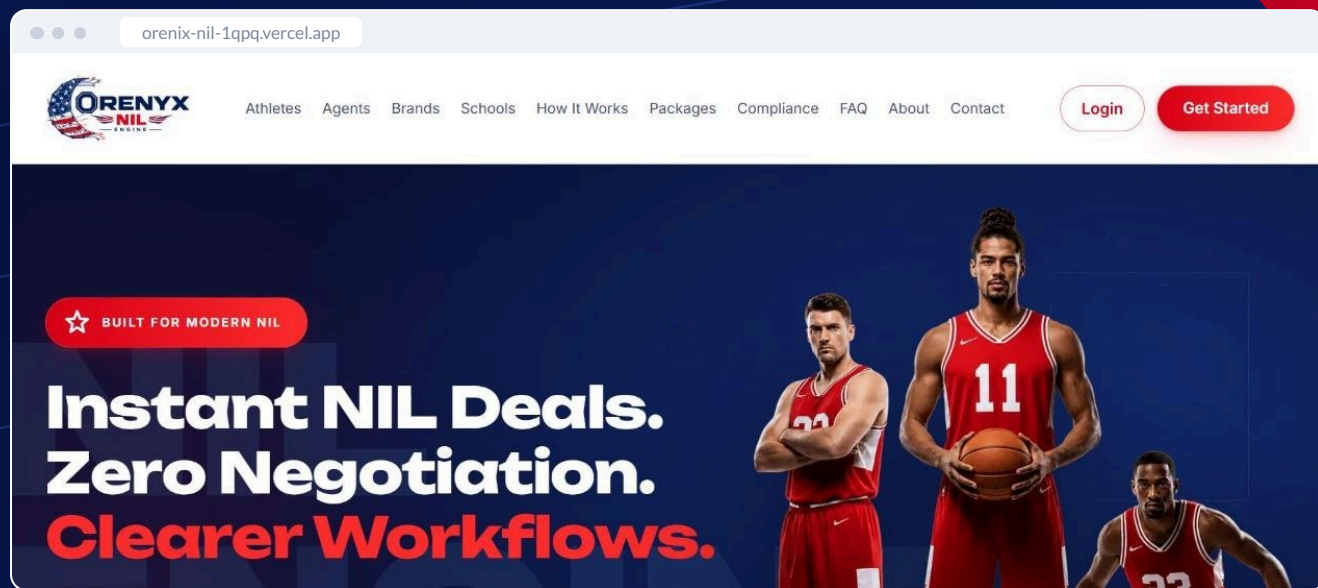




NEXT.JS · MARKETING SITE · SPORTS TECH

Orenyx NIL Engine

The public website for a college-sports NIL platform that connects athletes, agents, brands and schools through fixed packages and compliance-aware booking.

CLIENT

Orenyx Labs LLC

MARKET

United States

INDUSTRY

Sports tech / NIL

STACKNext.js, TypeScript,
Vercel**YEAR**

2026

AT A GLANCE

Four audiences, one clear way to book an NIL deal

NIL stands for Name, Image and Likeness, the rules that let college athletes earn from their own brand. Orenyx NIL Engine turns those deals into something simple: a brand picks a fixed package, the athlete accepts, and the platform tracks the work through to completion.

Orenyx asked us to build the public website for the product. It had to speak to four very different readers, athletes, agents, brands and schools, and it had to stay careful with every claim, because NIL is a regulated space where the rules change by state and by school.

16

routes in the Next.js
App Router build

4

audience pages:
athletes, agents, brands,
schools

3

fixed packages: Bronze,
Silver, Gold

4

spec versions worked
through, V9 to V12

3

prototype rounds
before production code

The challenge

- The content spec kept moving. Four versions in a few weeks, with real conflicts between them on the product model and pricing.
- One site had to address athletes, agents, brands and schools without turning into four different sites.
- NIL rules differ by state and school, so no page could promise outcomes or imply official approval.
- Marketing visuals needed people in them, but real athletes and school branding were off limits.

What we delivered

- A gap analysis of every spec version, so the client knew exactly what copy was still missing.
- HTML prototype rounds to settle structure and the product story before writing production code.
- The full 16-route site in Next.js App Router with TypeScript, deployed on Vercel.
- A claim-safe content approach and an image register so every AI-generated visual could be checked against the client's policy.

