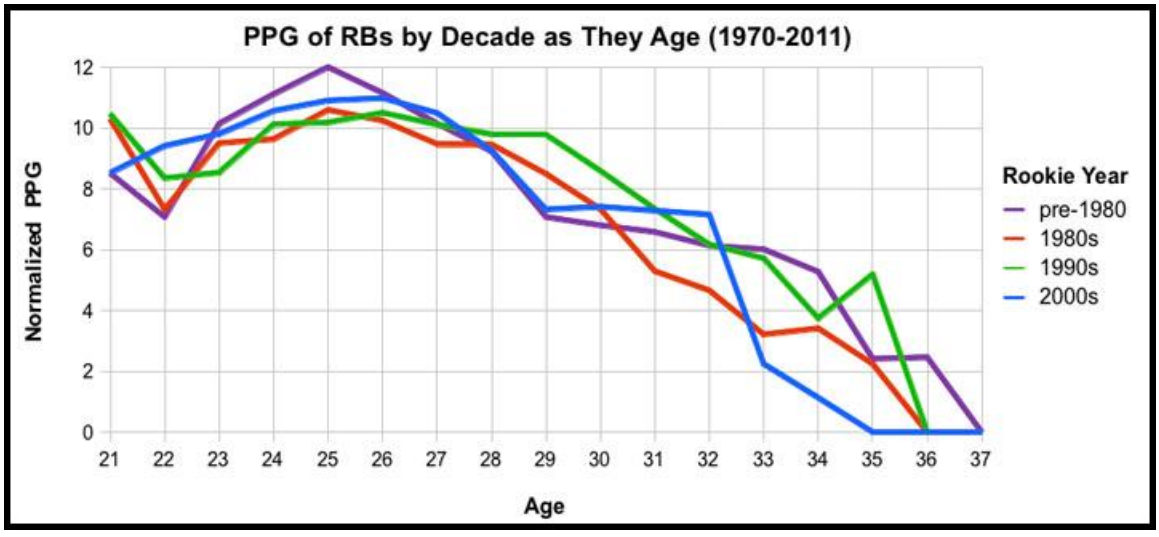


Figure 1 - RB-Age-based Productivity Curve by Decade (Austin Lee, Pro Football Focus)

Rich Hribar also observed this phenomenon:

> *The NFL is keen to the significance of age on overall production. Being keen on this idea likely has more to do with the process of eliminating older players (like cars) that are likely to break down. Older skill players simply make up a small portion of rostered players in the league.*

Like a dynasty league team, an NFL front office would prefer to invest in a younger player with long-term upside than an older player with only a handful of years remaining on the odometer. Look no further than the $2 million annual pittance DeAngelo Williams received from the Pittsburgh Steelers in 2015. Were DeAngelo Williams' football skills so degraded by age-32 as to be inferior to most NFL running backs at the start of the 2015 season? Hell no! Yet, a competitive market for his services never materialized.

The Running Back Age Curve

For running backs like DeAngelo Williams, the aging dilemma is most acute, and the data supports it. According to Hribar:

> *82.6% of all top-36 scoring seasons (1,338 of 1,620) have come at age-28 or younger. That number jumps up to 86.3% when looking at the top-12 scoring backs from each season.*

The mechanics outlined above shape the each position's age-based productivity curve. Running back productivity quickly jumps to peak production by age-25 and then starts an almost equally steep decline after age-26 terminating at age-34 (the 34-year old Fred Jackson running back archetype is truly rare). According to Hribar's RB age-

based productivity curve through the 2014 NFL season, by age-31 the vast majority running backs with productive fantasy seasons on their resumes are no longer fantasy relevant.

NOTE: The overall running back positional age curve shows a more gradual decline in productivity than the individual player decline, which is much steeper. Fantasy-viable one year, out of the league the next.

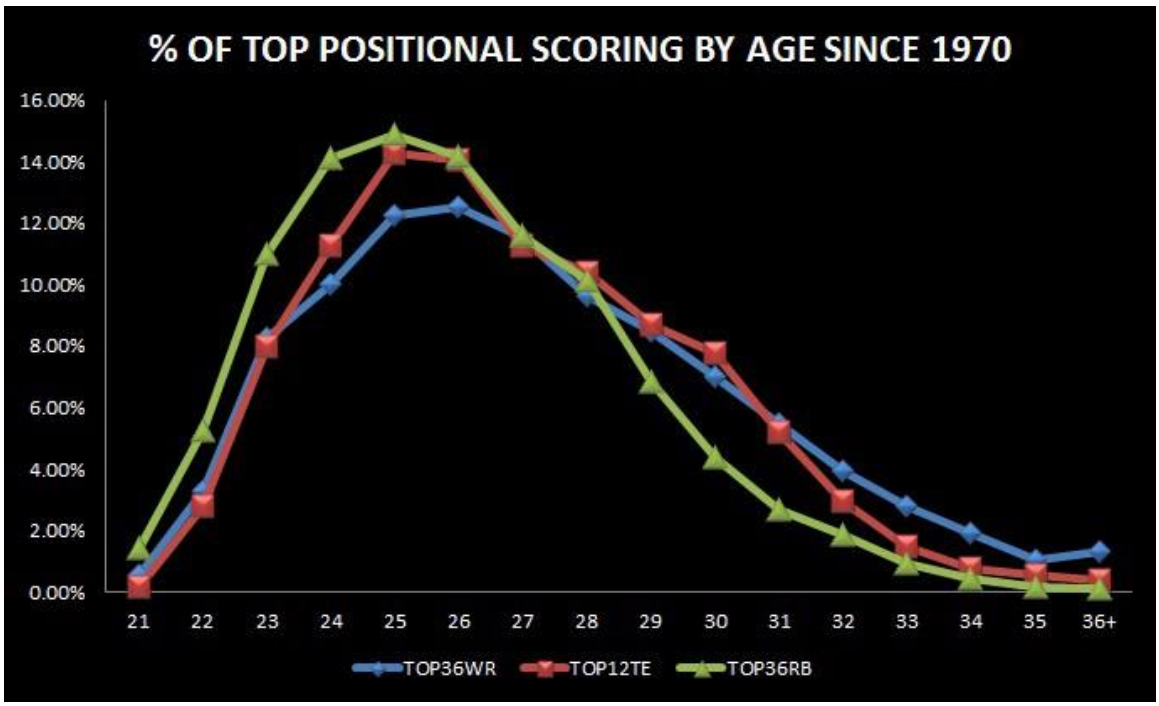


Figure 2 - Age-based Productivity Curve (Rich Hribar, Rotoviz)

The incredibly narrow peak-productivity window incentivizes dynasty owners to acquire running backs on polar extremes of the age curve. The return on investment (ROI) for running backs around the age apex, particularly in the early rounds, is often negative.

The Wide Receiver Age Curve

Wide receiver productivity also escalates quickly to peak production by age-26, and then more gradually declines after age-27 terminating at age-36 (the 36-year old Steve Smith archetype is just as uncommon as the Fred Jackson archetype). According to the age-based productivity curve, wide receivers may cling to fantasy relevance for a few years after age-31, but once thirty-two birthday candles are blown out, so too is the likelihood of a significant fantasy contribution from most NFL wide receivers.

Wide receivers generally have a more consistent, gradual ascension pattern than other positions, because they are less prone to injury and have a longer period of fantasy relevancy than the average running back or tight end. Blessed with more consistent longer team production and a higher annual value over stream, precocious young wide receivers with pre-WR age apex (ages 22-24) production already on their NFL resumes (Odell Beckham Jr., Allen Robinson, Keenan Allen, and Brandin Cooks initially come to mind) offer the best ROI in the early rounds of dynasty start-up drafts.

The Tight End Age Curve

Tight end fantasy point output appears to rise smoothly before peaking at age-26, plateauing out to age-30, and then falling dramatically. The peculiar nature of tight end position is responsible for the unusual shape of its age-based productivity curve. The tight end position is simultaneously the most difficult to learn and the most susceptible to injury than any other position.

Prodigious talents from Jimmy Graham to Rob Gronkowski to Jordan Reed picked up the nuances of the position quickly and become fantasy relevant at an early age and suffered an inordinate number of athleticism sapping and/or season-ending injuries as a result. By contrast, Greg Olsen, Martellus Bennett, and Delanie Walker initially absorbed fewer violent collisions as part-time players during their first few seasons before being thrust into every-down starter roles and becoming fantasy contributors in their late-twenties. Recently, an extreme-late-blooming tight end archetype has emerged. The 30-year old Gary Barnidge and 31-year old Zach Miller exemplified the elongated 10-year percolation window of the tight end position. This staggered ascension phenomenon of the tight end cohort creates a trapezoidal-shaped age-based productivity curve more similar to quarterbacks than running backs and wide receivers.

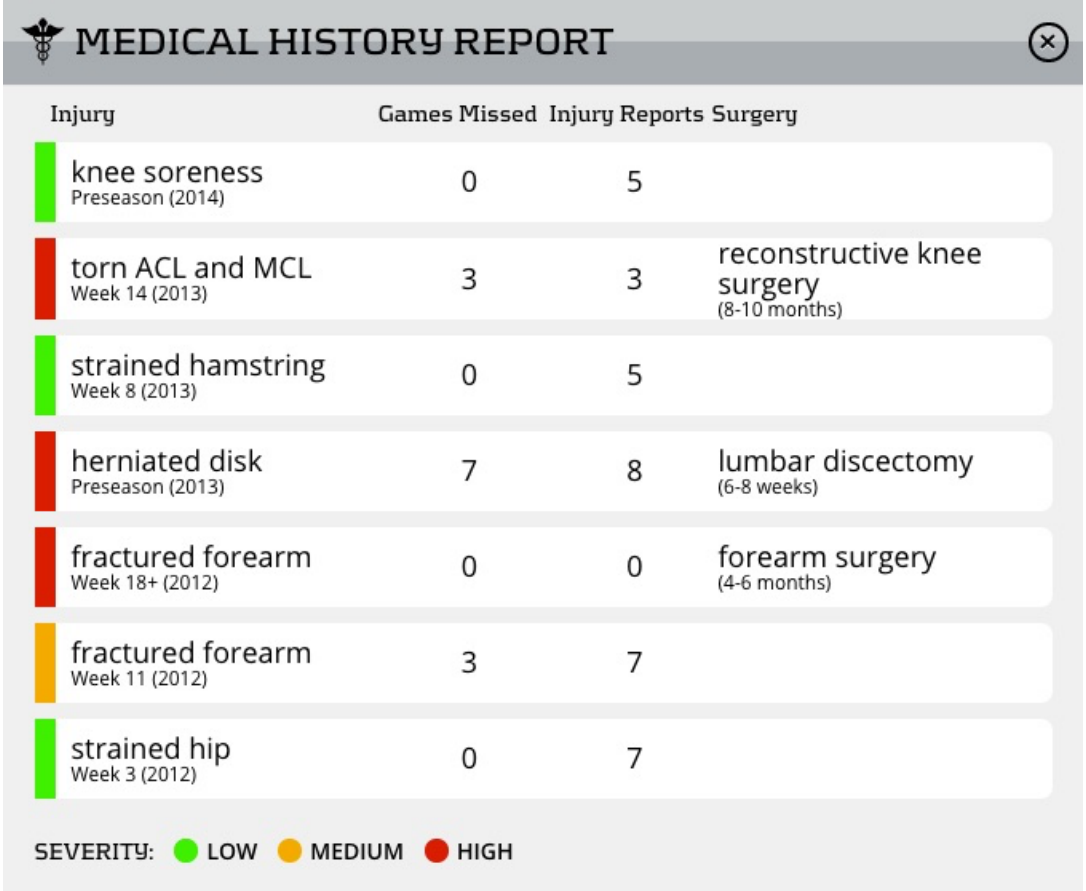


Figure 3 - Rob Gronkowski Injury History on PlayerProfiler.com

While the tight end age-based productivity curve is similar to quarterbacks, the narrow peak-production window for individual tight ends is more similar to running backs than quarterbacks. Alas, Antonio Gates and Tony Gonzalez remain exceptions to the rule as the NFL chews up tight end talent at a rapid rate. Ask Jimmy Graham.

Most tight ends develop slowly and good ones tend to be discarded before they blossom. It is unwise to invest in rookie tight ends, because they are rarely worth their initial rookie draft capital investment as well as the carrying cost to keep them parked on a taxi squad for many years. Vance McDonald or Jace Amaro could be the next Gary Barnidge or Zach Miller, but their original owners may ultimately lose patience, trade or

drop them, and never enjoy the breakout. An extended development cycle combined with the fragile nature of the tight end position incentivizes dynasty leaguers to wait out the competition and wait until 10 or more tight ends are off the board before considering a TE in dynasty start-ups.

The Quarterback Age Curve

The quarterback age curve looks like an elongated wide receiver age curve. It is also more rounded for quarterbacks who often take longer to reach peak performance levels and enjoy extended careers, especially as the NFL employs rules giving quarterbacks special in-game privileges (sliding) and safeguards (cannot be hit below the knee or in the head under any circumstances). The additional development time that quarterbacks require is paid back with a much longer career arc. Once a quarterback is anointed "future of the franchise" status, expect him to stay in the league five-plus years longer than most wide receivers and conceivably ten years longer than the average starting running back.

Though quarterbacks in their 30s from Tom Brady to Ben Roethlisberger to Drew Brees to Carson Palmer to Aaron Rodgers dominated QB production in 2015, Neil Paine (@Neil_Paine) who outlined the QB age curve for Football Perspective, concluded that QBs reach peak efficiency at age 27. Unsurprisingly, two of the top-3 fantasy quarterbacks in 2015 were exactly 27-years old: Cam Newton and Russell Wilson. Even the relatively late-blooming Aaron Rodgers enjoyed his best professional season at age-27: 4,643 yards, 9.25 yards

per attempt, 45 touchdowns, 6 interceptions – an astoundingly prolific and efficient season.

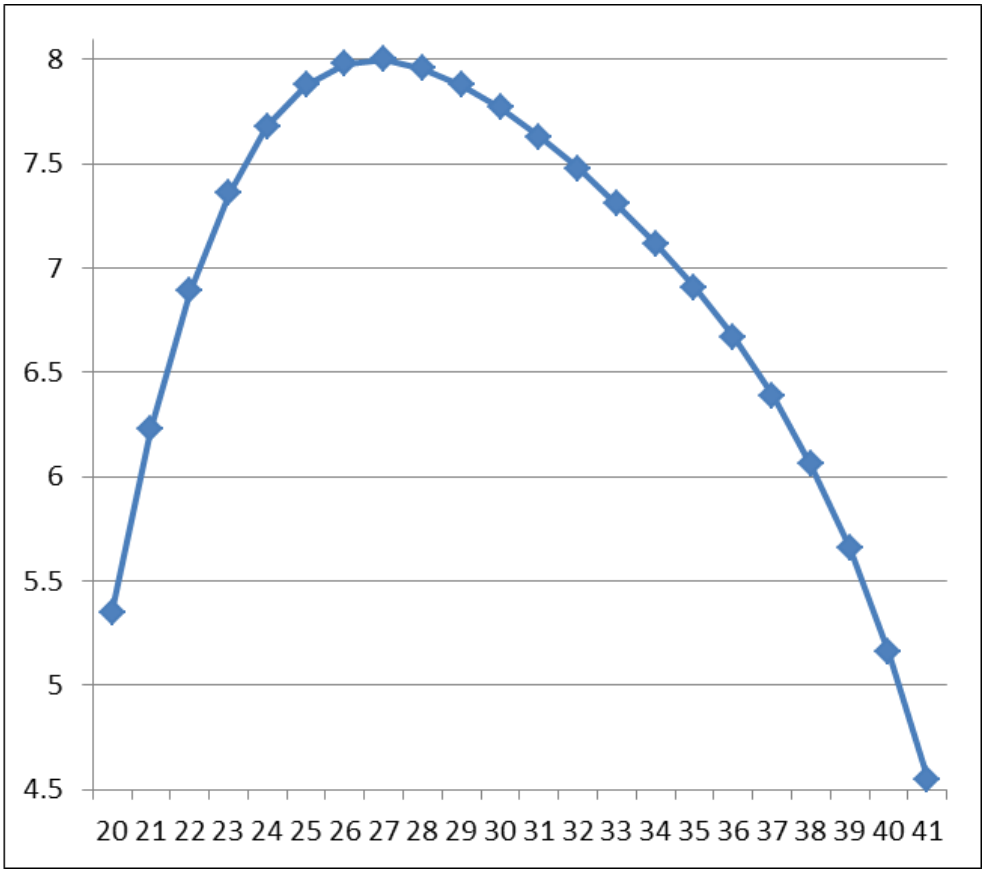


Figure 4 - Age-based Adjusted Net Yards Per Attempt (Neil Paine, Football Perspective)

The average starting quarterback typically has lower value over stream than the average running back, wide receiver, and tight end in any given fantasy season. Single-season quarterback output in redraft leagues is less certain and QB value over replacement is lower than the other positions (RB, WR, TE), however, the additional five to ten years of fantasy-relevant production along the gradually-sloping QB age curve significantly enhances the value of quarterbacks in dynasty leagues vs. redraft leagues. Moreover, a typical dynasty league roster is larger than

the typical redraft roster. With most starting NFL quarterbacks rostered, streaming feasibility dramatically decreases. For this reason, the quarterback position carries a premium in dynasty leagues; the deeper the league, the greater the premium.

Lifetime Value

Understanding the shape of the age-based productivity curve for each position allows us to calculate a lifetime dynasty league value for each player. To do this for players in their prime, we multiply their fantasy points per game by the number of years remaining until they reach their position's age apex. We then multiply their per-game output by the number of years on the downslope of each position's age-based productivity curve and factor in a corresponding age-degradation discount for each downward sloping year. The discount factor naturally increases every year based on the slope of the curve out to its terminus.

The lifetime valuation process is straightforward for players who have already reached peak performance levels from Julio Jones to Brandon Marshall. However, calculating the lifetime value of young players on the initial upward sloping section of the age-based productivity curve is less straightforward. These players require an additional calculation layer based on projected opportunity, situation, and efficiency.
The valuation certainty of pre-breakout players is lower, and their projected lifetime value oscillates more dramatically based on recent performances and changes in team dynamics. For example, Jeremy Langford's inefficient production in place of Matt Forte not only

generated fantasy points for his dynasty owners, the production itself created a positive feedback loop that likely convinced the Chicago Bears not to re-sign Forte in the offseason.

This lifetime value formula drives the valuation system powering PlayerProfiler.com's Dynasty Rankings.

Resale Value

Age is *really* important, but it does not dominate the dynasty league player valuation process as much as you may intuitively assume. PlayerProfiler's dynasty league player valuations place an emphasis on resale value as opposed to a pure lifetime value calculation that weights all future years equally. The site's rankings weigh next year's projected fantasy output considerably more than year two and beyond.

Because most dynasty league players do not trade assets based on a strict lifetime value calculation and teams in win-now mode are often willing to pay an iron price for aging studs, valuations are skewed based on resale value that heavily weights the player's following year projection. In other words, when assigning a value for Amari Cooper, his 2016-projected output is significantly more important than his projected 2020-projected output.

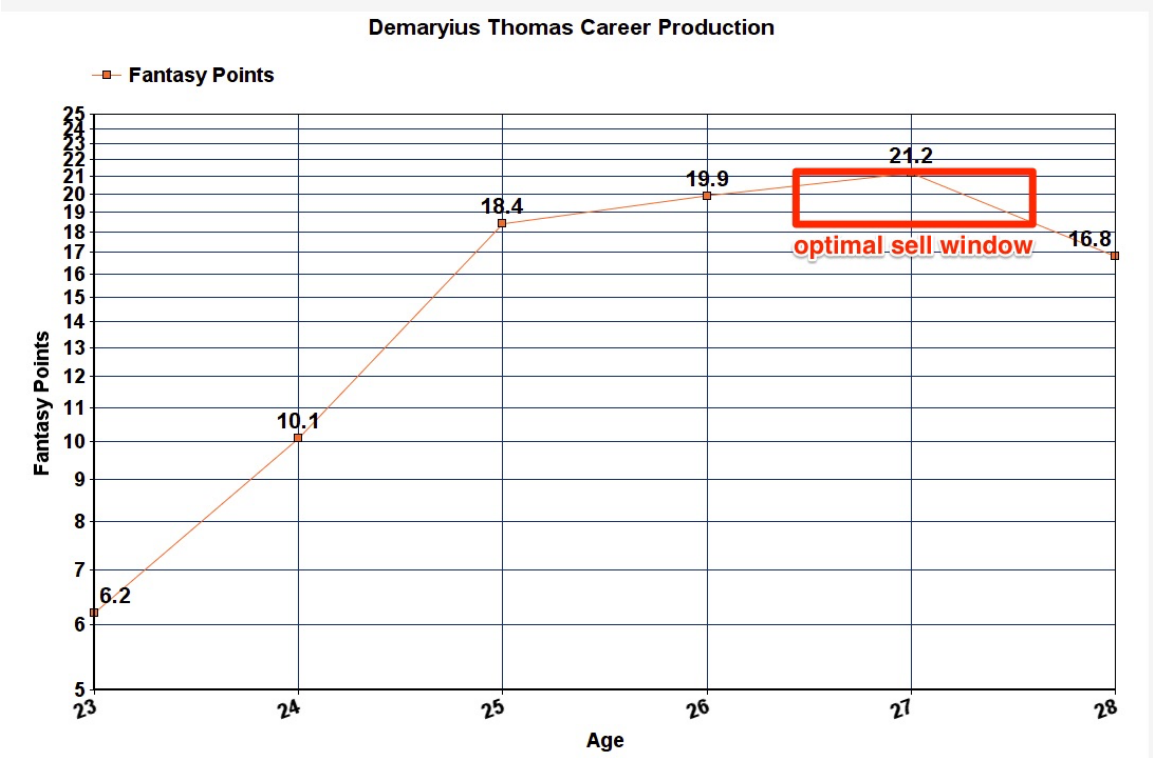


Figure 5 - Demaryius Thomas Dynasty League Sell Window

The overlay of each position's age-based productivity curve and resale value illuminates an optimal sell high window. For example, the age-27 season and age-28 offseason represents the optimal sell window to recoup peak value for an elite wide receiver, exemplified by Demaryius Thomas. The 2015 offseason was the ideal time frame to put Thomas up to sale to the highest bidder in dynasty league formats.

