



PERSONAL BRAND AUTHORITY AUDIT

Finn Addy

The 1FootDisciple · Pro One-Foot Dunker · 6'1" · Canada

55 → 87
Authority Score (of 100)

Hidden Hops 0–24

Prospect 25–44

Riser 45–69 ← today

Headliner 70–100 ← after

A dunker who has **already won** — the Dunk Camp 2024 10-foot title, a FIBA 3×3 World Tour invite, hands-on training with Jordan Kilganon — but whose name, today, lands on **no website he owns**. This is the plan to turn earned reputation into a findable, sponsor-ready brand.

Prepared by Local Service Spotlight · Dunker Spotlight Program

For Finn Addy · Date June 2026 · Entity home finnaddy.com

He won the title. Google never heard about it.

Finn Addy is a 6'1" Canadian professional dunker who jumps **43 inches off one foot** — the rarest, hardest takeoff in the sport. He won the **10-foot dunk contest at Dunk Camp 2024**, earned an invite to the **FIBA 3×3 World Tour** dunk contest in Edmonton, and was brought in to train by **Jordan Kilganon**, the dunker most people call the greatest ever. By the standards of his sport, the proof is real, rare, and recent.

And yet the internet barely registers it. **finnaddy.com is an empty domain with a Domain Rating of 0**. Search "Finn Addy" and you find a third-party Gropedia entry and a single feature article on Dennis Yu's blog — nothing Finn owns, nothing he controls, and no **Google Knowledge Panel** telling the world who he is. His audience is real but **split across two Instagram accounts** (@finnaddy1 and @1footdisciple), and his name competes online with unrelated namesakes.

This is the most common — and most fixable — problem in the dunk world: **you earn the reputation, but you never build the home that holds it**. Reach you rent disappears. A web home compounds.

Here is the gap in one line: of the 76 dunkers we audited at **Dunk Camp 2026**, the room averaged **15/100** on this exact framework. Finn — a **2024 camp champion** — would sit near the very top at **55**, held back almost entirely by one thing: he has no findable, structured web presence. Fix that, and he projects to **87** — Headliner tier, alongside the most recognized names in the sport.

0 FINNADDY.COM DR	2 SPLIT IG ACCOUNTS	No GOOGLE KNOWLEDGE PANEL	43" ONE-FOOT VERTICAL	2024 DUNK CAMP CHAMP
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What this document is

A clear-eyed audit of Finn's brand across the five dimensions that decide whether Google, AI assistants, and sponsors can find, trust, and book him — plus the exact build we've already started on **finnaddy.com** to close the gap.

The resume is rare. That's the whole point.

You can't manufacture what Finn already has. The audit problem isn't a lack of substance — it's that the substance is invisible. Here's the verified record.

DIMENSION	DETAIL
Name / brand	Finn Addy — "the 1FootDisciple"
Profile	6'1" (185 cm), Canadian, one-foot specialist
Vertical	43" off one foot (best), ~39" off two feet
Breakout	Left college basketball in early 2024 to dunk full-time
Signature win	Dunk Camp 2024 (Utah) — 10-foot contest champion
Pro stage	FIBA 3×3 World Tour dunk contest, Edmonton (vs. Donovan Hawkins, Brandon Ruffin)
Mentor	Trained by Jordan Kilganon in Haliburton, ON + Toronto
Performances	Toronto outdoor show, Detroit "Next Chapter" session (THP), paid NJ camp for 1FootGod
Media	Dunk Talk Podcast, From The Jump Podcast, House of Highlights feature
Roster	Athlete with Pro Dunker Official

★ The under-the-radar asset: he's business-minded

Finn sat down with **Dennis Yu (Local Service Spotlight)** for a working session on growing a real local business — his dad's painting company — through video content, SEO, Google Business Profile, and a Dollar-a-Day boosting approach. Most dunkers can throw it down. Very few can talk to a sponsor about funnels and ROI. **Finn can.** That is a sponsorship differentiator hiding in plain sight.

