

# Financial Empowerment

An Interview with Tom Zheng, Co-Founder and Chief Executive Officer;  
Sheldon Day, Co-Founder and President; and Richard Sherman, Co-Founder and Chairman, The Players Company

**EDITORS' NOTE** Shortly after his tenure from the NFL, Tom Zheng joined Sheldon Day and Richard Sherman as Co-Founder and Chief Executive Officer of The Players Company, propagating the mission to help athletes and their communities build generational wealth through empowerment and access. Zheng is a published health and sports scientist, most well-known in the performance space for his tenure with the San Francisco 49ers during Super Bowl LIV and several NFC championship runs. Since retiring from the NFL, Zheng started consulting firm, Adapt Health and Performance, working with various athletes, professional teams across the leagues, and helping emerging companies scale. Today, Zheng also serves in various executive and board roles around the sports, medical, and entertainment spheres to create change and growth.

Sheldon Day is the Co-Founder and President of The Players Company, where he leads with a deep passion for financial empowerment, education, and equity in sports and business. A seasoned NFL veteran, Day is best known for his leadership and on-field presence with teams like the San Francisco 49ers, Indianapolis Colts, and Cleveland Browns. Throughout his career, Day developed a unique lens on the importance of sustainable wealth and opportunity beyond the game. That perspective fueled his transition



Tom Zheng



Sheldon Day



Richard Sherman

from athlete to entrepreneur and investor, with a focus on closing the gap between athletes and access to elite business and investment opportunities. Alongside Richard Sherman and Tom Zheng, Day launched The Players Company with a mission to help athletes and their communities build generational wealth through access, empowerment, and smart capital strategy. Day continues to build his legacy both on and off the field – serving on advisory boards, mentoring emerging athletes, and championing innovation at the intersection of sports, business, and social impact.

Richard Sherman is Co-Founder and Chairman of The Players Company. A Seattle Seahawks cornerback, Sherman earned his way academically and athletically from Compton, California to Stanford University,

graduating with a 3.8 GPA while leading Stanford's football team to a record-breaking season. After being the 154th pick in the NFL draft, Sherman upped his game to win a Super Bowl and become one of the most valued and vocal players in the league. A successful entrepreneur, Sherman harnessed both social and traditional media to position himself as an internationally known superstar. Through his charity, Blanket Coverage, and numerous hours of community service, Sherman works with youth from vulnerable populations to motivate them and help them maximize their potential.

**COMPANY BRIEF** The Players Company ([theplayerscompany.co](http://theplayerscompany.co)) was founded with a clear and powerful purpose: to empower athletes to take control of their financial future. As the company pursues this mission, it discovered that financial literacy isn't just an athlete's issue – it is a community-wide challenge, so its dedication extends beyond athletes to the communities they represent. The Players Company provides educational offerings, hosts impactful community events centered around sports and finances, and offers access to a vast network of deals and relationships. Through these efforts, it strives to create lasting, positive change for both athletes and their communities.

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**What was your vision for creating The Players Company?**

Our vision was to create a safe and empowering space for athletes to build pathways to generational wealth. We saw a need for a platform that not only educates, but also equips athletes with the tools, resources, and community to make informed financial decisions that create a lasting impact.

**How do you define The Players Company's mission?**

The Players Company is a collective of athletes, investors, and entrepreneurs committed to building a stronger future through financial empowerment. Our mission is to support underserved communities by providing education, access to high-quality co-investments, and events designed to help individuals take ownership of their financial identities.

**Will you provide an overview of The Players Company's offerings?**

The Players Company empowers athletes and their communities through a range of offerings in education, investment, media, and events. Our educational content covers personal finance, investment diligence, and long-term wealth-building through articles, webinars, and in-person workshops, with a modular learning platform launching soon to provide flexible, impactful learning experiences. Our investment platform offers access to high-quality, vetted opportunities sourced from trusted venture capital, private equity, and family office partners, allowing members to co-invest through SPVs with clear, easy-to-understand deal

materials. The Players Company Entertainment is our production arm, dedicated to showcasing athletes beyond the game through authentic, original storytelling. From live event coverage and one-on-one podcasts to docuseries with A-list talent, we spotlight the heart and humanity of athletes. We also host impactful events year-round that convene athletes, experts, and community members to spark learning, connection, and inspiration across sports, finance, and culture.

**Will you highlight The Players Company's portfolio?**

The Players Company's portfolio reflects our commitment to investing in innovative, purpose-driven ventures that align with our values and that we can enhance with our brand and community. We've backed ventures like Team Works, which empowers athletes and teams beyond the game; Plainsight, our events partner for our sports and venture summit series; The Players Fund, a player-led fund across the pond; and Public.com, an investment platform that makes capital markets more inclusive and transparent for everyone. Together, these companies reflect our commitment to shaping industries, supporting communities, and championing innovative ideas with lasting purpose.

**How do each of you focus your efforts leading The Players Company?**

Each of us brings something unique to the table in leading The Players Company. Richard leads branding and serves as the public face of the company, representing our vision to the outside world.

Sheldon focuses on athlete engagement, building strong relationships, and making sure their perspectives are central to what we do. I handle business operations, partnerships, and strategic planning, ensuring the company runs smoothly and continues to grow. Together, we complement one another's strengths, grounded in shared trust and alignment.

**How do you measure success when you look at The Players Company's work?**

We measure success by the real-world impact we create, both for the athletes we support and the communities we serve. Whether it's helping someone take control of their financial future or expanding our reach through strategic partnerships, meaningful impact is our bottom line.

**What has made the working relationship between the three of you work so well?**

What makes our working relationship so effective is a foundation of trust, complementary strengths, and a clear, shared mission. There is no ego involved; we genuinely respect what each person contributes and stay focused on doing what is best for the company and the community we support.

**What are your priorities for The Players Company as you look to the future?**

Looking ahead, our priority is to continue growing The Players Company as a trusted brand. We want to expand our reach, deepen our portfolio, and remain at the forefront of financial empowerment for athletes and their communities worldwide. ●

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