Content audit

Prototyping

UI design

Next.js development

TypeScript

Vercel

SEO structure

Compliance-aware copy

THE BRIEF

Getting the spec right before the code

The client sent a builder packet, then a homepage content doc, then a new content packet, then a full website content package that went through V11 and V12. Building straight away would have meant rebuilding every time a new version landed.

What we did first

- **Compared every document side by side.** The older packet described a fixed-package engine, while the homepage copy read like an athlete marketplace. That difference changes the Brands, Packages and Agents pages, so we raised it before writing a line of code.
- **Listed the real gaps.** Some pages had section headings with no body copy. We sent the client a short, specific list instead of guessing.
- **Prototyped in HTML.** A first 16-page static build, then a 27-file prototype with two clickable dashboard mockups, let everyone see the structure and the product story early.

Locked in V12

ITEM	DECISION
Stack	Next.js App Router, TypeScript, Vercel
Type	Inter for body copy
Brand	Navy and red
Packages	Bronze, Silver, Gold
URLs	/packages canonical, /pricing redirects
Scope	Public marketing site only, no app backend

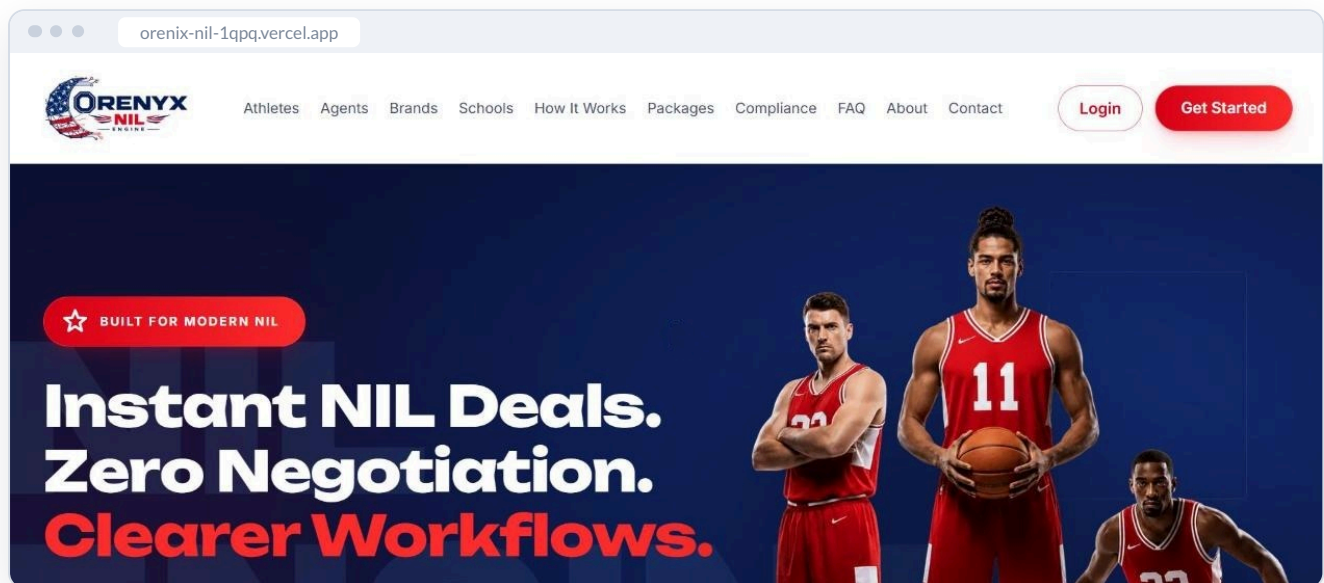
Once V12 was confirmed as the source of truth, we stopped flagging settled questions and built to it.

The login and signup pages were built as styled front-end shells. The account system itself belongs to the client's own backend team, so the forms are ready to be wired up without any redesign.

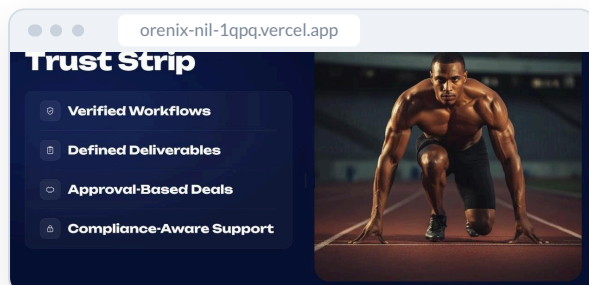
HOMEPAGE

Sporty, but serious about the process

The homepage has to feel like sport and read like a workflow. Big type, a navy field and red accents carry the energy. The copy underneath stays plain and specific: fixed packages, defined deliverables, approval-based deals.



