

How Waypoint Network Launched a New Revenue Stream for College Athletics — Fast



Overview

College athletics is facing a financial turning point. New NCAA revenue-sharing mandates are putting pressure on athletic departments nationwide, and universities are urgently searching for sustainable ways to fund their programs. Waypoint Network was built to be part of the answer: a first-of-its-kind fundraising platform that turns fan travel into recurring revenue for university athletics. To bring it to market quickly and reliably, Waypoint turned to Access Development.



About Waypoint Network

Waypoint Network is a fan-powered travel and fundraising platform. The model is straightforward: fans and alumni book hotels, theme park tickets, and other travel through a school-branded portal at discount prices. For every booking, whether it's a trip to a rival's stadium or a family vacation to *Walt Disney World*® Resort, a share of the revenue is directed back to the university to support athletics and student-athletes. **This “crowd commerce” model is designed for a time when universities need new revenue streams that don't require raising ticket prices, cutting programs or asking more of traditional donors.**

How the Model Works

1



Fans & alumni
book travel

2



Travel is purchased
through school-
branded portal

3



Revenue share is
generated on
each booking

4



Funds flow back
to university
athletics



A Turning Point for College Athletics

The financial landscape of college athletics shifted dramatically with the landmark House v. NCAA settlement, which requires Power 4 universities to distribute up to \$20.5 million annually per school directly to student-athletes. Combined with the ongoing pressures of NIL (name, image, likeness) deals and the transfer portal, athletic departments are facing an urgent need for new, scalable revenue streams.

\$120-150
billion annually

Estimated Power 4 alumni and fan
spending on lodging alone

Waypoint saw an opportunity hiding in plain sight. Power 4 alumni and fans already spend an estimated \$120-150 billion annually on lodging alone. By redirecting even a small fraction of that existing spending through a school-branded travel portal, universities could generate millions in recurring annual revenue — without asking anything of their fans except to book travel they were already planning to book.



The Challenge

Waypoint needed a compelling and reliable travel booking platform it could launch quickly while the opportunity was ripe. Initially, the team pursued an internal solution by developing a proprietary travel booking engine with the help of an outside partner. However, the process failed to deliver on promises of scope and timeline.

“

Our overall business model at the time was dependent on getting the right travel solution in place, and doing so in a hurry.”

— Scott Stevens, Co-Founder & CMO, Waypoint Network

Why It Was Complex

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| 01 Waypoint promised to fully brand the travel portal for each university partner. | 02 The platform had to serve fans, university athletic departments, and NIL collectives simultaneously. |
| 03 The opportunity had to be captured quickly while the market need was urgent. | 04 A flexible platform was needed to support school-specific branding and revenue-sharing mechanics. |



Waypoint needed a fast, flexible, and reliable platform.



The Solution

Access Development brought exactly what Waypoint needed: a deeply established travel platform backed by four decades of experience, a network of over 850,000 hotels worldwide + hundreds of theme parks, and an implementation team that understood how to move quickly without sacrificing reliability.

01

Proven Platform

Backed by four decades of experience

02

Broad Inventory

A network of 850,000+ hotels worldwide + hundreds of theme parks

03

Fast Implementation

Configured to meet Waypoint's unique multi-university model

From Concept to Creation



Waypoint's needs + Access's solutions



First customer university portal built in 3 weeks



Portal live and generating revenue 3 months after negotiations ended



All future custom portals can launch in 3 weeks



Access was able to clearly explain their offering and all the different ways it could be maneuvered to fit our needs. As an organization, they were also able to quickly grasp our specific needs and help us find the appropriate solutions.”

— Scott Stevens, Co-Founder & CMO, Waypoint Network



The Result

With a stable, proven platform in place, Waypoint was free to do the work that only they could do: signing school partners, building fan communities, and driving the awareness campaigns that would make crowd commerce a reality on campuses across the country.

01*Summer 2025*

First school-branded portal launched

*BYU's GoCougs.Travel***02***Winter 2025*

Second portal launched

*West Virginia University's Mountaineer.Travel***03**

Active university discussions

*12 additional universities***04**

Bookings processed

335 bookings

Waypoint is driving ongoing awareness and engagement through a multi-channel approach that includes podcasts, social media, stadium activations, radio, and fan tailgates — all built and executed by Waypoint's own team, which has developed a strong and distinctive marketing voice around the crowd commerce concept.

“We're proud to be pioneers in crowd commerce, inviting fans and alumni to make a lasting impact through something they already do – travel.”

– Casey Stauffer, BYU's Associate Athletic Director for Corporate Sponsorship



What This Partnership Made Possible

The partnership between Access Development and Waypoint Network is proof that the right foundation can turn a big idea into a working product — fast. The result is a growing network of school-branded travel portals that are turning fan loyalty into real, recurring revenue for college athletics at a time when that revenue has never been more needed.

“The team at Access has been nothing but helpful and collaborative. They answered a huge need for us at a critical juncture in the development of our company, and it was a huge blessing to be able to work with them.”

— Scott Stevens, Co-Founder & CMO, Waypoint Network