

RallyFuel[™]

THE PLATFORM THAT GIVES FANS THE POWER TO BUILD
COLLEGE SPORTS' FUTURE

RallyFuel[™] is the fan-powered NIL marketplace that lets everyday college sports fans directly support athletes through no-risk NIL deals. 90% of every dollar goes directly to the athlete.



NO RISK. REAL IMPACT.[®]

RallyFuel™ is the fan-powered NIL platform that lets everyday college sports fans directly support the athletes they love. You choose an athlete, pick how much you want to fuel them, and set simple conditions such as staying at their school or hitting certain goals. 90% of every dollar you contribute goes straight to the athlete.

Built for fans who want to do more than just cheer from the stands, RallyFuel turns your passion into real, tangible support — helping shape the future of college sports one fuel at a time. No risk. Real impact.



100K+

Athlete Profiles

1,824

Schools on the Platform

31+

Sports Covered

30K+

Peak Monthly Active
Users (Mar 2026)

90%

of every dollar goes
directly to the athlete

10%

Platform Fee

5★

App Store Rating

NIL GO

Deal Cleared by Deloitte's
House Settlement
Clearinghouse

01

Pick Your Athlete

Browse 85,000+ college athletes across every sport and school. Filter by team, conference, sport, or stats.

02

Fuel Them

Contribute NIL support directly. Set conditions like "Keep at [School]" for a full refund if they transfer. Powered by Stripe.

03

Achievement Unlocked

Earn RallyFuel points, badges, and climb the fan leaderboard as your athlete succeeds. Compete in prediction tournaments.

- JUNE 2025** RallyFuel launches at the College World Series in Omaha, NE — putting the platform in front of the most passionate college sports fans in the country.
- NOVEMBER 2025** iOS and Android apps launched.
- FEBRUARY 2026** Named a featured partner by College.town: “transparent, fan-first, and built with compliance at the core.”
- 2026** First RallyFuel NIL deal cleared through NIL GO, the Deloitte-operated clearinghouse for House settlement compliance review. This validates the Conditional NIL Engagement Rights model end-to-end under the NCAA regulatory framework.
- JANUARY 2026** Winter Olympics 2026 athlete tracking and NIL Medal Tracker launched, expanding the platform beyond NCAA sports.
- MARCH 2026** Featured in Tampa Bay Business Journal by reporter Anjelica Rubin. In advanced conversations with universities on compliance and revenue partnerships. Platform hosts four NCAA prediction tournaments: Men’s March Madness, Women’s Frozen Four, DI Men’s Swimming Championship, and DI Men’s Hockey Championship.

For Fans

- Risk-free NIL fueling
- Prediction tournaments tied to real NCAA events (bracket picks, game outcomes, live scores)
- Fan leaderboard with points, badges & streaks
- RallyFuel Battleground — school-vs-school NIL competition
- Community posts & Rally Pit
- Transfer Tracker & High School Prospects feed
- Winter Olympics & LA 2028 cycle athlete tracking
- NIL Trophy Case (Heisman, Naismith, Wooden, and more)

For Athletes

- 90% of every fuel goes directly to the athlete — guaranteed
- Powered by Stripe — secure, reliable, transparent payments
- Athlete profile with stats, bio & social feed
- Conference leaderboard rankings and visibility
- Fan messages and direct community engagement
- NIL deal activates only if conditions are met
- Visibility across 100K+ athlete listing directory
- Career history tracking including Olympics

Sports Covered (31)

- Football
- Basketball
- Baseball
- Hockey
- Soccer
- Softball
- Lacrosse
- Wrestling
- Volleyball
- Golf
- Tennis
- Track & Field
- Swimming
- Rowing
- Water Polo
- Bowling
- Field Hockey
- Cross Country
- Flag Football
- Beach Volleyball
- Alpine Skiing
- Biathlon
- Bobsled
- Curling
- Figure Skating
- Freestyle Skiing
- Nordic Combined
- Skeleton
- Ski Jumping
- Snowboarding
- Speedskating

TOURNAMENT	DATES	SPORT	WINNER
Men's March Madness 2026	Mar 16 – Apr 7, 2026	NCAA Basketball (All D1)	dlund27
Women's Frozen Four 2026	Mar 17–21, 2026	NCAA Women's Hockey	Fan Fanik
NCAA DI Men's Swimming Championship	Mar 24–27, 2026	Swimming	—
DI Men's Hockey Championship	Mar 25 – Apr 11, 2026	NCAA Men's Hockey	rallyfuelp



Parth Desai

FOUNDER & CEO, RALLYFUEL

Parth Desai is a Wake Forest University alumnus (B.A. Economics, 2014) and holds a Master's in Finance from American University. A lifelong college sports fan, he previously founded and sold a technology company before turning his full focus to college athletics.