Sources: Dennis Yu feature (dennisyu.com); Grokipedia "Finn Addy"; Dunk Talk & From The Jump podcast appearances; Dennis Yu session video. Full source list on the final page.

Five pillars, one score.

We grade every dunker the same way we graded the 76 athletes on the Dunk Camp 2026 leaderboard. Authority isn't a vanity metric — it's whether Google, ChatGPT, and a sponsor can **find you, trust you, and book you by name.**

PILLAR	WEIGHT	NOW	TARGET
Social Footprint & Reach	30%	62	76
Highlight Content & Proof-of-Skill	20%	74	93
Press, Features & Entity Signal	20%	72	90
Findability & Web Home	15%	20	95
Knowledge-Panel & AI Readiness	15%	26	91

Where Finn is already strong
 Reach, highlight content, and third-party proof. He doesn't need to become a content machine — he needs his existing proof made **legible.**

Where the points are leaking
 Findability (20) and Knowledge-Panel readiness (26). Two pillars, worth 30% of the score, are running near empty — and both are fixable in weeks, not years.

The math of the opportunity: the lowest-scoring pillars carry the biggest upside. Closing Findability and AI readiness alone moves Finn from a **Riser** to a **Headliner.**

A real audience — pointed in two directions.

Finn has the reach most dunkers are chasing: ~27K on @finnaddy1, ~16K on @1footdisciple, an active YouTube channel, and TikTok clips that have been picked up by massive accounts. Combined, that's a 40K+ footprint with genuine engagement.

The leak: one person, two brands

Running **two Instagram accounts under different names** splits the audience, the algorithm's signal, and — critically — the **entity signal** that Google and AI tools use to decide "who is Finn Addy." A sponsor checking him out has to figure out which account is the real one. Every follower on the second handle is reach that isn't compounding into the main brand.

What we'd do

- **Pick one canonical handle** (@finnaddy1 as the brand of record) and make the other a clearly-labeled feeder that points home.
- **Put the website in every bio** so rented reach funnels to an owned asset.
- **Cross-link YouTube + TikTok** from the site and from each profile, so all platforms reinforce one entity.
- **Caption with his name** ("Finn Addy") not just the handle, so search and AI can connect the clips to the person.

Why this is a quick win

The followers already exist. Consolidation is mostly structural — bios, captions, and links — and it lifts every other pillar at once.

The clips are elite. They're just hard to find.

Proof-of-skill is Finn's strongest raw material. The dunks are genuinely high-level and well-documented — the problem is they live as a scattered feed, not a curated wall of evidence a sponsor can scan in 30 seconds.

ASSET	WHY IT MATTERS
"Best Dunk Session Ever"	Flagship reel showing the full one-foot bag
Dunking with Jordan Kilganon	A co-sign from the GOAT — the strongest proof in dunking
House of Highlights feature	Distribution to one of sport's biggest audiences
First under-both off one foot	A milestone trick dunk, captured on Dunk Talk
FIBA 3×3 contest run	360 cuff windmill + 360 windmill on a pro stage
"Most Improved Dunker of 2024"	Third-party recognition of his trajectory

What we'd do

- Build a **"Watch" wall** on finnaddy.com that embeds his best 6–8 pieces in one place (done — see What We Built).
- Pair each clip with one line of **context** (rim height, contest, who's in it) so the difficulty is legible to non-dunkers — i.e., sponsors.
- Turn the strongest sessions into **short written posts** that Google can index (long-form is the movie, the clip is the trailer).

Third parties already vouch for him.

This is the pillar money can't buy — and Finn has more of it than most pros twice his size. The trust signals exist; they just need to be gathered and pointed at one home.

- **Dunk Camp 2024 champion** — a titled, verifiable competitive result.
- **FIBA 3×3 World Tour** dunk-contest competitor — an international, institutionally-credible stage.
- **Jordan Kilganon** personally invited him to train — a hands-on endorsement from the most respected name in the sport.
- **Jordan "1FootGod" Southerland** paid him to perform — his childhood idol, now a peer.
- **Dennis Yu** wrote a full feature on his rise.
- **Grokopedia** already maintains a fact-checked entry on him — a real AI-era entity signal.
- Podcast features: **Dunk Talk** and **From The Jump**.