Tactical summary: Stay constantly in-tune with a player's age and market value in order to sell your aging assets at peak value. Furthermore, as with Brandon Marshall and Larry Fitzgerald, once you cash out, don't forget to set a reminder to re-acquire players in their late-20's such as Demaryius Thomas either after his production craters or his situation significantly changes.

ROSTER CONSTRUCTION PRECEPTS

Escalators not elevators

The long-term path toward consistent dynasty league success is an age-balanced roster. This means not over-weighting the team with young players, age-apex players, or aging players. However, this is not achieved by simply holding every rookie drafted until he retires. Be strategic about selling players at peak value and restocking the roster with talent at the extremes of the age spectrum. As players cross the age apex, but are still valued as "superstars in their prime" by your league mates, put them up for sale, and accumulate both young and aging assets to ensure balance while avoiding a sudden market crash.

The value of dynasty assets should ideally rise and fall like an escalator, not an elevator. Keep the escalator rotating by constantly comparing your players' current market value to your own internal lifetime valuation and then trading the overvalued assets. This often means dealing away productive players. The trick is getting undervalued, but also productive, players in return rather than just a bag of dicks (read: picks).

Rich Hribar explained it to me this way:

> *"We're talking about acquiring known commodities here, not selling for draft picks. You can't deal those guys strictly for picks and unproven talent that has a similar hit rate for success as the "declining" asset you're selling has for abrupt failure. We're also*

talking about assets at or past the age apex with a low likelihood of increasing their market value regardless of the direct totals they post.

Here are two simplified examples of this tactic in practice:

- *Trade Demaryius Thomas for Jordan Matthews*
- *Trade Dez Bryant for Keenan Allen*

These trades may net fewer short-term fantasy points, but would also yield assets with higher lifetimes values. It is possible to consistently grow the lifetime value of a roster without taking the elevator to the top floor (a player's final fantasy-viable season), hitting the reset button, and then restarting from the ground floor with a rookie."

Be like a gardener meticulously cultivating plants. Ignore the dynasty zombies – do not rush to your leaguemates desperate to blow up the roster (low reward) and rebuild (high risk). Instead, surgically identify one or two of your players whose lifetime values are waning, and see if one of your league mates will give you a king's ransom for a 28-year old Calvin Johnson. In this way, your team churns talent like an escalator rather than ejected all the older talent, crashing to the ground floor, and loading up a dump truck with rookie picks in hopes of striking it rich. The mythical golden dynasty elevator must be debunked.

Tactical summary: Seek to trade elite players just after they cross the age apex while the vitality of their brands remains strong.

Depth > Studs & Duds

To reiterate, the sage balanced-roster builders almost always beat the over-eager youth hoarders. When putting early-round start-up picks up for sale, you will often find yourself trading them to competitors who seem to approach the dynasty league format like redraft. An important difference between dynasty leagues and redraft leagues is roster size. Standard redraft league sizes range from 14-18 roster slots. Meanwhile, most dynasty leagues feature 25-30 slots. Expanded rosters dramatically impacts strategy. Owners in deep leagues cannot simply tap into the free agent pool to stream in fresh, productive players to address injuries to stud players or replace outright busts.

Deep, balanced rosters offer dynasty team owners the best chance to win a league championship in both the short *and* the long term. Knowing this, trading early round picks to the "studs and duds crowd" and hoarding middle-round start-up draft picks as well as future rookie picks allows a dynasty team to achieve the fantasy football equivalent of cold fusion: low-risk and high-reward. A deep roster stocked with proven performers and cheap high-ceiling late-round fliers increases upside and lowers injury and bust risk. Some dynasty start-up late-round WR fliers the past few seasons include: Antonio Brown, Jordy Nelson, Julian Edelman, Eric Decker, Randall Cobb, Golden Tate, Emmanuel Sanders, and Doug Baldwin.

Developmental roster spots

Whimsical decision-making is the path to a lifetime of regret in a dynasty league. Dedicated developmental dynasty roster spots are necessary, because while the NFL is a meritocracy in the long term, it is a cathouse in the short term. Don't try to understand why your favorite dynasty sleepers are not receiving a more immediate opportunity, but feel comforted in the knowledge that NFL depth charts are not always rationally constructed.

The first couple years on a player's resume sets the approximate angle of his career trajectory, but it does not define it. Once you have identified players with "10-percenter" profiles, the trick is maintaining conviction. I recommend carving out at least three dedicated roster spots for developmental players to ensure that you do not drop future studs like Julian Edelman whom you are most passionate about.

Always keep a basket of young late-round players flying under the radar on team practice squads stashed and don't panic that Player X is buried on his team's depth chart. Maintain conviction and do not let yourself drop Jeff Janis when he is somehow leapfrogged on the depth chart by Jared Abbrederis. Instead, dedicate 3-6 roster spots to developmental players depending on your dynasty league's size and roster parameters. Ideally, your league has a taxi squad designed specifically for this purpose. The *RotoUnderworld Dynasty League Constitution Template* on page 112 allocates six taxi squad roster spots for this specific purpose.

Age apex: sweet spot and pothole

If you are not able to sell your early-round picks for a king's ransom, another way to simultaneously avoid and take advantage of the siren's song of youth is to avoid unproven young players in early rounds. Given that the price tags on the most exciting young players are irrationally expensive and the lifetime value of older players does do not justify early round dynasty start-up draft capital, the only choice left on the board in the first couple rounds are players at or approaching the age apex.

The best players to target in rounds one and two of a dynasty start-up draft are wide receivers in their prime. Reviewing the typical wide receiver career arc and annual value over stream/replacement, the wide receiver positions offers the best lifetime value proposition of all the skill positions. Wide receivers in their prime also carry the lowest risk with the highest long-term upside. Given this, during the 2015 offseason, I targeted the following players in rounds 1-2: Dez Bryant, Julio Jones, Antonio Brown, A.J. Green, T.Y. Hilton, and Alshon Jeffery.

In the middle and late rounds, the age apex becomes much less attractive. Players in their prime that linger on dynasty start-up draft boards typically offer minimal upside. Avoid these low-upside potholes by staying out of the age apex as the start-up draft wanes.

Buying the Young & the Ageless

Being priced out of the age apex forces value-drafters out to the extremes of the age-based productivity curve after the initial rounds.

Taking this precept a step further, dynasty leaguers employing this approach will specifically target wide receivers in the age apex in the first couple rounds shunning 25-year old running backs and 27-year old quarterbacks alike. After the snake winds into the middle rounds, even if your best instincts tell you 26-year old Player X is undervalued, he is most likely a mirage. Thinking ten moves ahead, shirking the age apex necessarily means that your final dynasty rosters will feature a healthy mix of relatively young player and relatively old players.

Diving into tactical specifics, the best way to steer clear of the age apex is to hone your focus in on elite aging players in the middle rounds, and then dramatically shift gears by zeroing in on under-the-radar young fliers and lottery tickets in the late rounds. In 2015 dynasty start-ups, Tom Brady, Jonathan Stewart, Brandon Marshall, and Delanie Walker were perfect middle-round targets. Tyrod Taylor, Charles Sims, Albert Wilson, and Vance McDonald were ideal late-round targets.

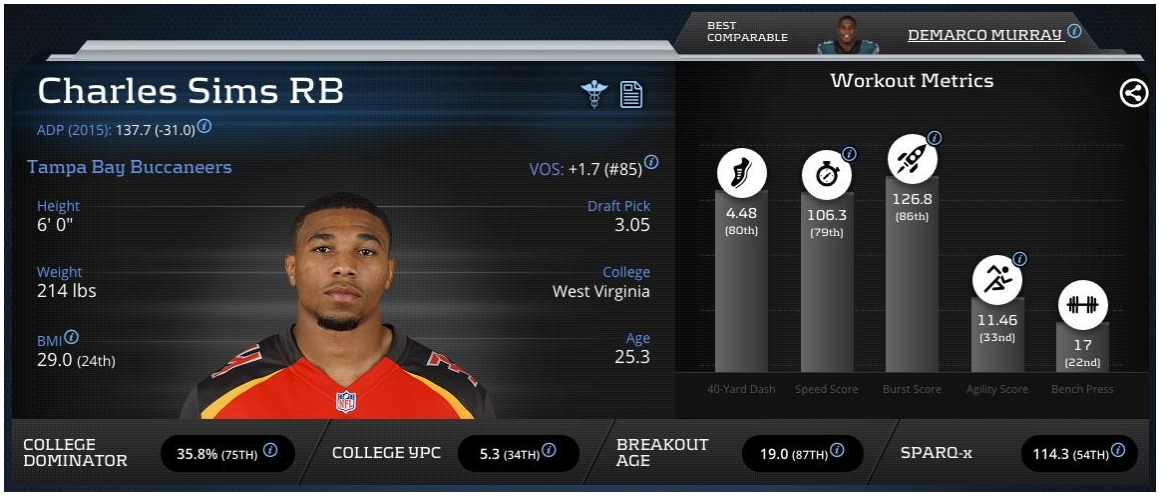


Figure 6 - Charles Sims Advanced Metrics Profile

When curating an existing roster, zero in on second and third year players that underperformed expectations or suffered injuries early in their career. Here are some ideal young trade target examples from the recent past:

- Allen Robinson (2015): Robinson matched the *Ideal WR Archetype* listed below, and according to PlayerProfiler.com's Best Comparable matching algorithm, was closely comparable to Dez Bryant coming out of Penn State. A foot injury cut short a promising rookie campaign in which Robinson posted ~5 receptions and 55 receiving yards per game.
- Duke Johnson (2016): One of the most prolific college all-field running backs to enter the NFL in years, Duke Johnson was slowed by a concussion, ankle sprain, and hamstring strain as a rookie operating in an anemic Browns offense piloted by Josh McCown, Johnny Manziel, and Austin Davis. Despite these challenges, Johnson posted a ~4 receptions per game on his way to a +13.8 Production Premium. After finishing outside the top-25 running backs in 2015, some of the luster was worn from Duke Johnson's perception.
- Jordan Matthews (2016): The most productive wide receiver in SEC history was miscast by Chip Kelly as a slot receiver, and then slumped in his first year as Sam Bradford's No. 1 option in the passing game. The 2016 offseason is the perfect time to buy the damaged Jordan Matthews brand in hopes that the new coaching regime moves Matthews outside where he thrived at Vanderbilt.

Beyond targeting young, post-hype players, productive players well past the age apex are also attractive trade targets. As mentioned previously, the dynasty league community generally overvalues youth, and undervalued "old" veterans. The irrational zeal for youth is so strong that toddlers with fast 40-times may start showing up in devy drafts.

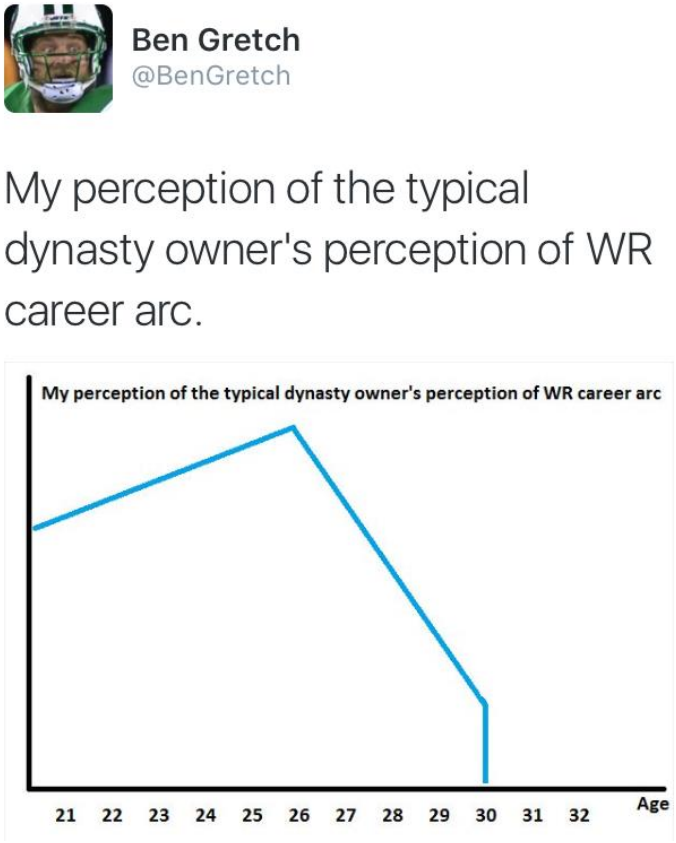


Figure 7 – Ben Gretch illustrates the youth chaser mentality on Twitter

Here are some ideal veteran trade target examples from the recent past:

- Larry Fitzgerald (2015): Well past the age-apex heading into his age-32 season, many dynasty analysts expected Larry Fitzgerald to slide to No. 3 on Arizona's target totem pole behind John Brown and Michael Floyd. Heading into the 2015 NFL season, Fitzgerald

could be had for a gaggle of fringe youth and non-first round rookie picks. He went on to post 17.7 fantasy points per game and lead many dynasty owners to championships in 2015 as Rotoworld's Rich Hribar recounted on the Football Diehards Podcast.

- Jamaal Charles (2016): Charles enters his age-29 season just one year from the arbitrarily dreaded age-30 RB cliff (Adrian Peterson posted 16.5 fantasy points per game at age-30). A perennial top-5 fantasy running back, Charles rejoins a Kansas City offense with drastically improving efficiency. Charles' advanced age and checkered injury history (including ACL tears to both legs) created an outstanding dynasty value proposition.
- Eric Decker (2016): Playing out of the slot should extend Decker's fantasy-relevance window out to age-33/34. Well past the age apex at age-29 and lacking a fantasy WR1 resume, Decker is highly affordable in dynasty leagues. Now, do the math. With at least four more years of fantasy-viable production left on his odometer, Eric Decker fits the profile of the ideal aging wide receiver that dynasty leaguers who value winning championships often seek out.

There are a handful of additional precepts below, such as the *Small WR Premium*, that will you identify older players whose profiles indicate that they will age more gracefully.

Tactical Summary: Home-in on stud wide receivers in their early prime in the early rounds of start-ups such as Odell Beckham Jr., DeAndre

Hopkins, and Allen Robinson, then pivot out of the age apex and focus on under-hyped young players and aging producers when selecting later in start-up drafts and building trades to improve existing dynasty squads.

Zero Rookie

Jacob Rickrode (@ClutchFantasy) conducted an in-depth analysis of young players for Rotoviz.com and discovered rookies carry more risk than their dynasty league ADPs imply. Players in years two, three, and four generally offer higher returns on investment than first- or second-round rookie picks, which are the most frequently, and sometimes criminally, overvalued. So why not simply create a rigid rule of refusing to draft rookies regardless of the cost? Rickrode contends that totally avoiding rookie running backs in high-leverage rounds *is* a sound dynasty roster-building tactic:

> *I didn't draft a rookie before round nine in my last two start-ups. I have not regretted it. Play it safe by drafting players that have multiple seasons in the top 12 or 24 at their position. The fact is nearly 80% of the top 24 PPR scoring RBs and 66% of the top 24 wide receivers since 2012 were age 25 or older. Of 2014's top 24 WRs ONLY Mike Evans, Odell Beckham Jr. and Kelvin Benjamin will be under the age of 25 when the 2015 season starts.*

Think about how your baseball cap wearing habits, or your wife's jewelry choices, change over time. The newer accessories are more alluring, because as a species, we have a general affinity for new-new

things. My wife wears her most expensive earrings, which incidentally also possess the most sentimental value, less often than her newest pair that she received for her birthday. It's human nature. New hats, new earrings, and new wide receivers generate a more visceral excitement than their worn-yet-reliable counterparts. Corey Coleman and Josh Doctson may *feel* more talented than their older contemporaries, Antonio Brown and Dez Bryant, but that is simply not true.

The age apex for wide receivers is 26-27-years old, not 23-years. Most of the NFL's top producers are experienced players. Yet, veteran players can be drafted up to 10 rounds later in a dynasty start-up format than a redraft format. This market inefficiency is begging to be exploited. The most straightforward way to take advantage of this phenomenon is simple: just say NO to rookie players.

When trading rookie picks, deal for players with at least 1.5 fantasy-relevant seasons on their resume. If someone offers you a player like Pierre Garçon or Darren McFadden for Mid-round Rookie X who has yet to see NFL game action, don't think about it. Take it. The established player is more likely to end up being a fantasy contributor than the lottery ticket with a higher probability of being David Cobb than David Johnson.

Shop premium start-up picks

Beyond focusing on proven performers and avoiding rookie hype traps, the third way to mute the siren's song of youth and simultaneously take advantage of hype-driven market inefficiencies is by shopping early-

round picks. The younger the breakout, the higher their corresponding ADP's upward velocity. Dynasty owners crave the next hotshot coming off a buzzworthy partial rookie campaign fueled by primetime performances, SportsCenter highlights, and a healthy dose of randomness.

From Allen Robinson and Jarvis Landry (2015) to Mike Evans and Odell Beckham Jr. (2014) to Josh Gordon and Cordarrelle Patterson (2013) to Justin Blackmon and Julio Jones (2012), it can take less than a full season of impactful fantasy production for a player in the 21-23 age range to suddenly vault into the first round of a dynasty start-up. The zeal to acquire the NFL's next phenom player, particularly at the WR position, has a magical way of transporting dynasty gamers to a delusional place. If you find yourself extrapolating 10 straight years of fantasy WR1 production from the NFL's next once-in-a-lifetime talent, put the spreadsheet down, take a deep breath and log off.

Odell Beckham Jr. is one of the rare players to actually fulfill the hopes and dreams of the youth hype machine and is now firmly entrenched as one of the most precocious wide receivers in NFL history. Beckham Jr. is also a dynasty league outlier. Mike Evans, OBJ's 2014 WR classmate, is closer to the norm. In his sophomore campaign, Evans experienced a humbling, drop-filled season. He posted a 50% (No. 95) catch rate while struggling to produce consistently as Jameis Winston's clear No. 1 target and the focal point of opposing defenses.

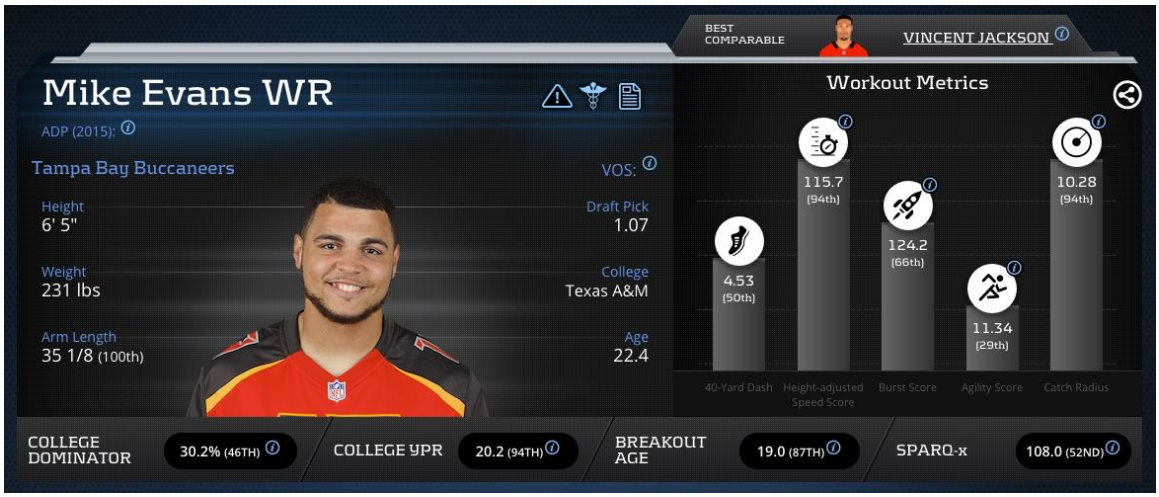


Figure 8 – Mike Evans Advanced Metrics Profile

The cautionary tales of Justin Blackmon, Cordarrelle Patterson, Josh Gordon, and Mike Evans are living reminders that no dynasty player is priceless. Take advantage of your league mates' zeal to acquire "that guy" for the iron price and actively shop first- and second-round dynasty start-up picks. Why not? You may be amazed by the offers you receive that could include: multiple future first-round rookie draft picks and/or a treasure trove of middle and late-round start-up picks. Moreover, be patient and don't take the first offer. Shop your picks to every team in the league. Then, as the draft date approaches, if you receive what Bill Simmons refers to a "Godfather Offer" that you simply cannot refuse, PUSH THE BUTTON and trade down and out of the first couple rounds.

Antonio Brown is incredibly valuable, but he is not priceless.

The Rookie Pick Lock Box

I rarely trade draft picks during the season.