He launched RallyFuel in March 2025 and introduced the platform live at the College World Series in Omaha that June. His background in fintech, energy, and compliance helped shape RallyFuel into a platform that is both fan-friendly and built for real regulatory standards.

"NIL was leaving athletes underpaid and fans on the sidelines. RallyFuel makes fans the third stakeholder in college sports — with real skin in the game and a full refund if their school isn't chosen."

— **PARTH DESAI, FOUNDER & CEO TAMPA BAY BUSINESS JOURNAL, MARCH 2026**

EDUCATION

B.A. Economics, Wake Forest '24
M.S. Finance, American University

BACKGROUND

Finance · Energy / Data Centers
Technology & Startups

LOCATION

St. Petersburg, FL

PRIOR VENTURE

Founded & sold a technology company
(2025)

LEGAL COUNSEL

Heitner Legal P.L.L.C. (Darren Heitner)

LEGAL NAME	GameFuel LLC
BRAND	RallyFuel™
FOUNDED	March 20, 2025
HEADQUARTERS	St. Petersburg, FL 33705
FOUNDER	Parth Desai — B.A. Economics, Wake Forest University ('24) / M.S. Finance, American University; previously founded and sold a technology company (2025)
WEBSITE	rallyfuel.com
MOBILE APPS	Available on iOS (App Store) and Android (Google Play)
MEDIA CONTACT	info@rallyfuel.com

Yahoo Finance

YAHOO FINANCE GLOBENEWSWIRE AUG 29, 2025

RallyFuel Revolutionizes NIL Landscape with Launch of “No-Risk” Fan Engagement Platform

Official launch press release distributed via GlobeNewswire, covered by Yahoo Finance. Introduces Conditional NIL Engagement Rights and the no-risk refund model to a national audience.

[FINANCE.YAHOO.COM](https://finance.yahoo.com)

Tampa Bay Business Journal

MAR 23, 2026

This St. Petersburg Startup Wants to Turn College Sports Fans into NIL Dealmakers

Written by Anjelica Rubin, Technology/Tampa Bay Inno reporter. The article covers RallyFuel's fan-powered NIL model, founder background, compliance software, and advanced conversations with universities about partnerships.

[BIZJOURNALS.COM/TAMPABAY](https://bizjournals.com/tampabay)

College.town

FEB 24, 2026

Partner Spotlight: How RallyFuel Is Changing the Way Fans Support Athletes

College.town named RallyFuel a featured partner, citing its transparent, fan-first NIL model and compliance-focused approach as the future of college sports fandom.

[WEARECOLLEGETOWN.COM](https://wearecollegetown.com)

Extra Points

LATE 2025

Featured Coverage of RallyFuel Battleground Launch

Matt Brown's Extra Points newsletter, one of the most respected voices in college sports business, covers RallyFuel's school-vs-school NIL competition.

[EXTRAPOINTSMB.COM](https://extrapointsmb.com)

NIL Wire

LATE 2025

Newsletter Feature on RallyFuel's Conditional NIL Model

NIL Wire covers RallyFuel's Conditional NIL Engagement Rights model and its implications for the evolving college sports marketplace.

LATE 2025

RallyFuel™ is the leading fan-powered NIL marketplace that lets everyday college sports fans directly support athletes through safe, no-risk **NIL deals**. If the athlete does not meet the agreed conditions (such as remaining at the school or hitting milestones), 100% of the funds are refunded. 90% of every dollar fueled goes directly to the athlete.

Founded in 2025 by Wake Forest alumnus and lifelong college sports fan Parth Desai, RallyFuel combines transparent NIL transactions, gamification, school leaderboards, and enterprise-grade compliance tools developed in partnership with **Heitner Legal P.L.L.C.** RallyFuel is one of the first fan-powered NIL platforms to clear deals through **NIL GO**, the Deloitte-operated House settlement clearinghouse.

Spanning 100K+ athlete profiles across 1,824 schools and 72 conferences, with coverage from the Tampa Bay Business Journal, Extra Points (Matt Brown), and College.town, RallyFuel is built for athletes — the next era of college sports fandom.

Brand Note: RallyFuel (one word, capitalized R and F) is GameFuel LLC's independent NIL technology platform — built for athletes.



SCAN ME