The opportunity

Each of these is a citation. Right now they're orphaned across the web. A structured entity home **collects** them — via links, schema, and a press section — so search engines and AI read them as one coherent story: this person is a credible professional dunker.

This is exactly how Dylan Haugen earned a verified Google Knowledge Panel at 17 — not by being more famous, but by making his real proof **legible** to the machines that grade reputation.

The biggest gap — and the biggest lever.

This is where Finn loses the most points, and it's the single highest-leverage fix in the whole audit. Today, he does not own his name on the internet.

0	0	2
FINNADDY.COM DOMAIN RATING	PAGES HE OWNS & CONTROLS	COMPETING NAMESAKES

What "no web home" actually costs

finnaddy.com was registered but never built — **Domain Rating 0, zero content**. The strongest result for his name is a page on someone else's site. His identity online lives inside Instagram accounts he doesn't own and can't control. And the name "Finn Addy" / "Addy" collides with unrelated accounts (e.g., @addy.finn) and a same-name marketing agency — noise that a casual search has to fight through.

Why it matters to the people who pay

Sponsors, event organizers, reporters, and AI assistants all run the same check before they trust you: **they look you up**. When that look-up returns a clean, owned website — his story, his dunks, his proof — he reads as a professional. When it returns scattered social handles and a namesake, he reads as a maybe.

The fix (already underway)

A real entity home on **finnaddy.com** that owns the query "Finn Addy," consolidates his proof, and disambiguates him from the namesakes by name, sport, and country. See **What We Built**.

Halfway to an entity — with no home base.

When someone asks Google or ChatGPT "who is Finn Addy," the answer should be confident and correct. Today it's partial: the AI world has started to recognize him, but Google hasn't, because there's no anchor.

Already working for him

A **Grokipedia** entry exists and is fact-checked — a genuine head start on AI readiness that most dunkers don't have.

Still missing

No **Google Knowledge Panel**, no **Person schema** anywhere, and no owned page for Google to treat as the canonical source of truth.

The path to a Knowledge Panel

- **Entity home with Person schema** — structured data declaring name, alternate name (1FootDisciple), nationality, sport, award, and verified **sameAs** links to every profile (built into finnaddy.com).
- **Corroboration** — the web home agrees with Grokipedia, the Dennis Yu feature, and his social profiles, so the entity is consistent everywhere.
- **AI-search tuning** — phrase his story so ChatGPT, Perplexity, and Google AI describe him the way a sponsor needs to hear it.
- **The KGMID claim** — once the entity is solid, pursue the Knowledge Panel itself (the same path that verified Dylan Haugen).

Google never guarantees a panel for anyone. We structure everything to give Finn the strongest possible shot — and he starts with a real advantage most dunkers lack.

Why a web home means bigger deals.

Finn's goal is more and better sponsorships. The fastest way there isn't more followers — it's becoming the dunker a brand can find, trust, and justify a budget on. A personal brand site is the asset that does that.

★ Finn's unfair advantage with sponsors

He already understands the brand's side of the table. After a working session with Dennis Yu on growing his dad's painting business — content, SEO, Google Business Profile, Dollar-a-Day boosting — Finn can talk to a sponsor about **ROI, not just reach**. The website turns that into a pitch: "I don't just make clips; I understand the funnel they live in."

What the site does for sponsorship

BEFORE (TODAY)	AFTER (WITH FINNADDY.COM)
Sponsor finds scattered handles	Sponsor finds one professional home
Has to guess his reach & results	Sees proof, stats, and past partnerships at a glance
No clear way to book him	A dedicated "For Brands" section + clear CTA
Looks like a talented amateur	Looks like a businessperson who drives returns

The site we built leads with a **"For Brands & Sponsors"** section: the kinds of deals he does (branded content, appearances, endorsements), what he makes for partners, and how he thinks about their return. It positions Finn as a **partner**, not a shout-out.

finnaddy.com — his entity home.