Think of a dynasty rookie draft pick as a stock that is guaranteed to increase in value as the league's rookie draft approaches. Conceptually, rookie picks increase in value throughout the offseason, because as the NFL Draft approaches, what had been an *abstract asset* (a rookie player within a particular overall ranking range), becomes a more *concrete asset* (a specific player with impressive college statistics, quality measurables, and an eye-popping highlight reel). Once your leaguemates start associating rookie picks in particular slots with specific players, the value of the pick inevitably increases.

As a rule of thumb, I start making my rookie picks available for trade two weeks after the Super Bowl (adequate time for my competitors to refocus their attention on the NFL Draft). Once tangible players have specific projected draft slots, a new wave of youth exuberance takes hold, and rookie picks continue to accrue value right up to the rookie draft date. Every day that goes by in February, March, and April is another day that the rookie hype engine can work to your advantage and enhance the value of rookie draft picks. Pick value often spikes more dramatically as NFL Draft coverage ramps up and the top prospects get compared to established superstars. In recent years, draftniks compared Sammy Watkins and Kevin White to Julio Jones 1:1 presenting an ideal dynasty rookie pick selling opportunity.

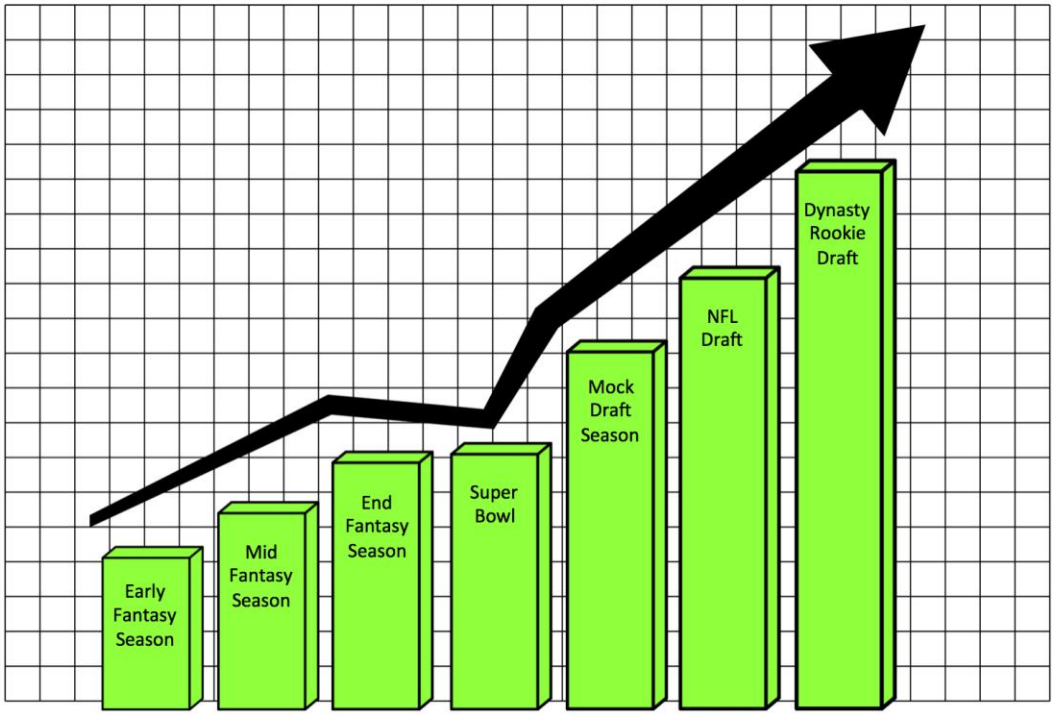


Figure 9 - Dynasty Rookie Pick Value Chart

The rookie pick lockbox precept has some exceptions. If a fellow owner offers a player you covet in exchange for a rookie draft pick, counter by offering a young, buzzworthy non-starter on your roster. If the owner is resolutely entrenched and demands a pick in return, offer a second, third or fourth rounder (perhaps multiple).

First-rounders should generally be viewed as off limits during the fantasy season unless a fellow owner is offering an *elite talent in his prime* in return. For example, if a fellow owner underappreciated Allen Robinson, Keenan Allen or Michael Floyd early on in the 2015 fantasy

season and was dead set on acquiring a first round rookie pick, then trading a first rounder just before Robinson, Allen or Floyd fully ascended would have been a rational move.

Accumulate mid-to-late round picks

Trade for first-rounders for show, acquire second-rounders for dough. As discussed in previous chapters, the allure of securing the next Amari Cooper or Ezekiel Elliott often drives the value of first round picks to irrational heights. This valuation mania necessarily compels clinical-thinking dynasty leaguers to monetize these overvalued draft pick assets. Conversely, second, third, and fourth round rookie picks are often undervalued – nonchalantly thrown into the multi-player trades as a "getterdun" lubricant.

The perception that first-round picks are *significantly* more valuable than second rounders is inaccurate. Moreover, future season (more than 365 days in the future) first-round rookie picks require an additional discount based on the foregone utility/opportunity cost of trading a present asset for a future one. When possible, deal early-round future season (2018+) picks for multiple mid-to-late-round picks in the upcoming rookie draft. Here is where it makes sense to be on the "2" side of a 2-for-1 trade.

Even when trading rookie picks in the same draft, two second-rounders often hold more value than a single first rounder (exceptions include the 1.01 pick in 2016: Ezekiel Elliott). With a discounted cost and better-

than-perceived hit rate, second round picks specifically offer the best value proposition in dynasty rookie drafts. For this reason, it is wise to build a war chest of second round picks, historically the best value. Then, use those picks on players from that year's deepest position who leak into the second round. In a wide receiver-stocked rookie class such as 2014, it paid to throw darts at Allen Robinson, Marqise Lee, and Donte Moncrief in the second round to smooth out the bust risk and be less susceptible to a draft-killer like Tavon Austin. In a running back-stocked rookie class such as 2015, it made sense to pull the lever on Duke Johnson, David Johnson, and Javorius Allen… Oh, how I love grabbing Johnsons in rookie drafts!

Beyond the second round, even the perceived value of late-round picks is higher than many dynasty league enthusiasts believe. Given this, Ty Miller (@Ty_In_Stl) from Rotoviz advocates hoarding late-round rookie picks as they rarely deal breakers. When deciding which assets to add to sweeten a trade offer, Miller recommends throwing in a bottom-of-the-roster veteran over a mid-to-late-round pick in the upcoming rookie draft.

> *"The decision you'll be forced to make when attempting to acquire a throw-in pick is if the player that you already roster is worth dropping for a lottery ticket. I say lottery ticket because you statistically have a 25% chance of getting a player that is a borderline starter. In other words, someone at the bottom of your roster could potentially be worth more than the late rookie you draft."*

Bolstering this pick-hoarding tactic, Ryan McDowell from DynastyLeagueFootball.com contends that NFL rookies are usually safe short-term fantasy football dynasty league investments, because they are much more likely to rise in value than lose value before their third season. McDowell therefore recommends acquiring as many mid- to late-round rookie draft picks as possible, which increases the likelihood of a David Johnson, Tyler Lockett, Karlos Williams, Stefon Diggs, or Thomas Rawls windfall.

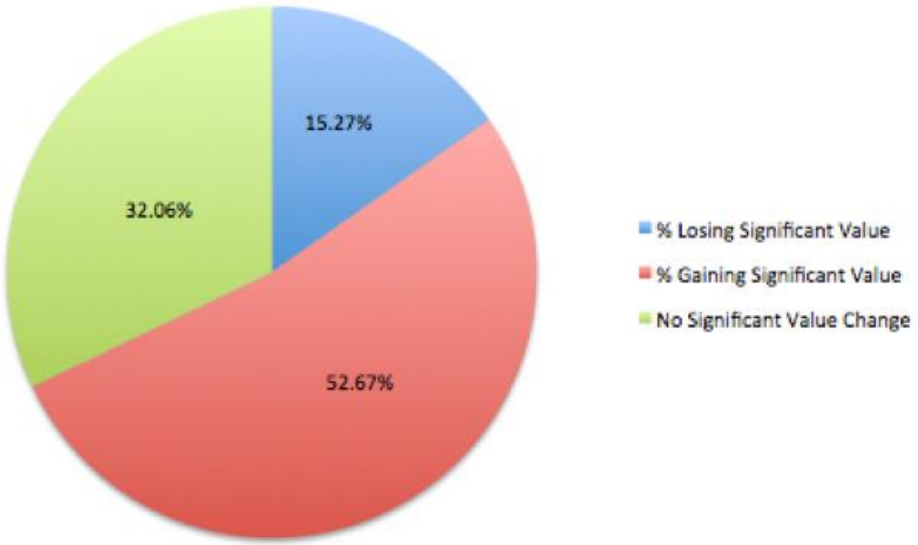


Figure 10 – Rookie-to-Second Year Value Change (Ryan McDowell, DynastyLeagueFootball)

Tactical Summary: Hoard mid- to late-round picks, particularly second-rounders, and deal early-round future season (2018+) picks for multiple mid- to late-round picks in upcoming rookie drafts. Then, use those picks to select players from that draft class' deepest position who happen to leak into the second round and later.

Dynasty snobs and trade calculators

Every year before rookie drafts, you will inevitably see this sentiment shared on dynasty league message boards: “Looking for a 2:1 trade partner to help clear roster space.” These cries in darkness are rarely answered, because even in the deepest leagues, dynasty owners covet roster space. Most owners also prefer to acquire the best player in any given exchange.

I am snobby dynasty trader wired to seek out the best player in every transaction. Sometimes too quickly, I dismiss most 2-for-1 trade offers, because I usually value roster space more my leaguemates. I value roster space, because except for the deepest 14-team-plus leagues, fish worth keeping from Jeff Janis to Will Tye swim just below in the surface of the free agent pool. PlayerProfiler.com was designed specifically to hook ‘em.

Unfortunately, most dynasty trade calculators do not factor the value of the next free agent gem into their automated calculation. Run a 2-for-1 or 3-for-1 trade in a dynasty trade calculator and the calculator will likely aggregate the player values, assign insufficient value to open roster spots (and the subsequent best available player in the free agent pool), and score the quantity side higher than the quality side. By contrast, in all but the most extreme situations if you trust your player evaluation methodology, then by extension you should gravitate toward the quality side more than the quantity side of imbalanced dynasty trades. Gourmet meals taste better than “poo-poo” platters.

Tactical Summary: Seek out "quality-for-quantity" deals and be discerning about the results of dynasty trade calculator results.

Sell the hype

While "Sell the hype" is a common fantasy football cliché, it is also good advice. The best players to sell are buoyed by small-sample-extrapolated projected production, and the best players to buy are buoyed by one or more full-seasons of production.

An arbitrary line of demarcation between proven and unproven performers is 1.5 fantasy-relevant seasons. Drawing a line is important, because the perceived value of players with limited experience is much more susceptible to randomness, and more likely to peak after an initial burst of unsustainable production and/or efficiency.

When managing your dynasty roster during the offseason, the best assets to offer in trade often fall into one of two categories:

1. Unproven players on your roster without high-round draft capital and fewer than 1.5 fantasy-relevant seasons on their respective resumes.
2. Highly regarded "studs" that have recently crossed the age-apex.

Recent examples of ideal unproven players to sell include:

- Thomas Rawls (2016): A top-10 dynasty RB ADP despite being undrafted with fewer than 150 career carries.
- C.J. Anderson (2015): A top-10 dynasty RB ADP in 2015 with a

mere eight career starts on his resume, two of which came courtesy a beleaguered and demoralized Oakland Raiders defense against which Anderson posted 26.3 and 30.7 fantasy points.

- Martavis Bryant (2015): A top-20 dynasty WR ADP in 2015 after logging a 69% snap share in 11 games played as the Steelers' situational stretch-X receiver. While Bryant's outstanding fantasy production and eye-popping 21.1 yards-per-reception were fueled by deep shot plays, his efficiency and yards-per-target were throttled by a 54.2% catch rate (No. 79 among NFL wide receivers).

Recent examples of just-past-peak studs sell include:

- Demaryius Thomas (2015): -7.7% Target Premium in 2014 indicated that his 21.2 fantasy points per game were volume-fueled and his on-field play was declining even with a prolific Peyton Manning under center.
- DeMarco Murray (2015): Murray was sublime in all phases with the Cowboys in 2014, but experienced career upheaval when he signed with Eagles the following year. A major change in situation increases fantasy output uncertainty. Going to Philadelphia at age 27, Murray struggled in an offense with collapsing overall efficiency behind a deteriorated offensive line.
- Martellus Bennett (2016): The league-leader in receptions from 2014 (92) was traded to the New England Patriots at age 29. Like DeMarco Murray a year earlier, Bennett is officially past the Age Apex and entering a new situation. Operating as the in-line

> complement to Rob Gronkowski, Bennett will be the No. 4 or No. 5 option in the passing game. Still perceived to be one of the NFL's premiere tight end talents, Bennett is an ideal sell candidate before he plays a single snap in the siren's song New England offense.

Selling high should not be the focus in dynasty leagues, but rather selling the random above-expected production of unproven players and aging players with residual high-end *cachet*.

Beware of false monetization

Congratulations! You just drafted Stefon Diggs in the third and Karlos Williams in the fourth of your 2015 dynasty rookie draft. What are you going to do now?
"First, I'm going to Disney World! Then, I'm going to secure my profits by trading them for future picks!"
**Cue loser game show sound*.*

Chasing youth is not merely the incarnation of a flawed player valuation process (overvaluing young, unproven players while undervaluing proven veterans), it is the manifestation of a sub-optimal *mindset*. If your first instinct is to "cash in and flip" whenever a late round picks hits, your mindset is locked in a perpetual rebuilding vortex resulting in perpetual mediocrity.

Beyond mindset, because few late round rookie draft picks hit, the player's rookie season production is more often perceived to be a fluke.

On the contrary, *the Impact of Draft Position and NFL Production* chart on page 53 demonstrates that 10% of players selected outside the top-190 picks become perennial NFL starters. Who wants to be the guy that trades Antonio Brown after his 1100-yard sophomore season for a future draft pick(s) based on the fact that Brown was originally drafted in the sixth round?

More recently, Jarvis Landry was a fourth-round dynasty rookie pick in 2014. Two years later, he went in the first round of a high profile dynasty league *start-up*. Conversely, the odds that the second-round pick that you just netted for Karlos Williams during the 2016 offseason (a fourth round rookie pick in 2015) exceeds Williams' on-field capabilities and subsequent fantasy production are improbable.

It's not to say that you should ride out every late-round rookie pick who exceeds expectations early in their career. After analyzing the player's perceived value, sometimes selling high is optimal. However, Karlos Williams and Javorius Allen are not generally perceived as ascending running backs requiring a future first-round rookie pick in return. Thomas Rawls, on the other hand, often required multiple first-round picks to acquire during the 2016 offseason.

Rawls is *the* sell high candidate of the 2016 dynasty league offseason. Given the dynasty trade market's extreme zeal for an undrafted Thomas Rawls after only a handful of starts in which he was non-existent in the passing game (Rawls posted less than 1.0 receptions per game), he exemplifies the type of fantasy asset that *should* be cashed out.

However, you don't cash out Rawls to enjoy the profits of a winning lottery ticket, you cash out Rawls because he nets you a war chest of picks and players in excess of his projected lifetime fantasy value – a clinical, emotionless transaction.

Leave the pump-and-dump, automated hit-and-flip mentality behind. That mindset often leads to 80-cents-on-the-dollar transactions and a prison of perpetual youth-chasing and rebuilding. The owner who approaches a dynasty trade market looking to auction off every late-round player who pops is a transparent seller at the mercy of the market that inevitably dictates a discount and forces the seller to accept less lifetime value in return. Meanwhile, the seller who lets coyly hints to his competitors that Thomas Rawls is available during the 2016 offseason, will coax potential buyers to approach to him. In that relationship, the Rawls owners can then command an iron price.

Analyzing player value propositions does not does necessarily result in the automatic monetization of late round rookie draft picks. The goal is to maximize lifetime value of your roster. This means selling assets to owners that value them more than you do and buying assets that other owners value less than you do. How much you originally purchased the asset for does not matter, it's a sunk cost. The only question is how much does the market value it *now*.

Zero RB

Running backs suffer from short, volatile careers, because the running back position at the NFL level is fragile. Fragility drives up running back bust rates and drives down career lengths, therefore employing Zero RB in dynasty will continue to be a useful roster building tactic.

Indeed, no fantasy football domination guide would be complete without referencing Shawn Siegele's (@FF_Contrarian) tried and true Zero RB approach from Rotoviz.com, which leverages concepts from Nassim Taleb's seminal work, *The Black Swan*. Taleb's philosophy intersects with fantasy football in the measurement of risk and the premiums assigned to certainty and stability. Quantifying the cost of uncertainty is particularly relevant to running back valuation. Because running backs are fragile and their year-to-year production is more volatile than other positions, the entire position must be discounted. The fantasy football community generally underappreciates the running back risk factor making RB's the most over-drafted position across fantasy football formats, including dynasty

If the entire position is discounted, why not take the notion a step further and simply stop drafting running back with high-round draft capital? This tactical shift has been underway for years. Old timey fantasy drafters would lock in on the running back position in the early round of both redraft and dynasty leagues, but times have changed. In 2015, it is not uncommon for a dynasty owner to fill all active rosters slots before drafting their first running back.

Based on the disposable nature of the running back position in the NFL, as well as the inherent uncertainty of the position, I would not object to any dynasty owner simply refusing to draft a running back in the first 10 rounds of a dynasty start-up. And if you do draft a running back early, just pray that he is the next David Johnson, not C.J. Anderson.

Target running backs in rookie drafts

While Zero RB is an excellent tactic in dynasty start-up drafts, running backs are ideal targets in every round of dynasty rookie drafts, particularly in rounds 3-5. If you are going to invest in a young player, buy a blue chip running back.

In a start-up drafts, dynasty gamers may reference a complete NFL resume for each player. Wide receivers are the preferred target in any given round of a dynasty start-up draft, because the position generally offers the least overall bust risk paired with the highest position-wide value over stream (VOS). Therefore, the production certainty of veteran wide receivers is significantly higher than veteran running backs.

The script flips in dynasty rookie drafts. In the absence of a history of NFL production, the running back position offers more certainty. Writing for FiveThirtyEight.com, Neil Paine and Allison McCann discovered that running backs drafted in round 1-3 had a higher probability of out-producing their draft capital investment than wide receivers selected in rounds 1-3. The 2015 NFL Draft offers an illustrative juxtaposition: before the 2015 season began, 100 out of 100

dynasty league analysts would have agreed that seventh overall selection Kevin White had *greater bust potential than* Todd Gurley who was drafted three picks later, even before we knew White's real age! For this reason, Ezekiel Elliott should be picked before any rookie wide receiver in 2016 rookie drafts.

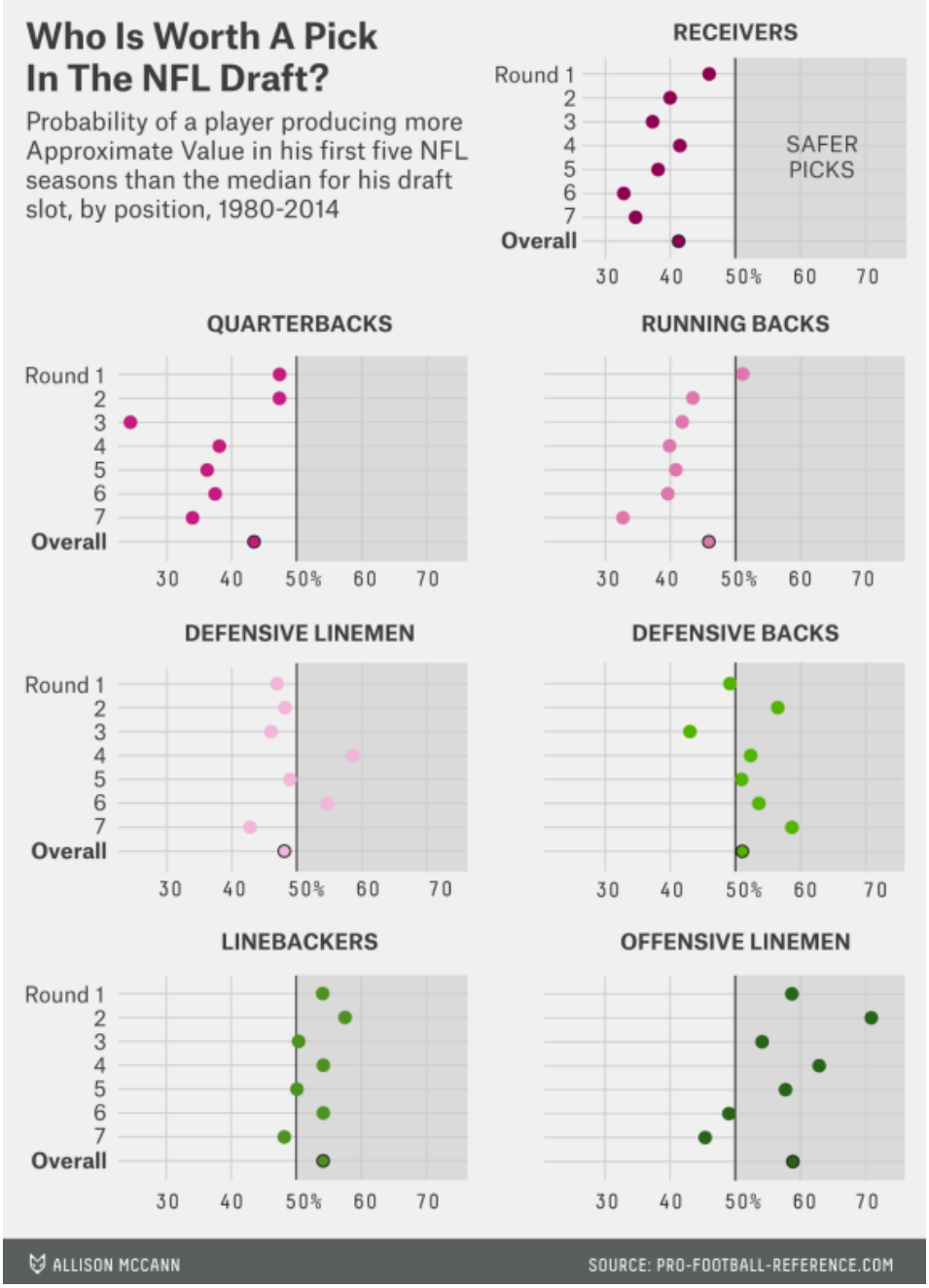


Figure 11 – Draft Capital Return Probabilities by Position

Look back at the RB age-based production curve. Running back production peaks at age 25-26. Given this, Mark Ingram, Dion Lewis, Eddie Lacy, and Doug Martin head into 2016 already past their respective prime years. Indeed, running back production happens early and it is fleeting. Young backs are the most productive, but unfortunately, they are also the most difficult to acquire in trade. Think about what it would it take to acquire Le'Veon Bell during the 2015 offseason or Todd Gurley during the 2016 offseason in your dynasty league(s). Even the relatively unproven Thomas Rawls and the relatively old NFL sophomore David Johnson each command multiple future first rounders in trade. Rather than paying an inflated price for a young ascending back, over-weight your dynasty rookie draft with running backs that offer a higher hit rate, take less time to develop while parked on the taxi squad, and can begin producing immediately.