Hero. The headline steps through three short promises, with a large "NIL Engine" watermark behind it.



A trust strip, not a logo wall

Many sites put partner logos here. This product can't use real logos or school marks, so the trust strip states four plain facts about how deals work instead: verified workflows, defined deliverables, approval-based deals and compliance-aware support.

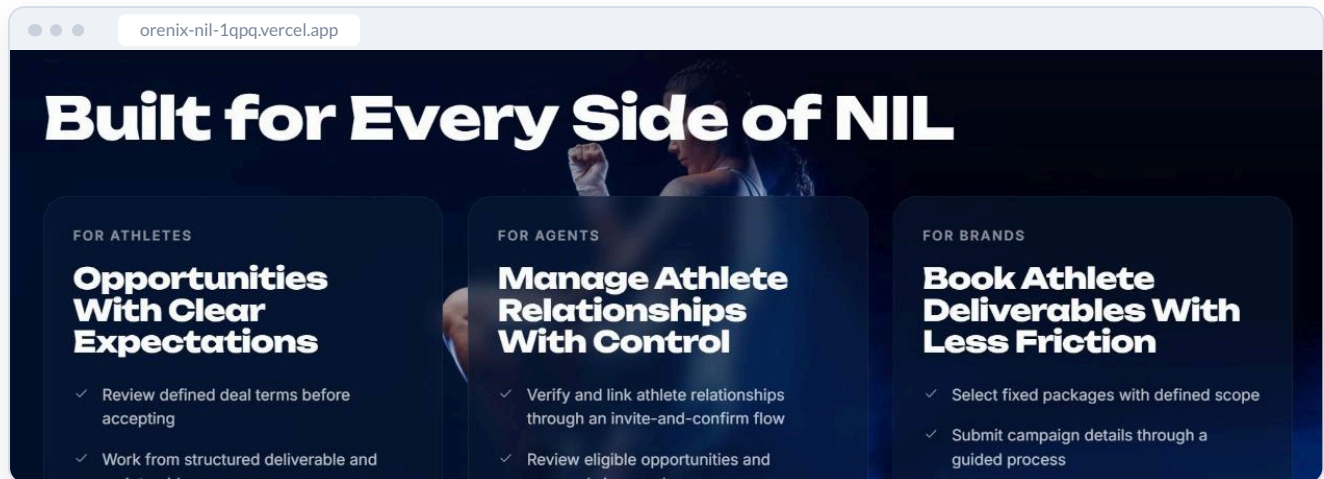
Ad box rotation

The client asked for rotating ad boxes on the homepage, with a strict rule that none of them show real company logos or names. The section rotates on its own and is ready for the client's own placements.

FOUR AUDIENCES

Every reader finds their side in one scroll

Athletes want clear terms, agents want control, brands want less back-and-forth. The homepage gives each one a card in their own language and a button straight to their page.



Athletes

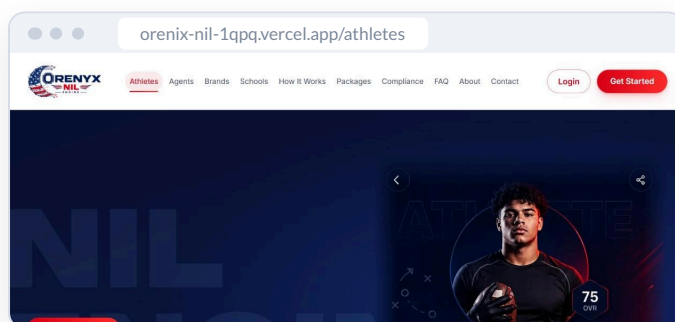
Review defined deal terms before accepting, work from structured deliverable and script guidance, and see offer status at every step.

Agents

Link to an athlete through an invite-and-confirm flow, then review opportunities and approvals in one place.

Brands

Pick a fixed package, submit campaign details through a guided form, and track delivery milestones to completion.