We didn't just diagnose the gap. Using the Dunker Spotlight builder, we've already produced a complete, ready-to-launch website on his own domain. Here's what's in it.

SECTION	WHAT IT DOES
Hero	Owns the query: "Finn Addy — the 1FootDisciple, 6'1" pro dunker, 43" off one foot"
Stats bar	43" vert · Dunk Camp 2024 champ · FIBA 3×3 · 40K+ reach
Story	The one-foot journey — driveway to FIBA — in his voice
The Dunks	His arsenal, framed so non-dunkers grasp the difficulty
Watch	A curated wall of his best 6 clips (IG, YouTube, features)
For Brands	The sponsor section: deals, deliverables, ROI thinking, CTA
Dunk Family	What the dunk world says + cross-links to the network
Connect	Clear ways to book him
Person schema	Structured data + sameAs links for Knowledge-Panel readiness

Built-in SEO & entity wiring

Inline Person schema, canonical URL, Open Graph tags, and cross-links to the dunk network (Dylan Haugen, Hoopin Nate, Cam Hazzard, Deane Hirons, Dunker Spotlight) — so finnaddy.com plugs straight into an existing web of credible, interlinked dunk sites.

Status: built and ready. Go-live needs one human step — pointing the finnaddy.com domain to the hosting (see the go-live runbook).

From Riser (55) to Headliner (87) in 90 days.

A sequenced plan, ordered by leverage. Each phase lifts specific pillars.

Phase 1 · Days 1–14 — Launch the home (Findability)

- Point finnaddy.com to hosting; go live with the entity home.
- Submit to Google Search Console; verify; submit sitemap; request indexing.
- Put finnaddy.com in every social bio.

Phase 2 · Days 15–45 — Consolidate & corroborate (Social + Entity)

- Make @finnaddy1 the canonical handle; convert the second account to a feeder.
- Publish 3–5 written posts from existing sessions (Dunk Camp win, FIBA run, training with Kilganon).
- Align Grokipedia, the Dennis Yu feature, and all profiles to one consistent bio.

Phase 3 · Days 46–90 — Chase the panel & the deals (KP + Sponsors)

- Run the Knowledge-Panel / entity-SEO play; pursue the KGMID claim.
- Tune AI-search so ChatGPT/Perplexity describe him correctly.
- Use the "For Brands" page as the anchor of a proactive sponsor outreach push.

★ The compounding part

Every new dunk, contest, and feature now has a home to live in. Authority stops resetting with each viral clip and starts **accumulating** — which is exactly what turns a talented dunker into a bookable brand.

Namesake watch & sources.

Disambiguation — who Finn is NOT

- @addy.finn on Instagram — a different person; do not conflate.
- "FINN Partners" — a global marketing agency; unrelated.
- Watch the misspelling "Finn Andy" — it appears in at least one video description; the correct name is **Finn Addy**, domain **finnaddy.com**.

The entity home addresses all of these by anchoring "Finn Addy" to a single, structured identity: one-foot pro dunker, Canada, 1FootDisciple.

Primary sources

- Dennis Yu — feature article, dennisyu.com ("How 6'1" Dunker Finn '1FootDisciple' Addy Launched into the Pro Circuit")
- Grokipedia — "Finn Addy" (fact-checked entry)
- Instagram — @finnaddy1, @1footdisciple; YouTube — @1footdisciple
- Dunk Talk Podcast; From The Jump Podcast (Finn Addy episodes)
- Dennis Yu session video — growing his dad's painting business with content/SEO (youtube.com/watch?v=tImgdZxw4Xc)
- Ahrefs — finnaddy.com Domain Rating (0), June 2026

Ready when you are

The site is built. The plan is sequenced. The only thing between Finn and a Headliner-tier brand is hitting "go." — **Local Service Spotlight · Dunker Spotlight**