More specifically, heavily target running backs in rounds 3-5 of rookie drafts. Looking back at the 2015 draft, passing on Darren Waller, Justin Hardy, and Tre McBride in favor of Javorius Allen, Karlos Williams, and Jeremy Langford was tactically sound. Looking ahead to 2016 rookie drafts, small school stud Marshaun Coprich (Undrafted), undersized mega-producer Tyler Ervin (Pick: 4.21), and the ultra-explosive Daniel Lasco (Pick: 7.16) should be preferred late-round rookie targets.

Tactical Summary: Load up on wide receivers in a dynasty start-up draft, and then fortify the running back position by drafting a

disproportionate number of RBs in subsequent dynasty rookie drafts, especially in the later rounds.

Build around an anchor QB

Ask a Tom Brady dynasty owner if drafting Brady was a good decision. 100% of Brady's owners would say "yes." Ask a Drew Brees owner if drafting Brees was a good decision. 100% of owners would say "yes." Why? Because locking in a future Hall of Fame quarterback capable of delivering more than 10-years of above-replacement level QB production provides more than piece of mind, it is a long-term strategic advantage.

Some additional perspective:

- Tom Brady career fantasy points: 4,073
- Adrian Peterson career fantasy points: 2,189

Marginal value (VORP, VOS, etc.) matters, but in dynasty leagues with deep rosters and shallow free agent pools, raw output also matters.

Positional certainty

Homing in on a young, can't-miss position dominator is wise, because certainty has value beyond piece of mind. By putting a premium on locking down a position like quarterback or tight end for the long term, it allows you to be laser-focused on the difference-making positions of running back and wide receiver.

Setting down an elite quarterback anchor at the top of a roster for five or more years has meaningful value in dynasty formats that is not relevant in redraft formats. Aaron Rodgers' presence opens up roster space for other positions. Also, knowing Rodgers will be your starter for the next six to eight years takes the quarterback position off the table and allows you to be more keenly focused on the running back and wide receiver positions that have a greater impact on weekly fantasy output.

Position scarcity

While Late Round Quarterback is now widely understood to be the optimal QB-drafting tactic for redraft leagues, the dynasty league format necessitates a different approach. Firstly, dynasty leagues leverage each player's full career arc, enhancing QB valuations. Secondly, the stream is dry.

Most dynasty league rosters feature 25-plus roster spots, guaranteeing that few, if any, starting quarterbacks are available in the free agent pool for streaming purposes. As a result, owners targeting late-round bargain quarterbacks rarely come across a windfall talent and doom themselves to desperately scouring the waiver wire all-the-while losing close match-ups as they cycle through replacement-level talents from Alex Smith to Brian Hoyer.

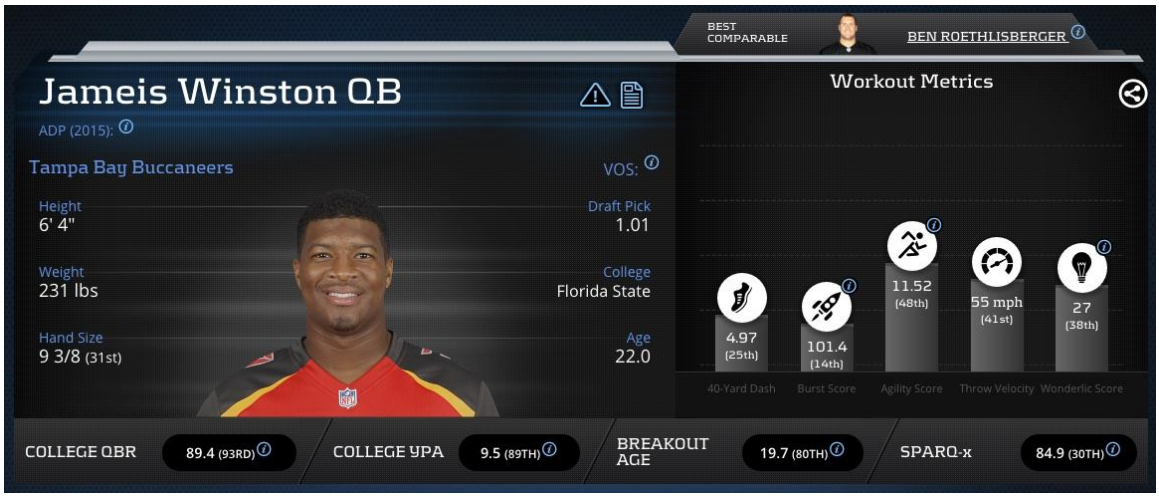


Figure 12 - Jameis Winston Advanced Metrics Profile

Tactical Summary: Lock in a can't-miss* young stud quarterback such as Jameis Winston, Cam Newton, Andrew Luck, or Russell Wilson. Place that young franchise QB at the top of your roster, and for the next decade, focus 100% of your energy on maximizing production from the remaining three positions. Keep it simple, be less stupid.

*disclaimer: no player is *truly* can't-miss

THE PLAYERS TO TARGET AND AVOID

Home in on ideal archetypes

You can be smarter than an NFL GM by keeping it simple and only focusing on the data elements that actually predict performance. For example, Jeff Janis checked every box on the Holy Grail WR prospect-shopping list: Size, athleticism, and college dominance. Unearth the Tony Romos, Danny Woodheads, Jeff Janises, and/or Gary Barnidges by focusing the following NFL prospect attributes:

QB

- Stature: 6-5, 230-pounds
- Productive College Resume: High College QBR, Early Breakout Age
- Athleticism: Upper Percentile SPARQ-x and Throw Velocity
- Intellect: Upper-percentile Wonderlic

RB

- Stature: 5-10, 215-pounds, High BMI
- Productive College Resume: High College Dominator, Early Breakout Age, College YPC
- Athleticism: Upper Percentile Speed Score and Agility Score

WR

- Stature: 6-2, 220-pounds
- Productive College Resume: High College Dominator, Early Breakout Age, College YPR
- Athleticism: Upper-percentile Height-adjusted Speed Score (HaSS) and Catch Radius

TE

- Stature: 6-5, 260-pounds
- Productive College Resume: High College Dominator, College YPR
- Athleticism: Upper-percentile Height-adjusted Speed Score (HaSS) and Agility Score

Mining for undervalued players

Curating a roster by mining for undervalued players during the offseason is one of the great pleasures of running a dynasty team. The PlayerProfiler.com Data Analysis Tool is a powerful tool for identifying undervalued assets to acquire and overvalued assets to offer in trade. The Data Analysis Tool allows dynasty owners to query quarterbacks, running backs, wide receivers, and tight ends by each metric in the PlayerProfiler.com database, including fields such as Height-adjusted Speed Score (HaSS) and College Dominator Rating, and export to Excel.

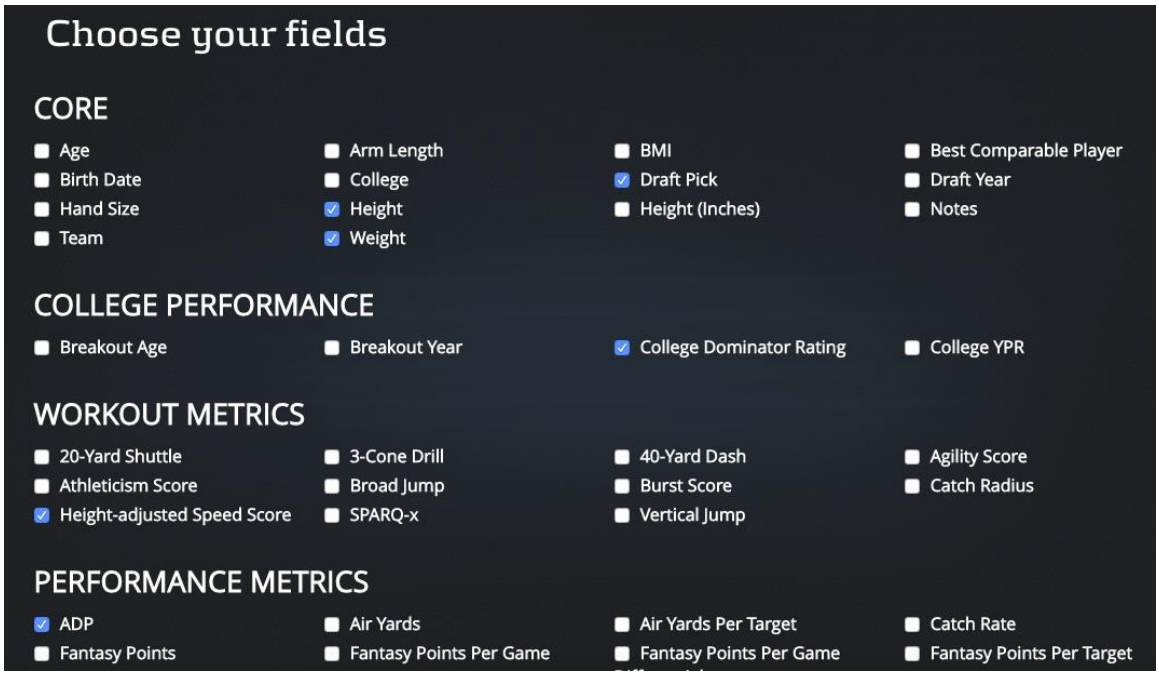


Figure 13 - Data Analysis Tool WR field selector

During the 2016 offseason, RotoUnderworld football writer Ray Marzarella used it to pinpoint traits that indicate future NFL success for Daniel Lasco, Marshaun Coprich, and Tyler Ervin. Furthermore, RotoUnderworld's Brandon Lawson leveraged the Data Analysis Tool to discover that Quincy Enunwa, Brian Quick, and DeAndre Smelter are in elite company.

Full Name	Height	Weight	College Dominator Rating	College Dominator Rating Rank	40-Yard Dash	40-Yard Dash Rank
Calvin Johnson	6' 5"	236 lbs	55.30%	97th	4.35	97th
Dorial Green Beckham	6' 5"	237 lbs	31.80%	54th	4.49	66th
Demaryius Thomas	6' 3"	229 lbs	70.90%	99th	4.41	90th
Vincent Jackson	6' 5"	230 lbs	70.30%	99th	4.46	74th
Julio Jones	6' 3"	220 lbs	34.40%	63rd	4.39	94th
Donte Moncrief	6' 2"	221 lbs	32.10%	55th	4.4	91st
Jeff Janis	6' 3"	219 lbs	45.20%	89th	4.42	87th
Quincy Enunwa	6' 2"	225 lbs	41.70%	81st	4.45	77th
Marques Colston	6' 5"	225 lbs	34.60%	64th	4.5	64th
Brandon Marshall	6' 4"	230 lbs	42.50%	83rd	4.52	55th
Michael Floyd	6' 3"	220 lbs	39.40%	76th	4.47	70th
Jaelen Strong	6' 2"	217 lbs	31.10%	51st	4.44	80th
Dwayne Bowe	6' 2"	221 lbs	35.40%	66th	4.51	60th
Jordy Nelson	6' 3"	217 lbs	49.60%	94th	4.51	60th
Larry Fitzgerald	6' 3"	218 lbs	51.30%	96th	4.53	52nd
Brian Quick	**6' 3"**	**220 lbs**	**48.40%**	**93rd**	**4.55**	**44rd**
Alshon Jeffery	6' 3"	216 lbs	39.70%	77th	4.53	52nd
DeAndre Smelter	6' 2"	226 lbs	43.70%	86th	4.57	36th

Figure 14 - Brian Quick's mind blowing player comps

Brian Quick is the post-hype sleeper poster child. Quick demonstrated alpha dog-level dominance on an NFL field when provided the opportunity. In 2014, as the Rams true No. 1 receiver, Quick posted 375 yards, three touchdowns, 15.0 yards per reception, and a 64.1% catch rate before a torn labrum injury ended his season. During the 2016 offseason, Quick was the cheapest elite-level prospect in fantasy football, and could be acquired at a deep sleeper price in dynasty leagues heading into the 2016 NFL season.

Does draft capital matter?

How much does "draft capital" matter? The higher the round selected, the more draft capital a team has invested in a player.

Draft capital matters most in redraft when projecting a young player's opportunity share. For this reason, Kelvin Benjamin, who was the Panthers first round pick in 2014, was immediately installed as a starter and never demoted despite posting 6.9 yards per target (No. 83 among

NFL wide receivers) throughout his rookie season. Meanwhile, the undrafted Victor Cruz, who owns a 10.17 (82nd-percentile Catch Radius) and posted a 39.9% College Dominator Rating, was inactive his entire rookie season.

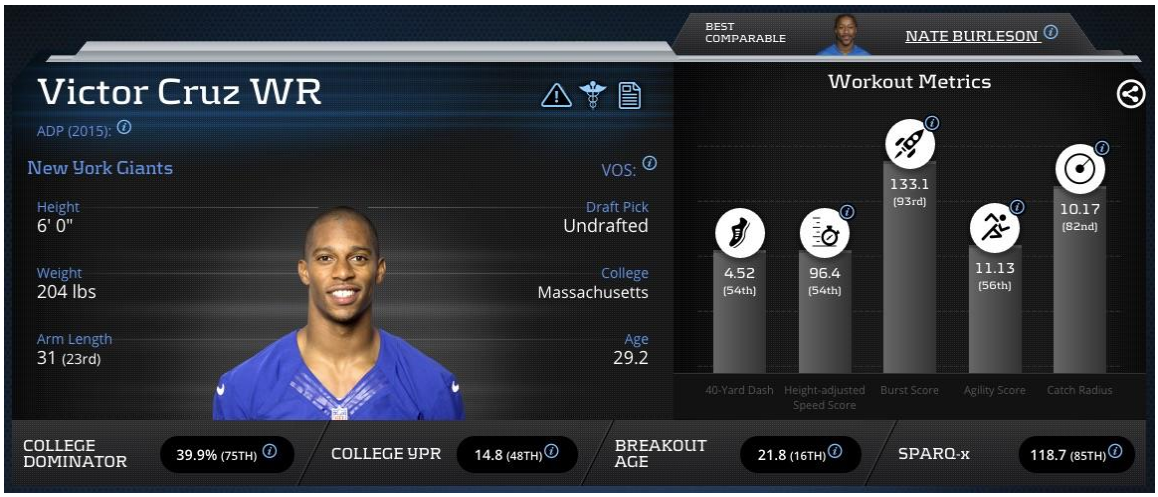


Figure 15 - Victor Cruz Advanced Metrics Profile

After year 1, draft capital influences opportunity share significantly less, and giddy fantasy owners enjoyed watching Cruz quickly leapfrog less efficient players on New York's depth chart to become the Giants' starting wide receiver and a fantasy WR1. In 2015, Terrell Watson experienced a similar fate. Despite a 52.7% (98th percentile) College Dominator and a 111.9 (91st-percentile) Speed Score, Watson remained parked on the Cincinnati Bengals' practice squad for his entire rookie season and subsequently followed Hue Jackson to the Cleveland Browns.

In dynasty leagues, draft capital is utilized less to project opportunity, and more to measure the intrinsic quality of a player. Unfortunately, many dynasty analysts overvalue the predictive power of draft capital

as a standalone input factor. Too often you read, "Player X isn't a good football player" based on nothing other than his 7th round draft position. This implies NFL scouts are all-knowing.

Most NFL scouts know what they are doing most of the time. Specifically, the scouting community generally evaluates players from big programs with reasonable accuracy — LaRon Byrd was undrafted for a reason. But for every LaRon Byrd from Miami there is a Marques Colston from Hofstra. The most common and egregious type of NFL scouting blunder is missing future stars from small schools such as Victor Cruz and Antonio Brown. NFL scouts get it right more often than they get it wrong, but they are far from infallible.

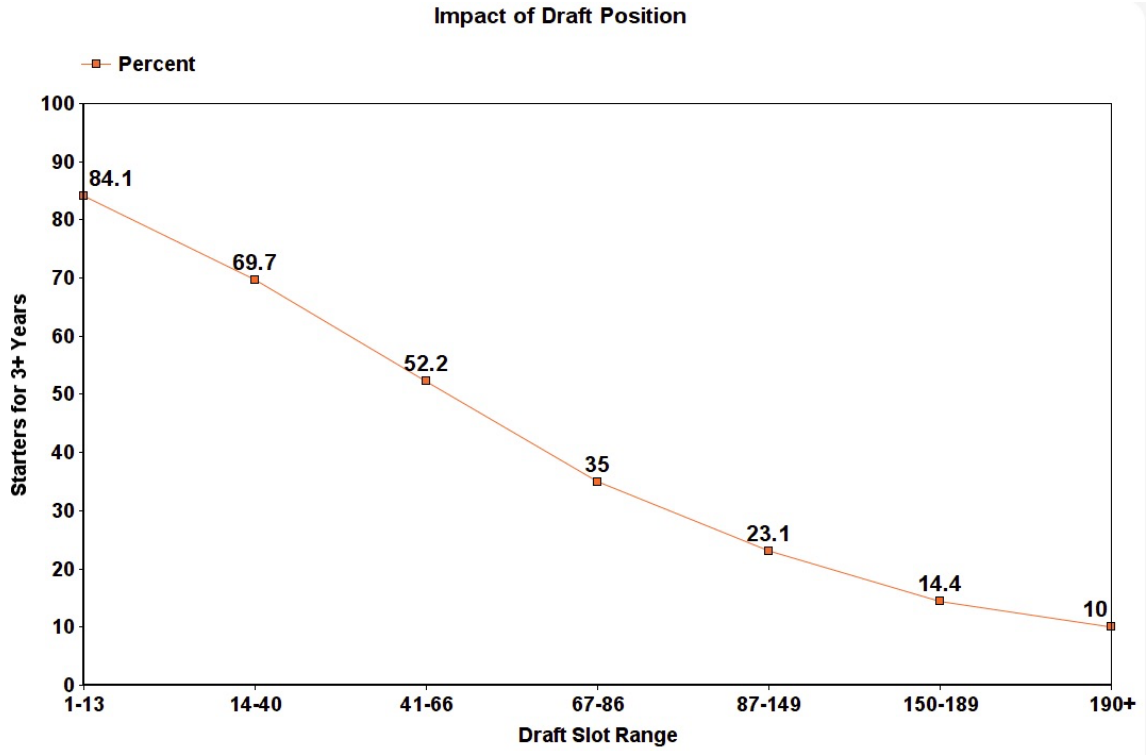


Figure 16 - Relationship between draft slot and NFL relevance

Precisely 10% of late round WRs become 3-year NFL starters. This may seem like a small percentage, but is works out to multiple wide receivers each year that 32 different teams and hundreds of professional player personnel staffers whiffed on. After taking a job with the Cleveland Browns, Paul DePodesta was asked about the one aspect of football that he immediately realized was different than baseball. A week into the job, DePodesta was immediately struck by the number of undrafted players who became productive NFL starters and valuable playmakers.
Note: Jonah Hill in *Moneyball* looks nothing like Paul DePodesta!

Weighting draft capital as a standalone prospect evaluation criterion is bad process. Because other factors such as size, college production, and athleticism are already baked into a player's draft position to a degree, heavily weighting it as an input factor double-counts the same information. Most scouts are looking at the same criteria that draft analyst care about. If Julio Jones ran a 4.60, he would not have been a first round pick. For dynasty league enthusiasts, draft capital quantifies *the je ne sais quoi* (feel for the game, understanding of the nuances of the position) that scouts perceived in a particular player. Scouts clearly saw significant *je ne sais quoi* when evaluating Julio Jones during the predraft process and saw significantly less when evaluating Stephen Hill. Otherwise, Hill would have been a top-10 pick given his relative size, relative production and athleticism.