Audience pages

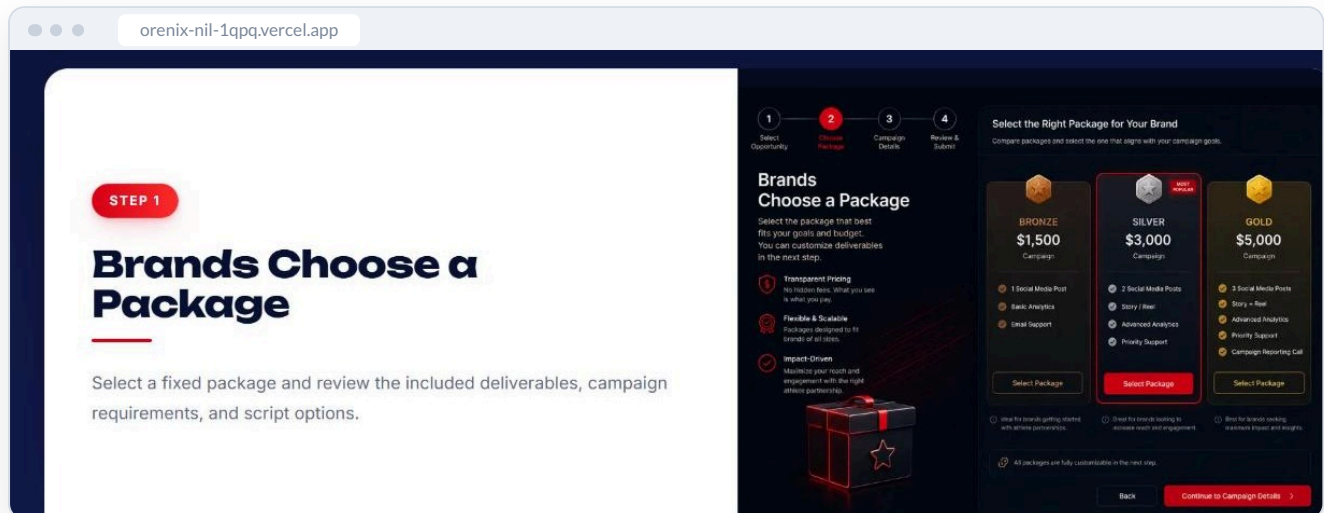
Each audience gets its own page with benefits, a step-by-step flow, a short FAQ and a call to action. The Athletes page opens with a player card in a sports-game style, so it speaks to athletes in a format they already know.

Schools get a page too. Whether school access is a launch feature or a contact-sales waitlist was still open, so the page was built to work either way.

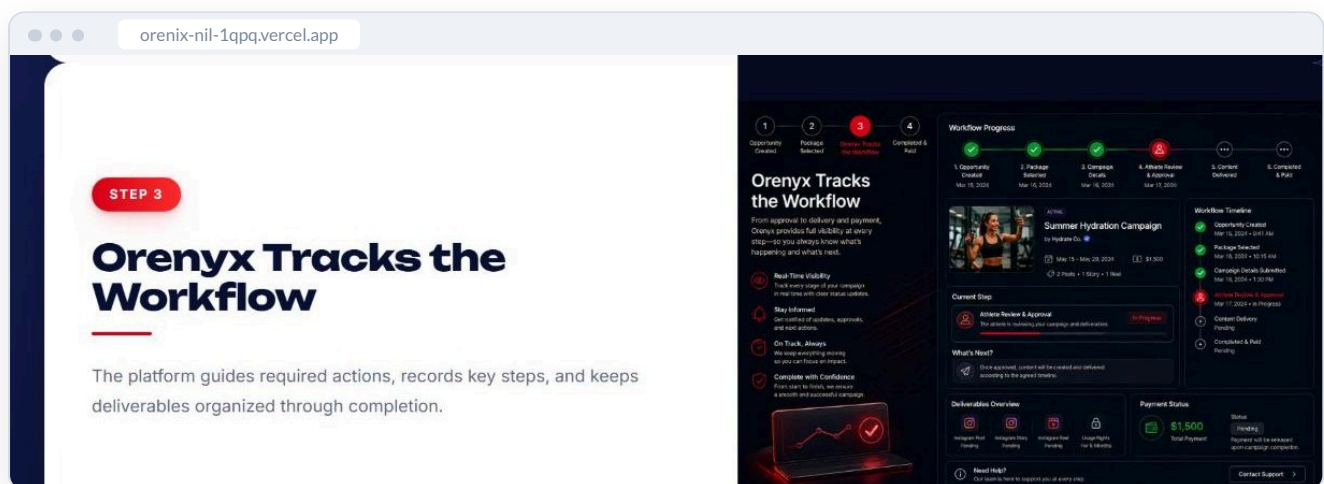
HOW IT WORKS

Showing the product before it exists

The app itself was still being built by the client's team, but the website had to show what using it feels like. Each step of the booking flow sits next to a detailed product screen.