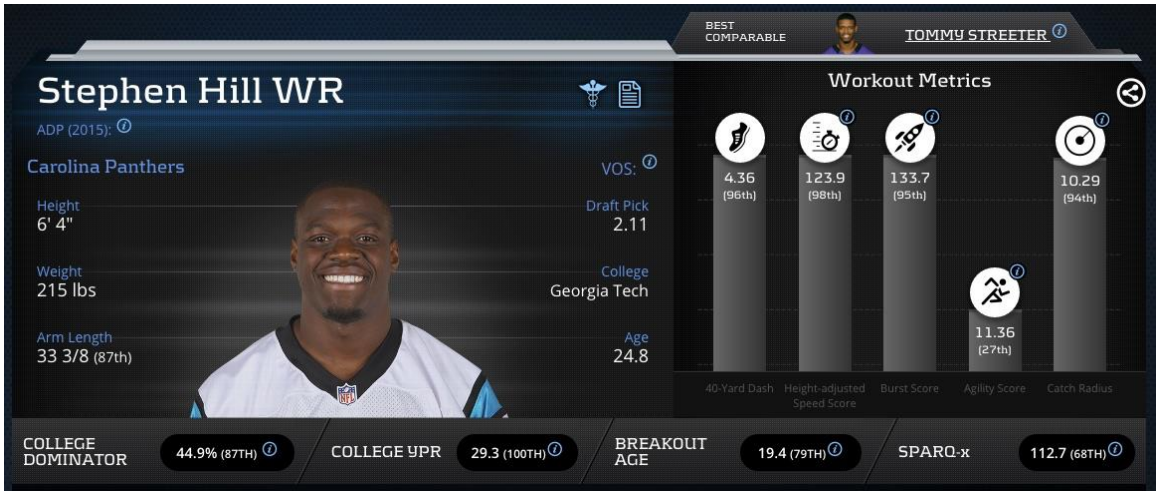


Figure 17 - Stephen Hill Advanced Metrics Profile

Draft capital should definitely be layered into any sound prospect evaluation methodology as discount factor. However, less-sophisticated prospect-grading processes ultimately double-count and overvalue the *je ne sais quoi* factor and undervalue other measurable traits.

Exploit NFL Draft inefficiencies

The NFL Draft is not an efficient market. Otherwise, the massive NFL Draft analysis business would not exist. Given this, not all late-round fliers are created equal. At the end of the 2014 draft, the Buccaneers selected Robert Herron with the 185th pick, the Dolphins selected Matt Hazel with the 190th pick, and Cardinals selected Walt Powell with the 196th pick. After these picks were off the board, the Jets smartly selected Quincy Enunwa with the 209th pick, the Ravens selected Michael Campanaro with the 218th pick, and the Packers famously selected Jeff Janis with the 236th pick.

Despite being selected earlier, Herron, Hazel and Powell were throwaway picks, while Enunwa, Campanaro, and Janis possess quality NFL WR skill sets. Jeff Janis, the last player selected in this cohort, was the class of group.

The average late-round draft pick has a significantly shorter, less productive career than the average early-round pick, but late-round outliers from Julian Edelman to Delanie Walker to Antonio Brown to Karlos Williams to Marques Colston to Dion Lewis break through into fantasy relevancy every year. These players provide league-winning upside and are often magically available in the final rounds of dynasty league rookie drafts.

Can a dynasty league every-man with $45 in his pocket possibly identify a future star that an NFL franchise investing tens of millions of dollars in a fleet of professional scouts could not identify? Yes – PlayerProfiler.com's All-in premium package that includes a Data Analysis Tool and Player Rankings happens to cost exactly $45.00.

Beware of youth

The history of dynasty busts is littered with promising high-round draft picks and one-hit wonders from Michael Clayton to JaMarcus Russell to Braylon Edwards to Trent Richardson to Mike Williams to David Wilson to Kenny Britt to C.J. Spiller to Cordarrelle Patterson. Yet, even day-two/day-three players who never contributed to fantasy teams such as Montee Ball owned embarrassingly high dynasty average draft positions (ADP) at some point in their brief professional careers.

Maximizing playmaking ability and long-term upside are important components of sound dynasty roster construction, but overpaying for youth can be crippling. The dynasty league community is generally over-exuberant about new, shiny, unproven players. A devil-may-care desire for young *potential* manifests in both established dynasty leagues and dynasty start-ups in a pervasive overvaluation of young players, particularly those backed with high-round draft capital.

College Football Metrics writer R.C. Fischer (@FFMetrics) referred to the general obsession youth potential in dynasty leagues as "rookie derangement syndrome." While neither Fischer nor I fully understand the origins of the irrational affinity for young players, placing a premium on potential over actual production, I know that the phenomenon exists and have a simply way to exploit it: Opt the hell out!

Opt out by only drafting proven performers in the early rounds of dynasty start-up drafts.
Opt out by trading away rookie picks.
Opt out by shopping early-round picks.

Invest in proven performers

In the first-half of a dynasty start-up draft, just say NO to rookies. Just say NO to one-hit-wonders.

Even in the later rounds, focus on drafting players with at least 1.5 fantasy-relevant seasons on their resume. Is only a season and a half enough? Yes. A season and a half equates to a 24-game sample size.

For example, it allows for a rookie like Allen Robinson to establish a productive baseline during his 8-plus game rookie season followed by a full sophomore season of WR1 production. Few would argue that Allen Robinson is a bona fide proven performer at this point in his career, however, I believe he just barely meets the necessary threshold in which to invest early-round dynasty start-up draft capital.

Youth hit rate

Why are unproven players bad value propositions? Jacob Rickrode discovered that unproven players, and rookies in particular, carry a higher risk factor than their dynasty league ADPs imply. Rickrode documented the odds of rookie draft picks becoming fantasy-relevant back through time and found that unproven players generally possess irrationally inflated ADPs, and he recommends waiting until the later rounds to select them. Moreover, his rookie pick outcome data was staggering.

- 16.6% registered *at least one* top-12 QB/TE or top-24 RB/WR season.
- 6.9% registered *multiple* top-12 QB/TE or top-24 RB/WR seasons.
- 6.1% registered *at least one* top-12 QB/TE or top-24 RB/WR seasons *during their rookie year*.

Parsing the data by round, Rickrode also discovered that, not only are rookie first round picks not sure things, their fantasy relevance can be determined by a coin flip.

Outcomes by round:

- First round: *50%* registered at least one top-12 QB/TE or top-24 RB/WR season (the percentage declines significantly if one-year wonders such as Trent Richardson are removed from the equation).
- Second round: *26.6%* hit rate
- Third round: *6.3%*
- Fourth round: *fuggitaboutit!*

Fully understanding the hit probabilities of rookie draft picks provides dynasty gamers with the intellectual foundation to more confidently trade picks for players. Based on the over-exuberance of youth in most dynasty leagues, the rookie pick valuation math usually recommends trading picks when possible. However, maximizing returns on picks is involves some game theory and negotiation fortitude. Timing is of the essence.

RB valuation conundrum

Given that running backs have a shorter career arc than any other position, should running backs therefore be discounted even more in dynasty than a redraft context? Not so fast.

The running back position's relatively low average lifetime value is balanced by a relatively high forecasting certainty – the position is the easiest to project. Higher short-term certainty has value, but at the cost of a lower long-term payoff.

If running backs were as hard to project as wide receivers, there would be no point in selecting a running back within the first ten rounds of a dynasty start-up draft. However, a third-round running back such as David Johnson has a higher likelihood of being fantasy relevant sooner than the equivalent third-round wide receiver. For example, it would have made good sense to draft Johnson before a WR such as Jaelen Strong in a 2015 dynasty rookie draft.

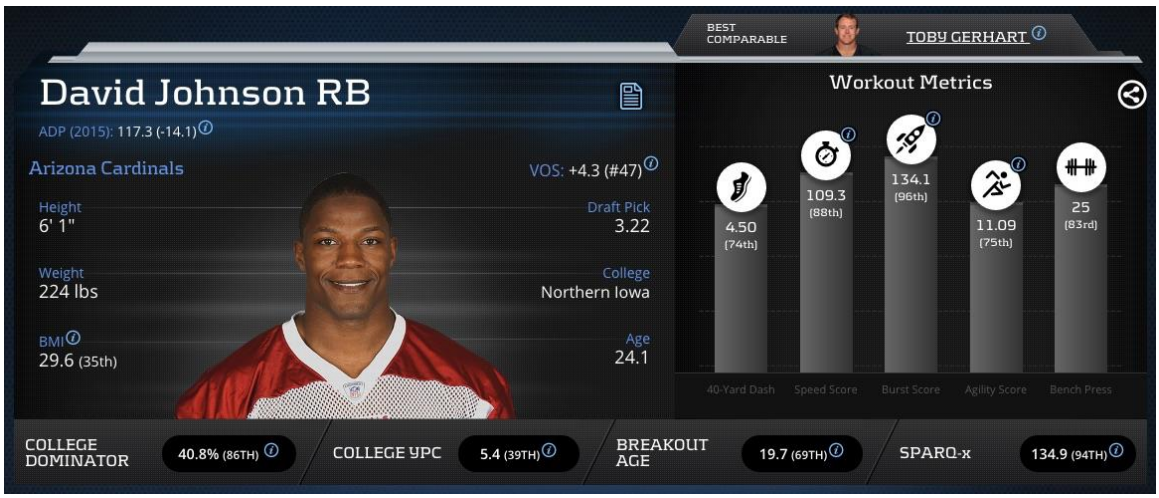


Figure 18 - David Johnson Advanced Metrics Profile

To acquire a 24-year old David Johnson who possessed all of the most predictive prospect profile attributes (size, college domination, athleticism) and has four prime upcoming years on his career arc, burning a dynasty start-up draft pick in rounds 5-8 also made sense. Unfortunately, there are precious few David Johnson-type running backs that end up on prolific NFL offenses. The best college prospects, from Todd Gurley to Duke Johnson, more often end up on underwhelming NFL offenses.

RB floors and WR ceilings

As Shawn Siegele outlines, the relative stability of the wide receiver position, particularly in contrast with the inherent volatility of the running back position, puts a premium on the wide receiver position in dynasty leagues. Holding the best value proposition across all formats, WRs should be accumulated generally in fantasy football. Furthermore, a disproportionately WR-heavy roster affords dynasty leaguers the luxury of chasing high-ceiling, league-winning wide receivers from Calvin Johnson to Brandon Marshall to Julio Jones to DeAndre Hopkins to Odell Beckham Jr. to Antonio Brown. With a roster over-weighted with WRs, the position hit rate probability increases.

Moreover, stocking a dynasty roster with wide receivers allows dynasty owners to accumulate as many wide receivers that fit the traditional fantasy WR1 archetype as possible (see *Home-in on ideal archetypes* precept below):

Collegiate dominance: ✅

Athletic: ✅

Big: ✅

With a roster over-weighted with wide receivers, the probability of hitting on three or four stud WRs rises. However, with less running backs on the roster, hitting on two to three top-24 RBs becomes more challenging. For this reason, high-floor running backs should be a

priority. High-floor running backs generally possess one or both of the following traits:

1. High-round draft capital. Highly-graded rookie running back prospects that are likely to see significant opportunity share immediately are ideal targets in dynasty rookie drafts (see *Target running backs in rookie drafts* below).
2. High target share. Put a premium on running back passing game utilization (see below *RB target premium* below)

Tactical Summary: Load up on high-ceiling wide receivers while assembling a modest, high-floor running back stable.

Chase players tied to elite QBs

The NFL is an ever-evolving organism, exemplified by constant personnel turnover, with one major exception: the franchise quarterback. The NFL's collective bargaining agreement provides franchises with the negotiating power to lock up their most important asset long-term. Meanwhile, a laundry list of non-quarterbacks have lost millions in future contract dollars getting hurt while playing on one-year deals via the franchise tag.

It is no surprise that when a quarterback is offered multiple years of guaranteed money by his current team; he is rationally obliged to accept. Under this structure, NFL teams almost never lose franchise quarterbacks. Here is a list of 30-plus-year-old quarterbacks who have played their entire career for the same franchise:

- Tom Brady
- Tony Romo
- Eli Manning
- Philip Rivers
- Ben Roethlisberger
- Aaron Rodgers
- Joe Flacco
- Matt Ryan

Furthermore, career-threating injuries were required for Drew Brees (shoulder), Peyton Manning (neck), and Caron Palmer (shoulder) to become free agents and sign with a different team than originally drafted them. Most franchise quarterbacks also play into their late 30s, even QBs with chronic back problems such as Tony Romo.

Given the relative stability and longevity of the fantasy-relevant quarterbacks around the league, the presence of an elite quarterback is the most impactful external force influencing a skill position player's lifetime value. For this reason, Donte Moncrief (Andrew Luck), Tyler Locket (Russell Wilson), and Mike Evans (Jameis Winston) necessarily receive long-term valuation boosts. Tactically, dynasty drafters should seek out wide receivers tethered to franchise quarterbacks with five or more years left on the odometer.

Fantasy running back production is also QB-dependent. Because targets and red zone carries are significant production drivers, RB

fantasy output correlates with overall offensive efficiency, which in turn, correlates with quarterback efficiency. Ask any Eddie Lacy owner how much Aaron Rodgers consistently piloting the Packers into the red zone in 2014 impacted Lacy's numbers.

!Spoiler Alert!

A lot.

Efficient quarterback play can instantly transform an RB2 into an RB1.

Do other members of a player's supporting cast influence their dynasty stock? There is one specific case. Very young, bona fide elite wide receivers do boost QB valuations. The presence of Odell Beckham Jr. enhances Eli Manning's value, and the presence of Allen Robinson absolutely enhances Blake Bortles' value.

The Coach Trap

While chasing skill position players tied to elite quarterbacks is savvy, chasing coaches and/or schemes is a fool's errand. Factoring in a coach quotient distorts player valuations for two reasons: coaching only impacts performance on the margins and coaches frequently change teams.

Did you draft Justin Forsett, because Marc Trestman would pepper him with targets? Oops.

Did you overdraft Charles Johnson, because Norv Turner got the most out of Josh Gordon? Oops.

Did you draft C.J. Anderson, because he would be a key component of Gary Kubiak's famed zone stretch plays? Oops.

Did you overdraft Nick Foles, because he once made magic in Chip Kelly's up-tempo offense? Oops.

Player performance is driven primarily by a player's own ability, and secondarily by his supporting case. Other less-predictable elements of a player's supporting cast may also drive performance. For example, running game efficiency and team defensive efficiency can throttle production up or down by significantly influencing game flow in any given season. Schedule strength and health also drive season-to-season variance. From intrinsic ability to game flow to health, almost every other external factor matters more to player performance than coaches, systems, and schemes.

System ingenuity and scheme fit are popular football narratives, particularly during the offseason with no recent games to analyze. As Jon Gruden, Chip Kelly and other coaches freely admit, that the vast majority of team run a version of the West Coast offense with a similar playbook and play call jargon. There is no schematic black magic, no secret playbook, no encrypted blocking scheme at the NFL level, because film on all plays ever run by an NFL team is publicly available.

Even broader concepts such as Chip Kelly's up-tempo attack are quickly assimilated by fellow NFL offenses and foiled by opposing NFL defenses.

Philadelphia Eagles yards per play under Chip Kelly:

- 2013: 6.33 (No. 1)
- 2014: 5.63 (No. 11)
- 2015: 5.29 (No. 24)

The ultra-competitive, highly adaptable NFL ecosystem renders new gimmicks obsolete within a year. Ronnie Brown received one chance to shred New England with the wildcat, and Colin Kaepernick's window to shred Green Bay with the zone read closed quickly.

Did you overdraft C.J. Spiller a few years ago, because Chan Gailey "gets the most out of" running backs? Oops!

Did you overdraft Jay Cutler, because Adam Gase worked with Peyton Manning? Oops!

Did you overdraft Lamar Miller, because Bill Lazor had Chip Kelly's playbook? Oops!

Did you overdraft Jeremy Hill, because Hue Jackson is a running back guru? Oops!

Even if coaches did possess magical schematic powers that allow them to wave a wand (or clipboard) in order to get more out of a fully-formed professional athlete than another coach, few coaches have tenure at the NFL level. Mike Tomlin and Bill Belichick are rare. Expendable leaders such as Joe Philbin and Ken Whisenhunt are the norm.

While only a handful of professional head coaches have the resume and gravitas to survive consecutive losing seasons, even fewer teams are able to keep their coaching staff intact during the offseason. NFL teams with losing records are more aggressively cycling through head coaches than ever before, though Jeff Fisher would disagree. Coordinators from winning teams fill most head coaching vacancies. As owners and fans become more and more impatient, the coaching carousel appears to be speeding up like watching a game of musical chairs on time-lapse video.

Ignore "savior coach" narratives/coach performance correlation traps when drafting dynasty players. Nick Foles excelled while leading an overrated offensive system and was soon exposed. Jeremy Hill's RB guru coach vanished after 2015 along with Hill's elite dynasty RB status. Discarding narratives that disproportionately credit the coach for player performance protects dynasty league enthusiast from overpaying for fundamentally flawed players.

Small WR Premium

Data compiled by Michael Salfino (@MichaelSalfino) for the Wall Street Journal comparing big receivers to small receivers shows that elite small receivers stay fantasy-relevant longer. However, by focusing only on 6-4 and taller receivers (most 6-2 and 6-3 receivers are also bigger than average), Salfino's piece paints a misleadingly grim picture. In 2015, Brandon Marshall and Larry Fitzgerald proved that arbitrary age cliffs do not exist. While Marshall and Fitzgerald have aged relatively

gracefully, small receivers generally have longer NFL careers as tall receivers rarely produce into their mid-thirties. Anquan Boldin (6-1) and Steve Smith (5-9) are currently the oldest fantasy-relevant wide receivers in the NFL, and we must go back to Terrell Owens and his fanatical workout routines to find a big receiver who aged as well as Steve Smith and Reggie Wayne.



Figure 19 - Terrell Owens' fanatical workout regimen and 8-pack abs!

Beyond empirical data, big receivers intuitively age poorly. Large receivers carry more weight, which leads to faster degeneration of joints and connective tissue. Furthermore, big receivers who win with explosion are particularly susceptible to a loss of fast-twitch muscle fibers, which accelerates the athleticism degradation process by throttling straight-line speed and vertical burst and slowing reaction time and quickness.

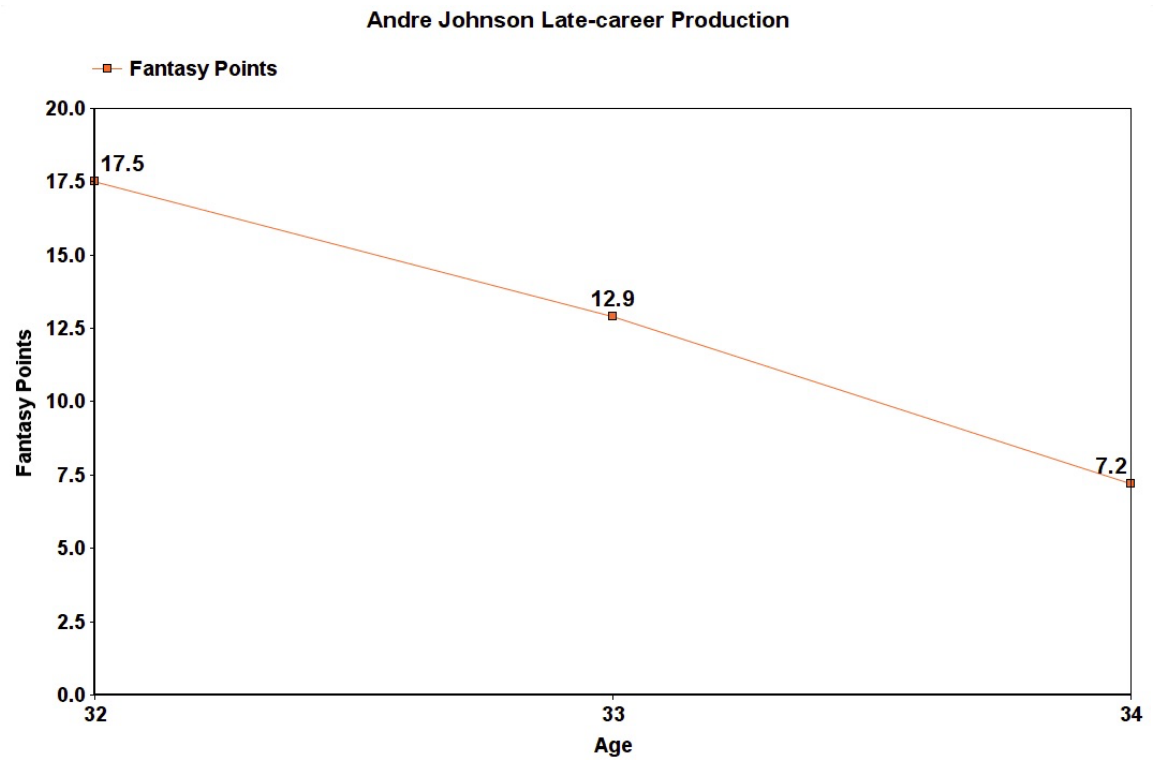


Figure 20 - Andre Johnson Per Game Production Age 32-34

From Herman Moore to Randy Moss to Andre Johnson, the relatively steep production decline of many big receivers serve as warning flares for dynasty owners coveting Alshon Jeffery, Julio Jones, and Demaryius Thomas (wide receivers who leverage size and explosiveness to dominate opposing defensive backs). Bigger receivers carry a lower probability of late-career success, but no player is absolutely doomed by probabilities. For example, auctioning off Brandon Marshall before the 2015 season *simply because he crossed an arbitrary age threshold* would have been misguided.

Throughout a player's career, size and playing style does factor into his projected lifetime value. For this reason, the PlayerProfiler Dynasty Rankings rank Antonio Brown, who wins with short-area quickness,

route-running precision and reliable hands, ahead of Julio Jones though Jones is a half-year younger.