Step 1. Brands choose a package. A four-step progress bar and package cards show exactly where the brand is in the flow.



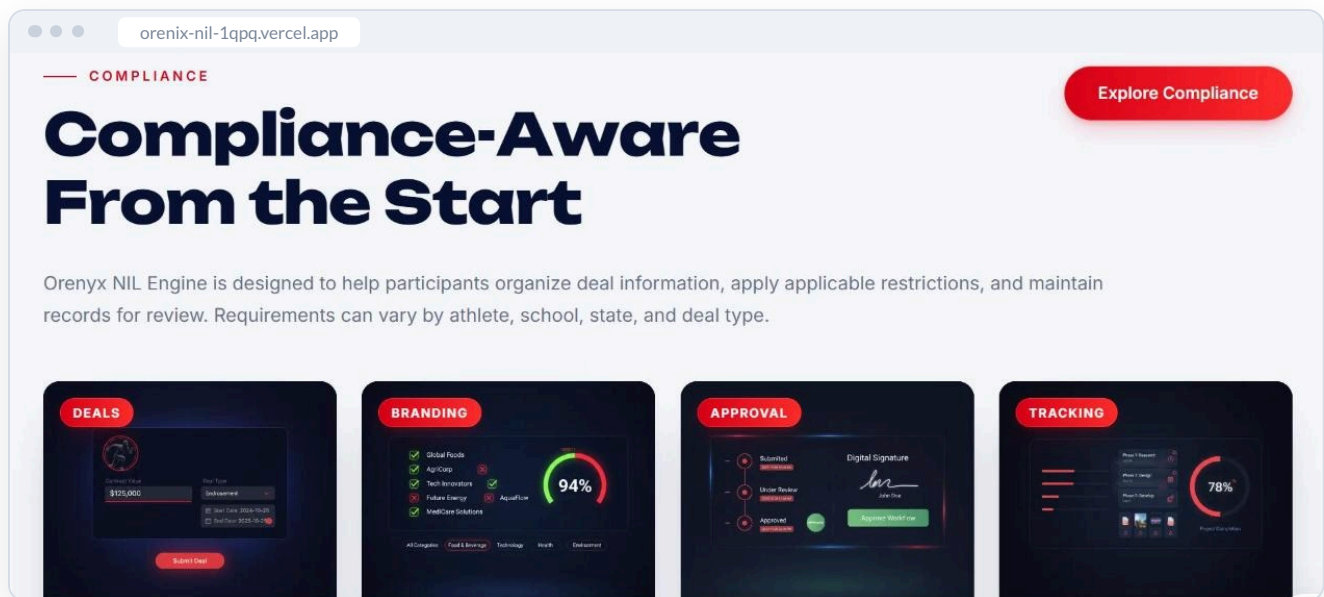
Step 3. Orenix tracks the workflow: progress across six stages, a live timeline, deliverables and payment status on one screen.

The steps read top to bottom like a story: brands choose a package, athletes review and accept, and Orenix tracks the work. Where an athlete has an authorised agent, the copy makes clear that the agent's approval step is part of the flow.

COMPLIANCE-AWARE BY DESIGN

Careful words in a regulated space

NIL rules change by state, by school and by deal type. A site that over-promises can create real problems for athletes and for the client, so the copy and the visuals follow two rule sets the client defined.



Claim-safe copy

Every page uses hedged, accurate language. The platform is "designed to help" participants organise deal information, and requirements "can vary by athlete, school, state and deal type". No guaranteed earnings, no approval claims, no made-up launch numbers.

The compliance section shows four plain capabilities: deal information capture, branding restriction checks, approval and audit records, and deliverable tracking.

AI imagery, with a paper trail

The V12 spec allows wholly fictional, AI-generated people in marketing visuals, and bans real people without a signed release. We turned the policy into an image asset register: one row per image, checked against each condition in the policy, with a status that works itself out.