RB BMI Premium

Frank Gore is the ultimate dynasty league workhorse. Gore's resume has eight 1000-yard seasons compiled via 3,000-career touches. While Gore never reached 1,300-yards in any given season, his annual consistency provided his dynasty owners with relative stability in that fantasy RB2 roster slot for a decade – a truly valuable dynasty asset.

Assuming Frank Gore is not ingesting large quantities of HGH, how did he do it? Body type and running style. Anecdotally, Gore succeeds by running through defenders, thought that trait is admittedly difficult to measure. On the other hand, body type is straightforward to measure. Gore's 32.0-body mass index is in the 86th percentile among NFL running backs. BMI has been the key to Frank Gore's longevity *and* productivity.

According to Jake Davidow (@InjuryPredictor) from InjuryPredictor.com, running back durability strongly correlates with body mass index. Condensed muscle mass absorbs more collision shock and a lower center of gravity allows running backs to more aptly avoid flush, bone-breaking collisions with defenders. In summary, Davidow's research concluded that high-BMI backs are less injury prone.

BMI is not merely a durability factor. Writing for Rotoworld, Jonathan Bales (@BalesFootball) found that tall running backs are less efficient

than average height or below running backs, and tall running backs naturally have lower BMIs.



Figure 21 - Running Back BMI-YPC Relationship (Jonathan Bales, Rotoworld)

When analyzing running backs for dynasty purposes, draft the high-BMI RB if both players are otherwise comparatively close. For example, Tevin Coleman and Duke Johnson were two similarly-sized and similarly-graded running backs from the 2015 Draft Class:

- Tevin Coleman, 206-pounds, 28.7 (19th-percentile) BMI
- Duke Johnson, 207-pounds, 30.6 (57th-percentile) BMI

Coleman has more burst, Johnson is a better receiver, both were prolific college producers, and both were third round picks. It would therefore be reasonable to draft Duke Johnson over Tevin Coleman based on Johnson's higher BMI and expected longevity.

RB target premium

Passing is more efficient than rushing in the NFL. In 2015, teams averaged 4.1 yards per rush attempt vs. 6.8 yards per pass -- an incredible *2.7 yards per play* difference. Over the last 11 seasons, running backs have averaged 7.9 yards per reception and 4.2 yards per rush -- a staggering *3.7 yards per touch* difference even after factoring in incomplete passes.

Fantasy football enthusiasts often associated high reception totals with "PPR league" premium. While reception-based scoring naturally puts a premium on skill position players who score an inordinate number of receptions, Rich Hribar argues that this "PPR effect" is often overstated, and passing game opportunity is a value driver in both PPR and non-PPR formats. Target volume supercharges RB upside while also establishing a higher floor *across all fantasy formats*.

Recently on RotoViz.com, Shawn Siegele analyzed Devonta Freeman's sublime 2015 fantasy season. Siegele came away pleasantly surprised by how receptions and receiving yards bolstered Freeman's value despite sub-par athleticism (see Workout Metrics below). He started his analysis expecting to build a case against Freeman, and walked away with a new appreciation for how Freeman's activity in the passing game enhanced his fantasy value. Though Freeman is already a top-5 dynasty running back by all ADP sources, Siegele contends that Freeman is wildly undervalued in dynasty leagues, largely because most fantasy

gamers do not yet fully appreciate the power of running back receptions.



Devonta Freeman Advanced Metrics Profile

While conducting my own RB analysis, I noticed that the most efficient running backs according to PlayerProfiler's Production Premium each year are highly active in the passing game from Darren Sproles in 2013 to Roy Helu in 2014 to Theo Riddick in 2015.

> From the PlayerProfiler Terms Glossary (see full glossary below):
> *Production Premium isolates a player's situational efficiency. Production Premium compares all of a particular player's opportunities (pass attempts, carries, and targets) to the average fantasy points that are typically scored in those particular game situations (yard line, down, and distance).*

Using the PlayerProfiler's Data Analysis Tool, I pulled running backs that secured 100-plus touches and posted a positive Production Premium since 2013. Running backs with 100-plus touches in a season

also averaged ~3.0 targets per game in those moderate to heavy usage seasons.

Rank	Player Name	Targets Per Game	Production Premium
1	Karlos Williams - 2015	*1.3*	+47.8
2	Darren Sproles - 2013	5.9	+44.7
3	Donald Brown - 2013	*2.3*	+43.9
4	David Johnson - 2015	3.6	+43.3
5	Theo Riddick - 2015	6.2	+42.7
6	Danny Woodhead - 2013	5.4	+38.1
7	Ahmad Bradshaw - 2014	4.7	+34.1
8	Jamaal Charles - 2013	6.9	+31.1
9	Danny Woodhead - 2015	6.7	+27.0
10	C.J. Anderson - 2014	3.1	+26.6

Top-10 Production Premium Running Backs (2013-2015)

43 out of the 56 positive Production Premium seasons for running backs from 2013 through 2015 were posted by running backs receiving 3.0-plus targets per game. Think Matt Forte, Danny Woodhead, and Jamaal Charles. How did Matt Forte finish 2014 with a positive Production Premium despite an abysmal 3.9 yards per carry? Forte led all NFL running backs with 101-receptions and 49.6-receiving yards per game that season, which allowed him to post a 5.0-yards per touch. While Forte struggled on relatively inefficient rush plays (4.2 YPC historically), he was heavily utilized in the more efficient pass plays (7.9 YPR historically) and went on to finish 2014 with 21.3 (No. 3) fantasy points per game.

When in doubt, choose efficiency. All-purpose bellcows and scatbacks are generally more efficient than their powerback brethren who are generally less active in the passing game and more at the mercy of

random chance week to week. Running backs who are trusted in the passing game are often deployed in situations that maximize efficiency, and their all-field skill sets makes them less dependent on game situation or touches in high leverage situations (e.g. goal line carries). Given that external factors such as game flow, offensive line effectiveness, and overall offense efficiency are difficult to forecast year-to-year (game flow is the most random), stocking a fantasy roster with target-magnet running backs is a sound fantasy roster construction tactic.

By simply focusing on receptions per game, players such as Isaiah Crowell (1.4 rec/g, -14.7 Production Premium), Jeremy Hill (1.2 rec/g, -6.1 Production Premium), and Alfred Morris (0.8 rec/g, -36.6 Production Premium) would have been avoided.

Looking ahead to 2016, here are three back who are perceived to be "workhorse backs" despite low receptions per game:

- Thomas Rawls (0.9 rec/g)
- Todd Gurley (2.0 rec/g)
- Adrian Peterson (2.2 rec/g)

Here are three backs with ADPs outside the top-25 who could ride a wave of passing game efficiency to be this season's Devonta Freeman:

- Javorius Allen (2.8 rec/g overall, 5.3 rec/g as a starter)
- Charles Sims (4.4 rec/g)
- Duke Johnson (4.7 rec/g)

Target RB targets – stockpile all-purpose bell cows and scatbacks who are often deployed in situations that maximize their efficiency and all-field skill sets.

NFL rules violator risk premium

During the 2014 offseason, the No. 1-ranked dynasty player was not A.J. Green or Dez Bryant or Julio Jones. The No. 1-ranked dynasty player was Josh Gordon, another player with 1.5 seasons of production on his resume. Gordon exemplifies why the 1.5 fantasy-relevant seasons threshold is not a foolproof rule of thumb. The Josh Gordon cautionary dynasty tale illustrates the risk of drafting young players with high-round draft capital who barely meet the threshold. While Josh Gordon met the multi-season productivity threshold, he failed to adhere to a behavioral standard – Gordon was a notorious league rule violator. Gordon's well-documented issues with substance abuse elevated his risk. His youth and inexperience paired with past suspensions at both the college and professional levels increased his risk factor rendering Gordon undraftable in the first round of a dynasty start-up.

Given that career length affects lifetime value, it is wise to consider how long a player can sustain high-level production if his public behavior indicates that football is not his first priority. Dwayne Bowe's fantasy output peaked at age-25. A couple years later, he was pulled over for driving under the influence, and then proceeded to ask the police officer if Sonic was still open.



Figure 22 - Dwayne Bowe mug shot (2013)

In single-season leagues, suspensions for arrests, DWIs, and failed recreational drug tests pose little risk to player performance and valuation. However, dynasty leagues value long-term productivity, and dedication to the craft necessarily factors into the player valuation process when applicable. Depending on the nature of the arrest or suspension, partial or full seasons of productivity may be negated when determining a player's "proven performer" status.

Be wary of the destination contract

Most NFL players only see one major contract extension during their relatively short careers. The average NFL career is 3.3 years, which rises to 6.0 years if he makes a 53-man roster out of training camp in his rookie season. Professional football hurts more than other sports. It's understandable and expected that once a football player achieves his

one windfall payday that his offseason work ethic and in-season intensity would wane. For this reason, dynasty league enthusiasts would rather roster players wired like Terrell Owens, Larry Fitzgerald, and Steve Smith than Randy Moss, Demaryius Thomas, and Dwayne Bowe.

You know a work ethic when you see it. Larry Fitzgerald runs an offseason camp for wide receivers. It is universally understood that Fitzgerald is going to get the absolute most out of his ability and be a productive player for as long as his body allows.

Demaryius Thomas is only the most recent example of a player's efficiency and productivity dramatically declining the season after he signed that one mega-deal. In 2015, Thomas' yardage total dropped by 315 and his touchdown total dropped by five. More concerning, his Production Premium dropped from +5.9 (No. 35) to -7.3 (No. 76)

Before Demaryius Thomas, Calvin Johnson never regained his form after signing an 8-year, $150.5 million contract in 2012. After back-to-back seasons with 1600-plus-yards and 8-plus-touchdowns in 2011 and 2012, Calvin Johnson never reached 1,500 yards again.

A study by Ben Singer from Football Outsiders found that the probability of a production decline immediately following a career-defining mega-contract is highest among players who also switched teams. This is intuitive as the player's original team has the most

information on them and chose not to re-sign them is a red flag in and of itself. Ask Mike Wallace. Ask Demarco Murray. Ask Jimmy Graham.

Full Disclosure: I once had an opportunity to draft Antonio Brown in the RotoUnderworld Dynasty League, and I selected Demaryius Thomas instead. If I had paid closer attention to each player's contact, Brown would have been the clear choice. While Thomas has just signed a 5-year, $70 million deal at the time I selected him, Antonio Brown's average salary for the 2016 and 2017 seasons was $8.5 million. Brown had one more massive extension left on the table. Thomas did not. Other decision-making factors being relatively equal, the future earnings incentive alone was enough to tip the balance in Brown's favor.

Age and injury proneness

The conventional wisdom that older players are more injury prone is a fallacy. Data also compiled by Jake Davidow from InjuryPredictor.com shows that older players are less injury prone for two reasons:

1. Survivorship bias – less injury prone players last longer at the NFL level. DeAngelo Williams played football at a high level at age-32 specifically because his body more durable than many of his contemporaries.
2. Wolff's Law – German anatomist Julius Wolff discovered that mammalian bones and related connective tissue harden and strengthen over time to adapt to the rigors of a stressful environment.

Eye test, narratives, and noise

Start by rejecting the eye test (also known as the "lie test"), then ignore narratives, and be sure to filter out noisy data.

Here are examples of the bad analysis that pollutes NFL draft coverage and ultimately leaks into team scouting reports and impacts dynasty league average rookie draft positions.

Narrative examples:

1. "Jordan Matthews is an NFL slot receiver." – He actually stands 6-3 and runs a 4.46 (74th-percentile) 40-yard dash. This profile is light years away from the typical relatively small and relatively agile NFL slot receiver prototype.
2. "Jeff Janis is a body catcher." – Wide receivers ranging from Martavis Bryant to Jerry Rice frequently pinned the ball against his chest to convert deeper receptions.
3. "David Johnson is afraid to run inside." – It is impossible to post a 40.8% (86th percentile) College Dominator Rating without successfully running inside.

Eye/lie test examples:

1. "Theo Riddick is explosive in space." – He actually runs a 4.71 (13th-percentile) 40-yard dash.
2. "Kelvin Benjamin wins in ways that translate well to the NFL." – He often won in college by leveraging his freakish size. Unlike

ACC defensive backs, NFL defenders cannot be thwarted with size alone.

3. "Sammy Watkins has some Julio Jones to his game." – Workout metrics show that Julio Jones is significantly bigger and considerably faster than Sammy Watkins.

Noisy data examples:

1. "Teddy Bridgewater is too thin to absorb hits from NFL defenders." – Aaron Rodgers was slightly smaller coming out of the University of California than Teddy Bridgewater was coming out of the University of Louisville.



Figure 23 - Teddy Bridgewater & Aaron Rodgers college profiles

2. "Brandin Cooks' low average depth of target (ADoT) in 2014 indicated that he can only win close to the line of scrimmage." – Meanwhile Cooks' 38.9% (73rd percentile) College Dominator Rating and 4.33 (99th percentile) 40-yard dash time indicated that Cooks could threaten defenses in all quadrants of the football field.
3. "T.Y. Hilton's 8 ½-inch hands are too small." – Hand size has a negligible 1% effect on wide receiver catch rate.

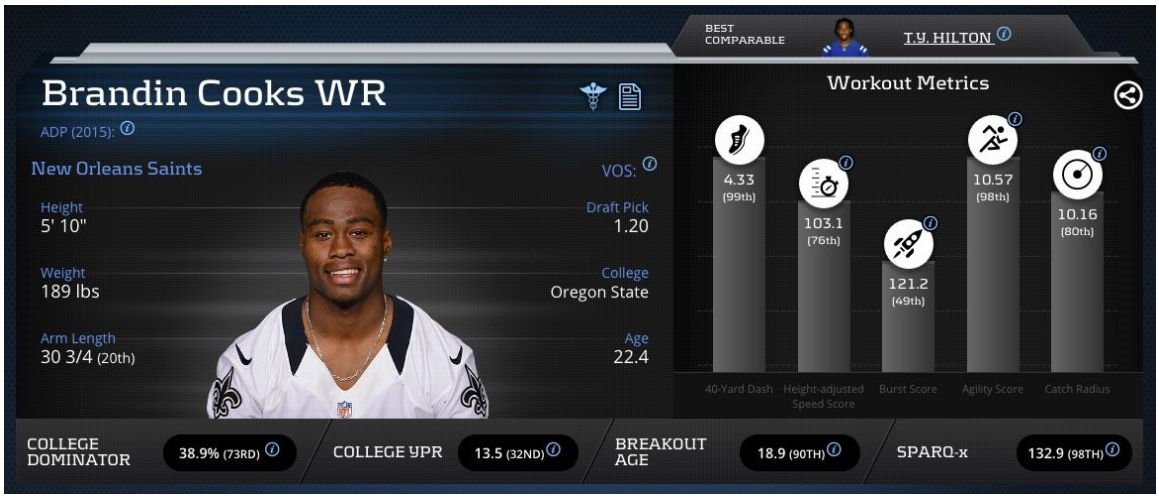


Figure 24 - Brandin Cooks Advanced Metrics Profile

Patience, patience, patience

Jimmy Smith posted 288 receiving yards before he was 27 years old. Smith went on to log over 12,000 yards.

Through the first four years of his career, Julian Edelman posted 69 receptions, 714 yards, 4 touchdowns. In year five, he posted 105 receptions, 1,056 yards, 6 touchdowns.



Julian Edelman Stats

NFL College

Regular Season | Postseason

RECEIVING STATS

SEASON	TEAM	GP	REC	TGTS	YDS	AVG	LNG	TD
2009	NE	11	37	54	359	9.7	29	1
2010	NE	15	7	14	86	12.3	40	0
2011	NE	13	4	8	34	8.5	11	0
2012	NE	9	21	32	235	11.2	56	3
2013	NE	16	105	151	1,056	10.1	44	6

Figure 25 - Julian Edelman 2009-2013 Season Stats (ESPN)

Why? Wes Welker. Was a 26-year old Julian Edelman a more dynamic playmaker than a 31-year old Wes Welker? Definitely. Did that matter? No.

Julian Edelman was able to hold onto an active roster spot on an NFL roster for the first four years of his career with special teams prowess and versatility (Bill Belichick famously asked Edelman to play defensive back at a time when the team's defense was particularly decimated by injuries).

Throughout the Welker years, Edelman persevered working on his craft and building trust with Tom Brady. Yet, no number of explosive plays in practice or mind melding with Tom Brady would have allowed Julian Edelman to usurp Wes Welker. A number of factors can determine an NFL team's positional depth chart:

1. Draft capital sunk cost investment – second rounder Davante Adams' posted a 91.9% snap share despite a -32.2 (No. 105) Production Premium in 2015.
2. Veteran deference – Roddy White logged an 87.5% snap share despite a -13.9 (No. 88) Production Premium in 2015.
3. Team politics – DeMarco Murray's playing time dropped precipitously after the running back complained to Eagles owner Jeffrey Lurie about head coach Chip Kelly.

A number of otherwise irrational factors can throttle playing time. Even young playmakers that carry an air of phenom status often do not develop into top fantasy producers until several years into their careers. Looking back at the age-based productivity curve and Jacob Rickrode's position-by-position breakout data, it is worth reiterating that *nearly 80% of the top 24 PPR scoring RBs and 66% of the top 24 wide receivers since 2012 were age-25 or older.*

Back to Julian Edelman. He exemplifies the dynasty wide receiver worth waiting for. Without college statistics at the wide receiver position, Julian Edelman had neither prolific production nor low-production red flags. He was the *tabula rasa* wide receiver with only raw athleticism from which to draw conclusions – his 116.2 (79th percentile) SPARQ-x

Score showed that he possessed exceptional athleticism. If Edelman could learn the nuances of the wide receiver position, he had the necessary burst and agility to be a flanker target hog in the NFL, and that is precisely what he became.

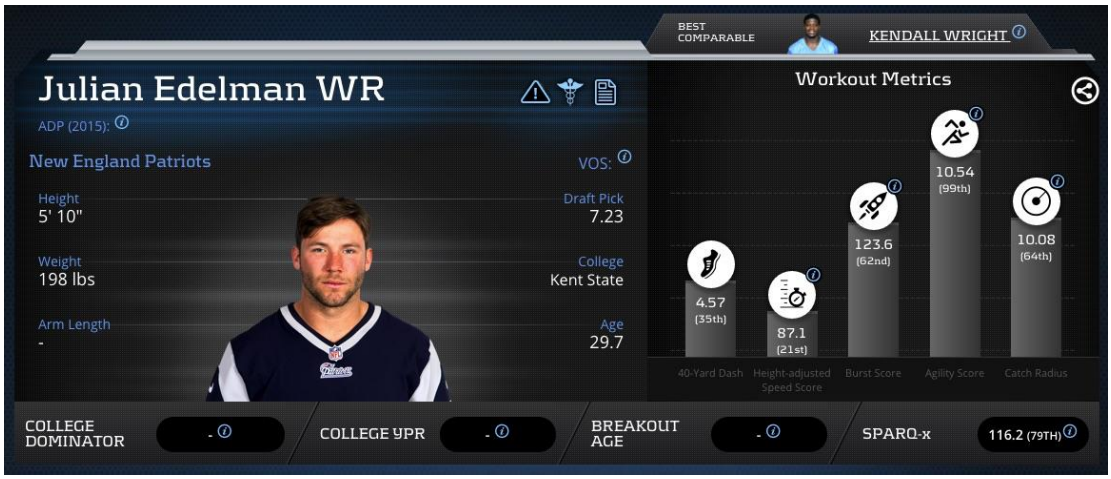


Figure 26 - Julian Edelman Advanced Metrics Profile

Jerick McKinnon, who also played quarterback in college, also lacked college production at running back position, and like Edelman, found himself parked behind a perennial All-Pro player. The allure of the current producer can be strong, but for players with the WR1 or RB1 profiles, dynasty owners must be patient and maintain their conviction.

Which young wide receivers deserve Julian Edelman-level patience? A handful of Edelman's fellow seventh round wide receivers such as Jeff Janis, Tre McBride, and Michael Campanaro (whose Best Comparable Player on PlayerProfiler.com happens to be Julian Edelman) fit the profile a "10-percenter" late round breakout candidate and are worthy of multi-year stash conviction. In fact, the value proposition for Janis, McBride, and Campanaro is easier to quantify, because in addition to upper echelon athleticism, they were also dominant college producers.

Jeff Janis In-depth Profile: Chasing the American Dream

Jeff Janis represents the most obvious draft day inefficiency in recent memory. It is instructive to understand how Janis came to be undervalued in dynasty leagues. Somehow, some way, a 6-3, 220-pound wide receiver with a 45.2% (89th-percentile) College Dominator Rating and a 134.1 (98th-percentile) SPARQ-x Score slipped to the *late seventh round* – arguably the best talent/cost ratio player acquisition by since the Yankees got Babe Ruth or Van Halen got David Lee Roth!
Jeff Janis personifies the American Dream.

Unlikely Polarization
Jeff Janis is the last person in sports that seems to care about his public perception. Janis does not engage with vitriolic trolls on social media and his disposition in interviews suggests a deference bordering on complete oblivion to either extreme of a curiously polarizing NFL breakout story.

According to my patent-pending mainstream popularity algorithm, a wide receiver equivalent of the anti-Cam Newton who breaks out in storybook fashion *should* be the darling of Middle America. The physically imposing, yet pathologically humble small school wide receiver desperate to please his coaches who rises out of a sports world primordial soup *should* be America's next can't-miss football sweetheart. The seventh-round draft pick from Tawas City, Michigan that few NFL scouts took seriously who then erupts on the biggest

possible stage at the most critical possible time *should* be waved around as the personification of the America Dream.

Shoulda. Woulda. Coulda.

Did Fox interview Jeff Janis in the wake of his playoff heroics? No. Did ESPN interview Jeff Janis? No. Did Matthew Berry mention Janis as one fantasy football's top sleepers for 2016? No. After one of the most impressive big game performances by a wide receiver in recent memory, Jeff Janis did not head to Bristol, CT or Los Angeles, CA or Orlando, FL, he headed into the woods to take down a monster buck on Driven with Pat and Nicole. Jeff Janis feels like a supernova that burned hottest for one game never to be seen in the universe again.



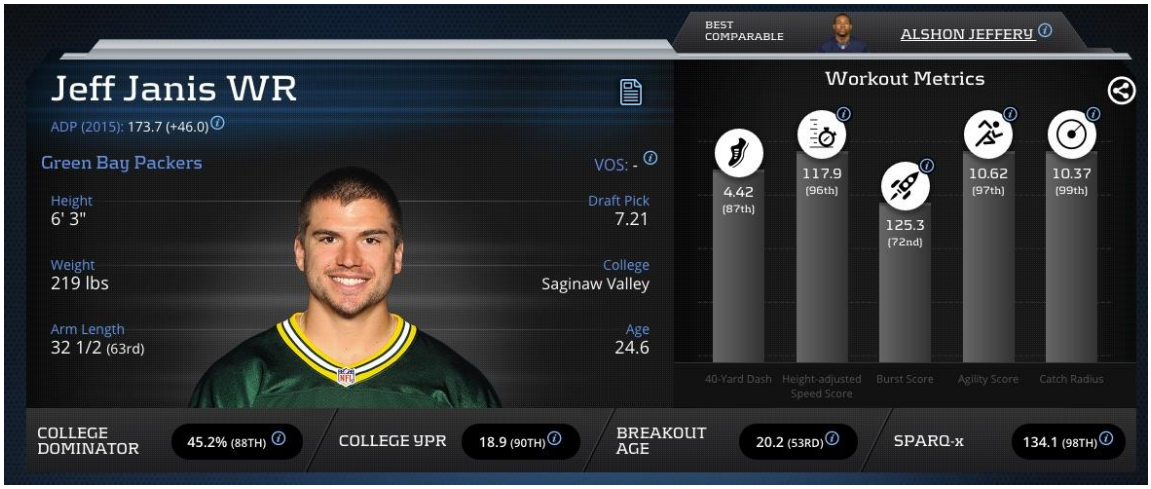
Jeff Janis with his trophy mule deer.

In the vacuum of outer space, Jeff Janis *looks* like the feel good story that Rosemary Plorin wanted her daughter to witness that fateful day in Charlotte, NC. But a funny thing happened last month in fickle

America. Nothing. Nothing became of Jeff Janis. The hype train pistons never fired. No smoke billowed. No effusive fantasy football narratives were weaved by football guys. Today, it feels as if the Jeff Janis starburst never existed, and I want to find out why.

Who is Jeff Janis?

Jeff Janis started every game for Saginaw Valley State University in his junior season (2013), finished second in the nation with 106-receptions, and led Division II with 1,635 receiving yards setting SVSU's single-season record. Janis was then drafted by the Green Bay Packers with the 21st pick in the seventh round. If the Packers had not pushed the button, Janis would have likely gone undrafted in 2014 NFL Draft.



Jeff Janis Advanced Metrics Profile

Jeff Janis was a big, productive, and athletic college prospect. He was one of very few wide receivers to enter the NFL with a profile totally devoid of red flags. Yet 29 receivers were selected ahead of Janis in the 2014 NFL Draft, many of which, from Marqise Lee to Shaq Evans to Walt

Powell, were blatantly inferior prospects. Here is an overview of Janis' key prospect profile metrics:

• Stature: 6-3, 219-pounds, 32.5-inch arms

• Production: Dominator Rating: 45.2% (88th-percentile), College YPR: 18.9 (90th-percentile), Breakout Age: 20.2 (53rd-percentile)

• Athleticism: 4.42 (87th-percentile) 40-Yard Dash, 125.3 (72nd-percentile) Burst Score, 10.62 (97th-percentile) Agility Score, 10.37 (99th-percentile) Catch Radius, and 134.1 (98th-percentile) SPARQ-x Score.

Jeff Janis' exceptional prospect profile features zero metrics under the 50th-percentile. Only a handful of wide receiver prospects over the last ten years check all the boxes in such spectacular fashion. Other NFL wide receivers with no prospect profile metrics under the 50th-percentile include Larry Fitzgerald, Calvin Johnson, and Odell Beckham (though OBJ's size is below average). Good company.

How were 29 wide receivers selected ahead of Jeff Janis in 2014? The 2014 WR class was historic, which pushed a handful of other size-speed specimens such as Donte Moncrief and Martavis Bryant, out of the top-60 picks. Scouts also unfairly discounted Jeff Janis for having small hands. Beyond measurables, scouts questioned every aspect of Janis' game from his "mental processing" to his "feel for the game" to his "hip fluidity." The tape grinder community piled on tagging Janis with the dreaded "body catcher" label amidst a waterfall of baseless and/or irrelevant observations. More than any of the real or imaginary flaws in

Janis game, nothing hurt his draft stock more than simply hailing from a Division II university.

Draft Capital Discount

NFL general managers punted Jeff Janis to the mid-seventh round during the 2014 NFL Draft, because they viewed Janis as a developmental receiver from a small school that would not realistically be ready to play significant NFL snaps on offense until his third year in the league. Through this prism, Janis' draft day slide was inevitable.

Though Jeff Janis' slide to pick No. 236 was in many ways inevitable, it was not necessarily rational. Rather, Janis' seventh round draft capital exemplified the subversive stylistic bias that infects many scouting reports. References to Janis' "stiff hips" and "weak hands" were at best irrelevant, and at worst, blatant falsehoods. These reports informed the general view that Janis was "raw," and therefore, unlikely to contribute early in his career.

Regardless of how the scouting report sausage was made, Jeff Janis' resume officially lists him as a seventh round pick. For many dynasty league enthusiasts, draft capital defines the prospect's potential. Alas, Janis' seventh round draft slot doomed him before his first minicamp practice in the eyes of most fantasy footballers.

After so many scouting whiffs, dismissing Jeff Janis in the wake of a 30-plus point fantasy performance requires a delusional belief in the

infallibility of NFL player personnel staff. Furthermore, while the probability of any given seventh round pick becoming a long-term dynasty league asset is low, the probability of a player with Jeff Janis' rare combination of size, collegiate production, and athleticism breaking out is high regardless of his draft capital. If all late-round picks are created equally, then all NFL Draft analysts can shut down their laptops and walk hand-in-hand into sports oblivion. On the contrary, media credentials issued for the NFL Scouting Combine increased by 20% in 2016, specifically because NFL scouts are fallible.
This is how draft day inefficiencies are born.

That Game

When Davante Adams and Randall Cobb went down against the Arizona Cardinals in the Divisional Round of the NFL playoffs, Green Bay coaches were forced to finally insert their most explosive asset. Soon after Janis entered the game, the Packers' fortunes began to change. Jeff Janis went on to enjoy the most productive game of any wide receiver in the NFL playoffs: 7 catches, 145 yards and 2 touchdowns. After posting more than 30 fantasy points against Arizona Cardinals secondary in a must-win playoff game, what more could Jeff Janis accomplish to be viewed as a high-ceiling dynasty prospect?

Nothing, but the Janis doubters persisted after the 2015 season, and a clearly ascending Janis somehow remained undervalued across dynasty leagues. Why doubt this player with such fervor? After Martavis Bryant's first two-touchdown performance, no such polls were posted

on social media, because very few players come with more built-in baggage than Jeff Janis.

Jeff Janis encapsulates why PlayerProfiler.com exists. Janis personifies the late-round archetype that NFL Draft and dynasty league enthusiasts like myself search for our entire careers — the white whale wide receiver with the highest possible fantasy ceiling that the NFL scouting industrial complex completely missed. These are the roots of true love. [blows kiss]

I believe that, because the outstanding "Janis stock" had been largely consolidated by Janis diehards across dynasty leagues over the past two seasons, the vast majority of fantasy gamers owned zero Janis and could not enjoy Jeff Janis' epic playoff performance. Inevitably, some of these owners are soaked in regret after missing a perfect opportunity to acquire Janis for a bottom-rung asset. Blocked from tasting the forbidden Janis fruit, resentful owners (many of whom wear socks during sex) resigned to lash out on social media.

As Jeff Janis arcs toward his third year in the NFL, the case against Janis is morphing from labeling his transcendent playoff performance a fluke and continuing to dismiss his ability based on his seventh-round draft position, to something simultaneously more concrete and even more absurd. The current Janis Hater narrative now specifies at least one of the following critiques:

1. Janis is a stiff-hipped body catcher who lacks a polished feel for the game.

2. Janis is not smart enough to learn the playbook, and therefore runs a limited route tree (mostly 9-routes).
3. Janis is a sloppy route runner who has yet to earn Aaron Rodgers' trust.

Let's address each one.

Firstly, are Jeff Janis' hips stiff? No. We know this, because it is physiologically impossible for a 6-3 wide receiver to post a 10.62 (97th-percentile) Agility Score without at least above average hip fluidity, balance, and lateral quickness. A brief query using PlayerProfiler.com's Data Analysis Tool shows that Jeff Janis possesses the best Agility Score of any wide receiver taller than 6-1 currently on an NFL roster.

Does Jeff Janis lack polish? Janis' 45.2% (90-percentile) College Dominator Rating on 106 receptions demonstrated a baseline understanding of the nuances of the wide receiver position before he arrived in Green Bay. Moreover, to post over 100 receptions at any level of college football, a receiver must play the position instinctually. Janis' feel for where to be and when to be there were on full display when he logged 102 receiving yards by converting two consecutive desperation heaves on the Packers' final possession of the season.

Is Jeff Janis a body catcher? Sure. On deep balls, depending on his body position, Jeff Janis sometimes cradles the ball with his arms or pins the ball to his body. Jerry Rice was a body catcher. Indeed, on deep balls, Rice frequently pinned the ball to his body. The body-catcher label is

one of the great examples of stylistic bias that infects many scouting reports, causing “upright” speedsters like DeMarco Murray and “body catcher” athletic monsters like Martavis Bryant to drop past the first two rounds of the NFL Draft.

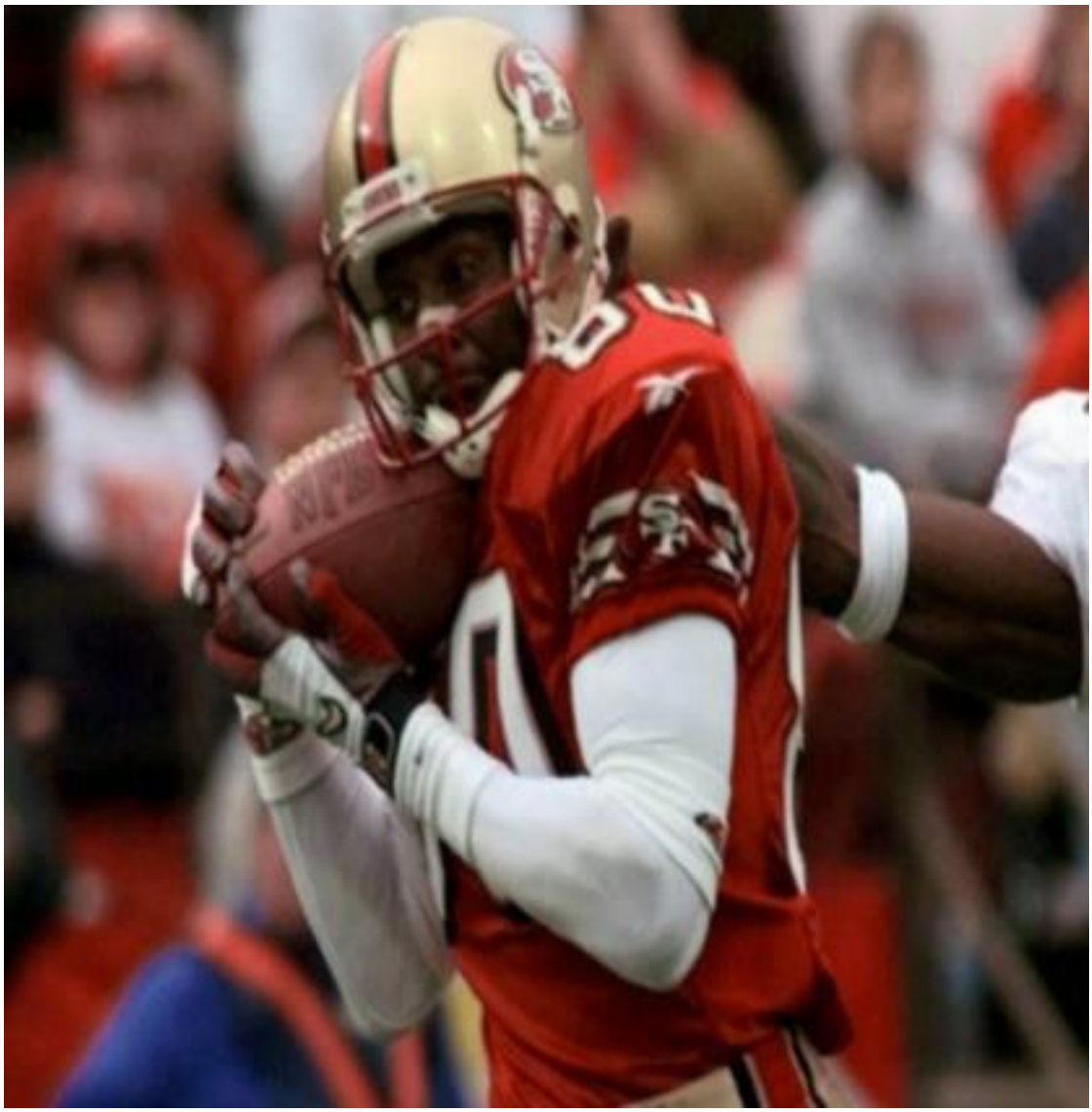


Figure 27 - Jerry Rice, body catcher

You may have seen Jeff Janis pin the ball against his body at some point, because many of Janis’ targets are down the field where a snatch-and-pin catch technique may be necessary. Martavis Bryant often body catches deep balls, yet the incredible upside offered by Bryant’s overt

athleticism dominates the narrative surrounding his dynasty stock. On the other hand, Janis' bias-soaked haters focus more on the perceived stylistic flaws than Janis' über-athleticism.



Figure 28 - Martavis Bryant, body catcher

Secondly, does Jeff Janis have a limited route tree? According to Janis' Reception Perception by Matt Harmon (@MattHarmon_BYB), Jeff Janis was targeted by Aaron Rodgers on 37.5% of his routes and converted all of his catchable targets even though the majority of Janis' routes were greater than 10 yards deep. Janis' Success Rate Versus Coverage (SRVC) was the highest among Packers receivers against Arizona. In the only professional game in which he received a majority of wide receiver snaps, Janis demonstrated a robust route inventory and was the most productive and efficient receiver on his team.

Route Breakdown:

1. Fly/Go/9-route: 31.3%
2. Slant: 31.3%
3. Corner: 9.4%
4. Dig: 9.4%
5. Curl: 6.3%
6. Post: 6.3%
7. Out: 3.1%

While Janis' most memorable conversions occurred on go-routes, throughout the game, he also successfully converted slants, digs, and out routes.

Lastly, does Aaron Rodgers trust Jeff Janis? I don't know. Nobody knows. Going back to Peyton Manning's days with the Colts, veteran quarterbacks have an unfortunate tendency to emasculate young receivers with a "you ran the wrong route" hand gesture in big moments. Let's go ask Manning's favorite hand gesture target, Pierre Garcon, if Janis ran the wrong route.

No empirical evidence exists that Jeff Janis runs imprecise routes or that Aaron Rodgers actually mistrusts Jeff Janis' route running. The narrative is propped up by circa-summer 2015 pullquotes from Packers beat reporters. The following circular logic bolsters this desperate critique that Janis is sloppy and untrustworthy:

> "Jeff Janis is practicing with the second team offense, because Janis is incapable of building trust with Aaron Rodgers."

> "If you cannot win Rodgers' trust, you can never be a valuable skill position player on the Green Bay Packers."
> "You cannot win Aaron Rodgers' trust if you do not practice with him."

Jeff Janis not only rose up to the NFL level from Saginaw Valley State, he then solved the practice squad paradox outlined above with an epic playoff performance. If the Janis Haters' last recourse is jumping inside the head of a teammate to extract a criticism, then the argument is officially over. The good guys win.

Mike McCarthy FAIL

No single person is to blame for a player being trapped in a practice squad paradox. If Jeff Janis demonstrated Victor Cruz-like polish on the practice field, he could have personally circumvented it. If Aaron Rodgers didn't truly believe that he could win with a championship with any receiver off the street (see James Jones), he could have prevented it. However, the one person officially responsible for setting the depth chart in Green Bay is Mike McCarthy.

Mike McCarthy could have saved us all a lot of trouble. The crux of the Janis Hater narrative revolves around the general implication that Jeff Janis is definitely explosive, but he must be otherwise incompetent. Green Bay coaches refused to play Janis over below-replacement talents: James Jones, Davante Adams, Ty Montgomery, and Jared Abbrederis at various points during the 2015 NFL

season. However, this assessment also assumes that Mike McCarthy is not only competent, he is above reproach.

JS Online's Bob McGinn believes that Jeff Janis embodies the greatest coaching/personnel management mistake by Green Bay coaches in decades.

> *"It has been 25 years or more since a coach in Green Bay made more errors in allocating playing time than McCarthy did this year."*

According to McGinn, Mike McCarthy's refusal to utilize Jeff Janis on offense before the divisional round of the playoffs was a more egregious error than attempting multiple field goals on 4th-and-1 on the goal line against Seattle in the 2014 playoffs.

In his book "Outliers," Malcolm Gladwell explains that disasters such as plane crashes are rarely caused by a single malfunction. Rather, a series of cascading errors is often the root cause. A string of errors by Mike McCarthy and his coaching staff resulted in Jeff Janis' underutilization throughout the 2015 season.

Mike McCarthy first erred when constructing his position coach roster. Rather than hiring a dedicated wide receivers coach, McCarthy hired Alex Van Pelt to oversee both quarterbacks and wide receivers with disastrous results. Local sports bloggers held Van Pelt responsible for failing to develop the highly-touted Davante Adams and cult-hero athlete Jeff Janis. Beyond the young wide receivers, veteran skill position players from Aaron Rodgers to Randall Cobb suffered severe statistical regressions in 2015.

Splitting his time between two very different and highly specialized positions, Alex Van Pelt struggled to internally scout talent and misevaluated the skill position players under his tutelage. For example, during preseason camp, Van Pelt summarized Janis shortcomings:

> *"He's a big guy so some of the routes do not cater to him. Some of the routes we run where there's a lot of sudden change in movements, they just don't fit the bigger players."*

Not all big receivers lack lateral agility. By quickly looking up Janis' profile on PlayerProfiler.com, Alex Van Pelt would have discovered that Jeff Janis' 10.62 (97th-percentile) Agility Score is the best among receivers in his height/weight cohort.

After losing All-Pro split end/X receiver Jordy Nelson to a torn ACL, the Packers compounded the problem by failing to optimize their available skill position talent. Rather than replacing Nelson with the even more athletic Jeff Janis, the team instead signed James Jones to play split end. Split end/X receivers line up on the wide side of the formation and succeed by leveraging elite speed and ball skills (see DeSean Jackson), exceptional size and physicality (see Brandon Marshall), or both (see Julio Jones). A 6-1, 31-year old receiver with below-average speed, burst, and agility does not fit the profile of a productive NFL split end. James Jones is a slot receiver.

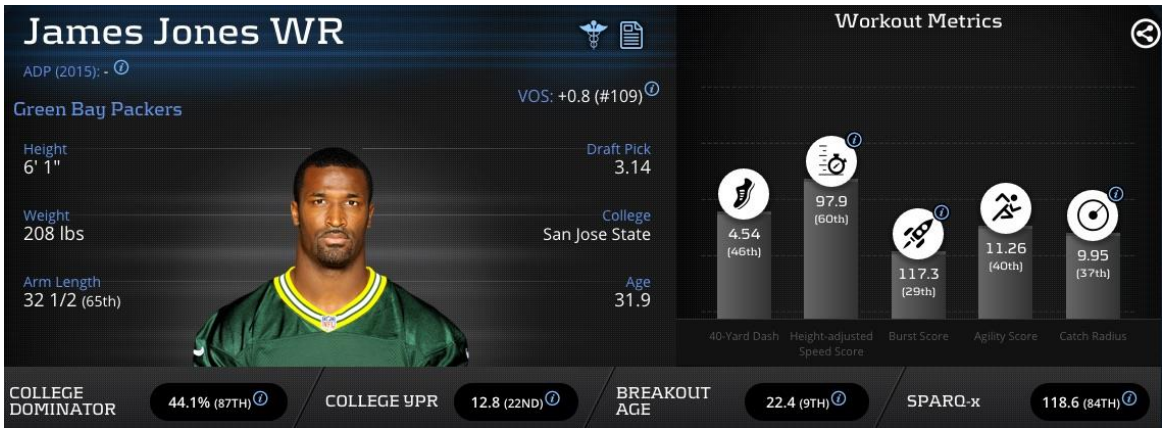


Figure 29 - James Jones Advanced Metrics Profile

Mike McCarthy's deployment of an aging slot receiver at split end/X was the single most egregious misallocation of skill position resources by an NFL coach in 2015. Lacking either a field-stretcher on the outside or a receiver with a large catch radius to confidently throw it up in desperate moments, Aaron Rodgers suffered most of all. Rodger's yards-per-attempt dropped from 8.43 in 2014 to 6.68 in 2015.