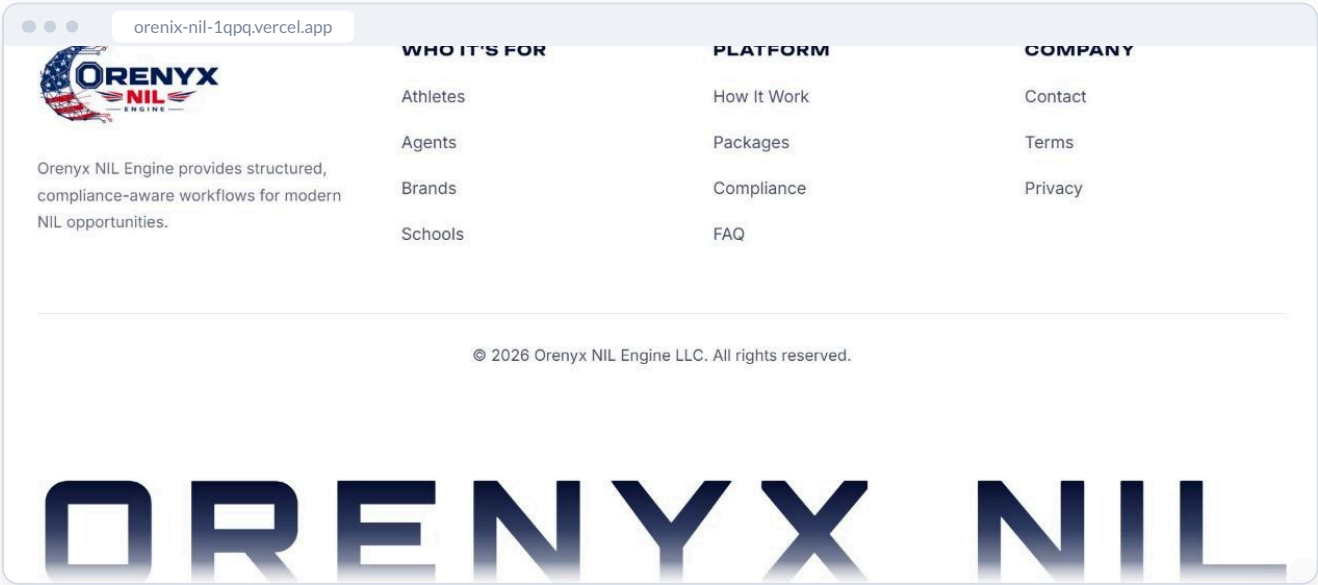
The ground rules on every visual: no real athletes without a release, no school or team branding, and no real company logos.

THE BUILD

A Next.js site that is ready to grow into the product

The site is built on the Next.js App Router in TypeScript and deployed on Vercel, as locked in the spec. Each page is its own route, so the client's team can add the app beside it later without touching the marketing pages.

AREA	WHAT WAS BUILT
Pages	Home, Athletes, Agents, Brands, Schools, How It Works, Packages, Compliance, FAQ, About, Contact, Login, Signup, Terms, Privacy, plus a powered-by route kept out of the nav until partners are approved
Routing	<code>/packages</code> is the canonical page and <code>/pricing</code> redirects to it, so search engines see one pricing page
SEO	Per-page titles and descriptions, <code>sitemap.xml</code> , <code>robots.txt</code> , and FAQPage structured data on the FAQ
Navigation	Sticky header with an active-page state, a mobile drawer and an accessible FAQ accordion
Forms	Contact form with validation, plus login and signup shells ready for the backend
Content	Shared header and footer used on every page, so a nav change is made once



The footer groups pages by who they are for, what the platform does and the company, and ends with an oversized Orenyx NIL wordmark.

THE OUTCOME

What Orenyx got

- A clear read on four rounds of spec, with conflicts raised early instead of built twice.
- A site that speaks to athletes, agents, brands and schools without splitting into four sites.
- Product screens on the site that explain the booking flow before the app is public.
- Copy and imagery that stay inside the client's own compliance and AI image rules.
- A typed Next.js codebase on Vercel, ready for the app and the launch domain.
- A sister site in the same family as Orenyx AI Engine and Orenyx Influencer Connect.

STACK

Next.js App Router · TypeScript · Vercel · Inter · structured data · sitemap and robots

Building a platform with more than one kind of user?

We build WordPress, Shopify, Laravel and Next.js sites for clients across Europe, Australia and the US, from marketing sites to custom plugins and booking flows.

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