As the personnel errors cascaded, Mike McCarthy went on tilt by the middle of the season. He steadfastly refused to insert Jeff Janis and continued to start James Jones even though Jones averaged 2 receptions per game from Week 5 through Week 13 of the 2015 season. Based on camp reports, the Packers dismissed the idea of installing Jeff Janis as the team's starting split end/X receiver for the entire regular season, because the coaching staff stubbornly believed Janis to be an imprecise route runner.

A single shortcoming dooms many NFL prospects. Wide receivers who run a 4.80-40 simply cannot play the position at the NFL

level. However, marginalizing a player based on subjective judgments, rather than empirical analysis, is dangerously error prone. By dismissing Jeff Janis based on anecdotal criticism, Mike McCarthy's player evaluation methodology proved to be no more sophisticated than those employed by the legions of fake Todd McShay's on #DraftTwitter — the same zombies who criticized a 20-year-old Devin Funchess for "lacking courage at the catch point" and a 224-pound David Johnson for being "scared to run inside."

Is Calvin Johnson a good route runner? Is Alshon Jeffery a good route runner? How is route running precision measured? Even if route running precision could be measured and quantified, it matters least for the most athletic wide receivers who achieve separation with uncaged vertical explosion more than refined technique. Who are the top-10 route runners in the NFL? No one knows. Though on September 10, 2015, Reggie Wayne was indisputably a top-10 route runner in the NFL, and it did not matter. Wayne lacked the speed and burst to separate from NFL defenders and was released by the New England Patriots.

The Real Truthers

Jeff Janis enthusiasts are not "truthers." Janis believers simply have conviction. The "truther" pejorative implies an irrational faith in a player's intrinsic ability that extends long after the majority has given up hope of an ascendance or revival. The dynasty owner who stashed Julian Edelman for four years is a truther. A smart truther. On the other hand, believers in Jeff Janis, Willie Snead, Vincent

Jackson and Antonio Brown simply recognized that small school receivers are capable of ascending to NFL superstardom despite a lack of draft capital and/or a dormant year or two on the roster.
Julian Edelman and Jeff Janis have a lot in common, but Janis has developed faster, because he played wide receiver in college. We have already bore witness to a Janis 30-plus fantasy point game. He does not require the same leap of faith as Edelman. What more did you want Jeff Janis to do in his only game with three-quarters of snaps with Aaron Rodgers than 7 receptions, 145 yards, and two touchdowns in the Divisional Round of the NFL Playoffs?

Jeff Janis is high-ceiling prototypical fantasy WR1 whose career is pointed in the launch position. Janis' career trajectory was forever changed in a Packers playoff loss and no amount of baseless undermining of his skills and ability by a nebulous hate cloud will prevent Jeff Janis from developing into a perennial fantasy-relevant asset.

Jeff Janis has moved beyond lotto ticket stash and has become the favorite to land the Packers No. 3 WR job. That role is coveted, because the Packers base offense features three wide receivers. In a three-wide configuration, Jeff Janis fits best at split end/X with Jordy Nelson, now in his early thirties, sliding into the flanker/Z role, and Randall Cobb operating in his usually successful slot/Y receiver role.
Given Jeff Janis' history of production, elite athleticism and seamless fit within the Packers' ideal passing game configuration, Janis should

theoretically be drafted where Davante Adams was being drafted in January-July, 2015.

SUMMARY

The Dynasty Dominator explains the mechanics driving dynasty league market inefficiencies and shines a light on the player characteristics to home in on. Beyond day-to-day team management tactics, the book offers a blueprint for an overarching philosophy and roster construction strategy that ensures dynasty league fantasy football success year after year after year.

At the highest level, a successful dynasty team has the following traits:

1. Age-balanced roster
2. Wealth of wide receiver talent
3. Anchor quarterback
4. Pass-catching running backs
5. Late-round rookie picks to burn

Finding Jeff Janis is fun, but building dynasties goes beyond a superior prospect and player evaluation methodology. A clockwork-timed trade, the optimal distribution of players at specific positions, and a balanced mix of young pups and grizzled veterans are the result of diligent roster cultivation. Be the constant gardener, not the fire starter.

TERMS GLOSSARY

Value Over Stream (VOS) - The VOS metric calculates each player's fantasy points per game above the average waiver wire replacement in standard fantasy league formats during either the current or previous season, depending on the time of year. VOS also incorporates a bust rate coefficient to throttle each player's VOS according to the fragility and subsequent uncertainty of forecasting the annual fantasy point output of players at his position. By incorporating a volatility-related coefficient, VOS is the evolutionary next step in Value-based Drafting (VBD) and provide a helpful guidepost to be utilized during fantasy football drafts.

A comprehensive review of the rationale behind the VOS metric is available here: Introducing: Value Over Stream (VOS)

Body Mass Index (BMI) – formerly referred to as the "Quetelet Index," BMI dates to the 19th century and provides a simple numeric measure of a person's thickness or thinness. Formula is as follows: Mass (lb) / Height (in)^2 x 703. Individuals with high BMIs tend to be built more like a bowling bowls, an ideal stature for an NFL running back. Therefore, BMI indicates a running back's relative sturdiness.

College Dominator Rating – first outlined by Frank DuPont in the book Game Plan, the college dominator rating represents a player's "market share" or his percentage of his team's offensive production. For example, a 35+% dominator indicates that a wide receiver has the potential to be a team's No. 1 WR and/or a high caliber contributor. 20-

35% indicates a mid-level talent with situational upside. Less than 20% is a red flag.

For wide receivers and tight ends, the dominator rating is the percentage of team receiving production. For running backs, it is the percentage of total offensive production, because running backs are involved in both the running and passing game. College Dominator Rating is not relevant for the quarterback position.

Breakout Age – the younger a person is when he/she first becomes a leader in their respective field, the more likely that person is to go on to become *phenom*enal at their craft. Following this logic, Frank DuPont and Shawn Siegele first examined each wide receiver's breakout age on RotoViz.com.

The breakout age for wide receivers is defined by their age at midpoint of the college football season when they first posted a Dominator Rating at or above 20% (unless and/or other extenuating circumstances prevented the player from playing a full complement of offensive snaps). For tight ends and running backs, a 15% Dominator Rating is necessary to qualify for a breakout designation. Quarterback breakout ages are determined by their age when they first posted a QBR of 50 or higher in a college season, and quarterbacks must average 20 or more action plays per team game played to qualify.
In order to display a more granular percentile rank for comparison purposes, Breakout Ages are listed to the tenth decimal place.

Speed Score – Bill Barnwell first posited the metric in *Pro Football Prospectus* during his days with Football Outsiders to better predict running back success. The formula is (weight*200) / (40-time^4). It factors weight into a player's 40-yard dash time assigning a premium to fast times run by bigger, often stronger, running backs.

Height-adjusted Speed Score (HaSS) – first discussed by Shawn Siegele on his Money In The Banana Stand blog, it builds on Bill Barnwell's Speed Score concept to create a more relevant metric for wide receivers and tight ends. Unlike running backs, weight and height are correlated to wide receiver and tight end production, because height expands the player's catch radius. HaSS layers height into the traditional speed score equation by also dividing the player's height by the average wide receiver height: 73.0 inches (6'1") or average tight end height: 76.4 inches (6'4 5/12''). This results in a measure of a player's speed that also incorporates a premium on both body weight and body length.

Agility Score – First discussed by Shawn Siegele on Pro Football Focus, Agility Score is simply the sum of a player's 20-Yard Short Shuttle time and 3-Cone Drill times. This number measures a player's short area quickness and balance and correlates with an ability to avoid tackles and compile yards before contact.

Burst Score – indicates a player's zero-inertia explosiveness (stop-and-start acceleration) and ability to catch the ball outside the body. Similar

in concept to Agility Score, Burst Score sums a player's Vertical Jump height and Broad Jump distance. Additionally, the metric is calibrated to give Vertical Jump and Broad Jump equal weight.

Catch Radius – first discussed by Scott Smith in a piece titled "The Catch Radius Project: In Search of Better TD Production", the metric incorporates a player's ability to cover ground as well as his ability to get vertical in order to score a player's capacity to reaching the football in a 3-dimensional space. Catch Radius affects a player's ability to succeed in the red zone, particularly on fade routes and 50-50 balls. The equation squares a player's 40-time, 20-yard shuttle, and 3-cone and multiplies it by the square of a player's height, arm length, and vertical jump. The values of all six data inputs are normalized to have equal weight.

SPARQ-x - An approximation of Nike's SPARQ Rating (acronym it stands for: Speed, Power, Agility, Reaction and Quickness), a project started in 2004 to create a standardized test for athleticism similar to an SAT test for athletes. SPARQ input factors are 40-yard dash, vertical jump, 20-yard shuttle, and the power ball throw. Because Nike's actual SPARQ formula is not public, we compared publically available SPARQ scores to their related input factors, reverse-engineered an approximation of the SPARQ formula, and then applied the formula to each player's workout metrics. For calculation purposes, power ball throw was converted into bench press to ensure that all input factors aligned with specific NFL Scouting Combine events.

Athleticism Score – summarizes a player's workout metrics and normalizes for size. It is derived by aggregating each player's 40-yard Dash, Burst Score, and Agility Score, and then factors in a relevant measure of player size to ensure that big players receive a premium for speed, quickness and explosiveness. For QBs, PlayerProfiler adds a height premium. For RBs, we add a BMI premium. For WRs and TEs, we add a height and weight premium.
Snap Share – the percentage of total offensive plays that the player was on the field for his team.

Hog Rate– captures the rate of passing game utilization on a per play basis by calculating the number of targets per snap. This metric helps to identify wide receivers and tight ends with limited route trees that may have a low snap count and target share, but when they are on the field, are a focal point of the passing offense.

Juke Rate – isolates a running back's elusiveness and tackle-breaking power by charting the number of broken, missed, and otherwise avoided tackles (displayed to the immediate left), and then dividing by the total number of touches (carries + receptions).

Target Premium – Rich Hribar coined the term Target Multiplier in an XN Sports Fantasy Football: 2013 WR Review article. Referred to here as Target Premium, it is the percentage of additional fantasy points per target that a wide receiver or tight end generates over and above the

other pass receivers on his team. This metric is especially useful when examining the impact of a quarterback upgrade on a wide receiver's future production.

Total QBR – Total QBR was developed by ESPN's Stats & Information Group to measure the degree to which a quarterback contributed to scoring points for the team, and also to a win by the team. QBR adds a "clutch factor" to more traditional quarterback efficiency metrics. For example, it assigns a premium to a completed pass that earns a first down at the quarterback's own 20-yard-line with 30 seconds left in the game. That completion may be unlikely to lead to any points for his team, but if the quarterback's team is leading, it increases the win probability enabling the leading team to run out the clock.

Production Premium – isolates a player's situational efficiency. Production Premium compares all of a particular player's opportunities (pass attempts, carries, and targets) to the average fantasy points that are typically scored in those particular game situations (yard line, down, and distance). Production Premium also takes into account time remaining and game score to account for non-standard situations such as 2-minute drills, clock milking, and garbage time.

Positive values indicate that a player is more efficient than the average full-time player, while negative values indicate that a player is less efficient than his peers with similar opportunities.

Every player's on-field performance is affected by his teammates. When a given player's supporting cast changes (via trade or free agency), this metric is particularly helpful, because it measures that player's capabilities in the average situation

APPENDIX 1:

TANK-PROOF DYNASTY LEAGUE CONSTITUTION TEMPLATE

Article I - TEAM OWNERSHIP

Configuration: Twelve fantasy teams. Multiple owners may own each team.
Dues: $[insert] buy-in per team per season. Failure to pay annual dues will result in the team reassignment.

Article II – ROSTER

Roster Structure

Rosters consist of 29 total roster slots, 13 active, 8 bench, 6 taxi squad, 2 injured reserve.
Activate Roster slots are as follows: two QBs, three RBs, five WRs, two TEs, one Flex (RB/WR/TE).

Taxi Squad

Taxi squad players are inactive and may not be placed in an active roster slot. Taxi squad players may not be dropped as part of a free agent acquisition transaction.

Any player, regardless of age or years in the league, may be stashed on the taxi squad into perpetuity. Once promoted to the active roster, players may not be demoted back to the Taxi Squad, even if dropped and later added back to the same roster.

Injured Reserve

Players with an injured reserve designation on [insert] site may be demoted to the Injured Reserve roster slot. Injured players are inactive and may not be placed in an active roster slot.

Active Lineup Restrictions

There is no limit on the number of bench slots that may be utilized so long as the total number of players on an active roster does not exceed 13. Rosters are not required to carry a minimum number of players at a particular position, and teams are not required to have any particular roster slot filled in order to have a legal lineup. For example, a team may carry one tight end (of the two active allowed) in order to also carry an additional bench player at another position.

Roster Moves

Owners may activate and/or bench a player (examples: Bench to RB, WR to Bench) up to 5 minutes before kickoff of that player's game that week.

Article III - DRAFT

Initial Veteran Draft

- Draft type: Online auction draft
- Budget: $200
- All teams are required to create a 27-player roster during the auction draft.
- Date: [insert]
- Player Pool: All National Football League (NFL) players.

Rookie Draft

- Draft type: online snake draft
- Number of rounds: 4
- Date: Approximately two weeks after the NFL draft.
- Time between picks: 3 minutes. Upon request, the league administrator will pause the draft to ensure that a trade involving the pick that is currently on the clock is processed.
- Player Pool: All rookies drafted in the 2015 NFL draft.

Auction Draft Bidding Instructions

1. Go to [insert] site.
2. Click For Owners and click on Live Auction Room.
3. Enter your new bid in the "Your Bid" column next to the player's name you wish to nominate and press the "Make Bid" button.
4. Alternately, you can press the "Bid + (increment) " button to automatically raise your bid by the minimum bid increment defined by your league.

5. Owners have 10 seconds to nominate a player. If their 10-second time limit expires, the system will automatically nominate the top player in the ADP-based queue.

Auction platform will prevent owners from spending more auction dollars than they have empty roster spots to ensure that all teams have at least $1.00 available to bid for each of the 27 initially populated roster slots.

Rookie Draft Order

Rookie draft order is the determined as-follows:

1. Picks 1-7 are awarded to non-playoff teams. The non-playoff teams with the highest win percentage during the previous year's regular season receive the highest picks. In other words, the non-playoff team with the best win-loss record receives the number 1 pick and each pick thereafter is allocated according to win-loss record. The tiebreaker is total points, granting higher picks to teams with the most total points. The second tiebreaker is a coin flip.

2. Picks 8-12 are awarded to playoff teams in reverse order of the standings. The champion receives the 12th pick, the runner-up receives pick 11, and so forth.

3. The initial year rookie draft order is determined by random lottery.

Before each rookie draft, a number of players equal to the number of rookie draft picks must be either traded or dropped to create roster space for the incoming rookie class.
Rookie draft picks may also be relinquished rather than dropping or trading existing players.

Article IV – SCORING

Player Production

Each fantasy team's active players accumulate fantasy points for that week's match-up. Fantasy points are determined using the following scoring system:

Category	**Points**
Passing	
Every 20 passing yards	1
Interceptions Thrown	-2
TD Pass	6
2pt Passing Conversion	2
Rushing	
Every 10 rushing yards	1
2pt Rushing Conversion	2
Each Fumble Lost	-2
TD Rush	6
Receiving	
Every 10 receiving yards	1

TD Reception	6
Each Fumble Lost	-2
Each reception	1
2pt Receiving Conversion	2

Scoring System: Head-to-Head

Each week, one team with match up with another team and each team's total production for the week will be summed to the tenth decimal place. The team with more total points will win the Match-up for the week and receive one Win in the League Standings (see League Standings section below). The team with less total points will lose the match-up for the week and receive one Loss in the League Standings. In the event of a tie, each team will receive a Tie, which is counted in the League Standings.

Point processing

[insert] site automatically applies the production from each team's active roster in real-time, updating the Live Scoring feature showing each team's point totals. On Tuesday morning, [insert] site processes match-up winners and losers and applies the wins and losses to the League Standings.

Article V – PLAYOFFS

Regular Season Schedule

The Regular Season is defined as week 1 through week 11 of the National Football League (NFL) Schedule.

League Standings

The standings are used to determine Regular Season division winners, and the Regular Season is defined as week 1 through week 11 of the National Football League (NFL) Schedule.

[insert] Fantasy League is divided into two divisions of six teams each. The league administrator is empowered to determine each team's division. Match-up wins, losses and ties determine the order of the standings: wins have 1.0 weight, ties have a 0.5 weight, and losses have a 0.0 weight. Standing are tracked and displayed under the Standings tab.

The playoffs take place during Weeks 13-16 of the National Football

League Regular Season.

Playoff Teams

Five playoff births are determined as follows: 2 regular season division winners, 2 regular season wild cards, 1 King-of-the-Hill.

Division winners are determined by the win-loss standings. In the event of a tie in the regular season standings, the tiebreaker is total regular season fantasy points. In the event of a tie in the regular season standings *and* total points, then the tied teams will match up in Week 13, and the high scorer will be the division winner and make the playoffs.

Wild card births are granted to the team from each division that has the most total points after week 11 of the NFL regular season (division winners excluded). In the event of a tie in total points, then the tied teams will match in Week 12, and the high scorer will be the division winner and make the playoffs.

If a Week 12 division winner or divisional wildcard tiebreaker match-up ends in a tie, then the winner is determined by coin flip administered by the league administrator and witnessed by two other league members.

King-of-the-Hill

The King-of-the-Hill team is determined during a special Week 12

tournament in which each of the remaining ten teams (division winners, and wild card teams excluded) will match up, and the team that scores the most points in Week 12, automatically makes the playoffs regardless of its regular season performance.
If King-of-the-Hill tournament ends in a tie, then the winner is determined by coin flip administered by the league administrator and witnessed by two other league members.

Note: if two teams are matched up in week 12 for tiebreaker purposes, those teams also qualify for the King-of-the-Hill contest. If a team participating in a tiebreaker matchup, loses it may still make the playoffs by scoring more points the remaining teams, and thus be granted the King-of-the-Hill playoff spot.

Playoff Format

The playoffs will be conducted Survivor Style. Each week, all teams will match-up, and the lowest scoring team will be eliminated each week. This process starts on week 13 and continues through the week 16 Championship Matchup. The team with the most total points during the regular season receives a first round bye.

Playoff Outline

- Week 13: 4 total teams: Four playoff teams without a bye (team with most total points during week 1-11 receives a bye)
- Week 14: 4 total teams: Three highest scoring teams from week

13, plus the league high scorer

- Week 15: 3 total teams: Three highest scoring teams from week 14.
- Week 16 Championship: 2 remaining teams

Article VI - FREE AGENT ACQUISITION

A free agent bidding (FAAB) process determines free agent acquisition. Each team is allocated $1000 dollars/points for free agents and trades through to the end of the season. Each season resets the Monday after the Super Bowl and all team FAAB budgets will be restored to $1000. Any unspent dollars from the previous season does not carry over.

FA Bid process

To bid, go select a player from the Free Agent list, enter a blind bid amount, select a player to drop and then click Submit. Owners may create an unlimited number of stack-ranked bids in priority order for processing.

Bid process schedule

Blind bids are processed automatically each Wednesday and Saturday at 6:00 PM Eastern Time, and the teams that bid the most are awarded those particular players. Players dropped may be acquired during the next bid processing cycle.

Bid resolution

Bids are processed from the largest amount submitted to smallest. In the event of a tie, the [insert] site tiebreaker rankings determine which team is awarded the player.

Article VII – TRADES

Trade may be executed from Monday after the Super Bowl until [insert trade deadline].

Draft picks for the following year's rookie draft only may be traded but not during the season. Furthermore, draft picks may only be traded during the off-season defined as the Monday after the Super Bowl until the Thursday of NFL's opening week.
Free agent auction dollars may be included in trades.

Owners may trade with other owners without review. Trades are neither challenged by other owners nor reviewed by a third party.

Article VIII – PRIZES

After the [insert] Fantasy League champion is crowded, the following prizes will be allocated: $[insert] to the league champion, $[insert] to runner-up, and $[insert] to the third place finisher, or in other words, the playoff team that is eliminated in the third round.

Article IX – BANISHMENT

The owner of the team that finishes the regular season with the lowest

total fantasy points for weeks 1-12 will be banished for one year – may not participate in the [insert] Fantasy Football League in [insert next year]. This owner, however, is guaranteed a league invitation in [insert following year].

The banished owner's team roster will remain intact until ownership is transferred to a new owner.

The exception to this rule is that if the banished team wins the King-of-the-Hill tournament, then no team is banished.

Article X – CONSTITUTIONAL AMENDMENTS

The rules outlined in this constitution may not be modified during the fantasy football season.

Article XI – POWERS OF ADMINISTRATION

The site administrator is charged with creating the league, inviting owners, configuring the rules before the draft, setting the divisions, administering the collection and distribution of league fees and prizes. The site administrator may not create or modify any league transactions. The site administrator may not change the rules during the fantasy football season.

Article XII - YEAR-TO-YEAR PLAYER CARRY-OVER

As a proper dynasty league, all players on all rosters carry over to the following year, including Taxi Squad and Injured Reserve players. Players in Injured Reserve slots may remain stashed in injured reserve in perpetuity without penalty even after their injured reserve designation has been removed by [insert] site and may remained on injured reserve throughout the offseason.

Before each year's rookie draft, team owners must drop the number of players that equals their total number of draft picks.