NFL Draft 2016 Scouting Report: WR Laquon Treadwell, Ole Miss

*WR grades can and will change as more information comes in from Pro Day workouts, Wonderlic test results leaked, etc. We will update ratings as new info becomes available.

*WR-B stands for "Big-WR," a classification we use to separate the more physical, downfield/over-the-top, heavy-red-zone-threat-type WRs. Our WR-S/"Small-WRs" are profiled by our computer more as slot and/or possession-type WRs who are less typically physical and rely more on speed/agility to operate underneath the defense and/or use big speed to get open deep...they are not used as weapons in the red zone as much.

I have yet to see a compelling case as to why **Laquon Treadwell** would be every single person on the planet's #1 wide receiver prospect for the 2016 NFL draft. There are certain players that the world should embrace above all others, but they are few and far between…but you instantly know them when you see them. In a United States that cannot agree on anything, everyone in the free football world agrees that **Laquon Treadwell** is by far the best wide receiver in this draft. I do not get it. How can anyone possibly look at all the data and tape on **Laquon Treadwell** and conclude he's the #1 WR prospect in this draft, with 100% agreement across analysts, and fans, and Draftniks in different countries, and different states, and different nationalities, and different everything? CFM is definitely not showing Treadwell as the #1 wide receiver prospect in this draft. To me, it's not even debatable.

That's not to say that Treadwell isn't a decent or good prospect. It's not to say that he doesn't belong in the NFL. But as the clear #1 above-all WR prospect…it's ludicrous. There is no way you could watch/study **Josh Doctson** and **Laquon Treadwell**, and 100% of the time walk away thinking Treadwell is superior. Nor could you do that watching **Corey Coleman** v. Treadwell. The groupthink on Treadwell is breathtaking…sickening.

It is groupthink, because the only thing I am walking away from listening or reading other people's work on scouting Treadwell (which I was fascinated to see, even though I don't usually read others) is a litany of excuses as to why none of his measurables (as shitty as they are) matter in this 'special' case. Now, for those same people, measurables are absolutely everything…unless it involves a player they pre-anointed. In that case, analytics and metrics are 'stupid', and we all need to understand the nuances of why Treadwell supersedes all conventional scouting wisdom. For 99% of the other prospects in an NFL draft, measurables change rankings and perceptions quickly, but not for Treadwell. No one talks that much about what he can do, they just discuss why his measurables don't mean anything. It's silly.

Here's the case I would make against Treadwell as a top WR prospect in this draft:

 – When I watch him on tape, I am not blown away. When I watch **Corey Coleman**, my breath is taken away. When I watch **Josh Doctson**, I am in awe. When I watch **Laquon Treadwell**, I'm more stunned…stunned at how everyone keeps telling me how great he is, when I just see a pretty good college wide receiver at work. Nothing jaw-dropping.

I'm not the only one who thinks this, apparently. Opposing SEC defenses seemed to have that same view in 2015…and 2014, and 2013. Treadwell was more hype and disappointment in 2013 and 2014…good, but not awesome. In 2015, he had a nice little season. In 2015, as I watched Treadwell's game tape, I noticed that top SEC defenses were not really selling out to thwart him. Florida, a defense possessing one of the top DB prospects in this current draft season in **Vernon Hargreaves**, never shifted him over to cover Treadwell. Florida floated a couple of other cornerbacks on Treadwell, and occasionally played a safety over, but they didn't put their top cover corner on Treadwell…and Treadwell still had one of his worst statistical games in his career, as Ole Miss got their asses kicked by the underdogs at Florida.

In Treadwell's final college game, Ole Miss's bowl game versus Oklahoma State, Treadwell had three TDs. There were a couple of times Oklahoma State doubled Treadwell, but they did not throw the kitchen sink at him on defense. On Treadwell's first TD in that game, he was totally covered, and pushed off/pass-interfered his way to a deeper-ball, jump ball TD. He later scored on a simple slant…in one-on-one coverage near the goal line. As I watched play-by-play and catch-by-catch of him in the OSU bowl game, I could see that Treadwell is a pretty decent wide receiver…but I can also see that he's not getting major separation from coverage.

I will say this about Treadwell – he has excellent feet off the snap of the ball. If Treadwell's going to make it in the NFL, it's because he makes such quick, deceptive moves off the snap/off the line of scrimmage. He does not have the size or speed to bully or blaze past NFL coverage, but he can get open quickly for quick-hitter passes because of his slick feet maneuvers. He's not fast enough to matter as a threat after he has the ball.

Besides noticing how fast he gets off the jump, there was nothing I saw with Treadwell's tape that left me amazed…left me thinking I'm watching a future NFL star here. I've watched hundreds of wide receivers, studying their tape for the NFL Draft over the past few years – I think I can see 'it' with guys… and I don't see 'it' with Treadwell. I see decent, I see OK, I might even see 'good'…but I don't see 'great'. I don't see the beyond-reproach #1 wide receiver in 2016.

  – I was not overly impressed with Treadwell's tape, but no one could like what they saw with Treadwell's Pro Day and NFL Combine work...from a measurables standpoint.

Everyone can write all the excuses they want, and maybe Treadwell is going to defy some logic like an **Anquan Boldin** did…but I don't even see Boldin in the Treadwell tape or numbers. In this era of advanced workouts, and hyper-focus on what pre-draft measurables can do (or not) for a prospect Treadwell dodged public running at the Combine…and then measured slow, with mediocre agility at his Pro Day—which followed a flimsy vertical, and a nothing of a bench press at the NFL Combine. If you

love/make excuses for Treadwell, the workout numbers tell your 'love' he's the next **Anquan Boldin**…with worse hands. If you're a Treadwell-skeptic, a Treadwell-denier…the measurables are the tip of the spear for the case against him.

If people want to look past his slow 40-time and weak agility numbers, and say he's a better live player, a more instinctual talent…I could disagree, but I understand the potential that this thought process could ultimately be the right one. I wouldn't write off Treadwell just because he's slow and not agile…well I would (as a first-round pick), but I can see why people would look past it. What gets me is the vertical and bench press combined with the other bad stuff. Here's this guy who knew he was heading into the 2016 NFL Draft – and with a ton of advanced preparation time, this bigger, notorious 'physical' wide receiver put up only 12 reps on the bench press. It's almost like he didn't think he needed to work out. If he's so dedicated to his craft, with so much on the line to be a top draft pick, you have to be able (with his frame) to put up 15–20 reps. Everyone is running around making excuses that it's OK that he's slow because he so strong and powerful…but his bench press says he's not.

You can be slow of foot, but perhaps make up for it in strength and leaping ability – but Treadwell is neither strong nor does he have a great vertical. Basically, all of his Combine and Pro Day numbers put together equal the fact that he is a below-average athlete across the board in every way you could judge a wide receiver. It doesn't mean he cannot make it in the NFL, but to me it means you absolutely cannot take him in the top 15 overall, nor should you take him in the first round of the 2016 NFL Draft.

I'm really having a hard time understanding how Treadwell got here given his lack of athleticism, and his good-but-not-great college numbers. He's not a freakish size. He lacks freakish speed, agility, leaping ability, and strength. He looks like he has decent hands and is a trustworthy and willing blocker. That's it. It's definitely something you'd like to have for your NFL team, but you don't pay through the nose for it. You don't miss out on true superstar talent at any other position, or other wide receiver, to take an average talent like this. Treadwell belongs in the NFL, he just doesn't belong in the first round of the NFL draft.

Laquon Treadwell, Through the Lens of Our WR Scouting Algorithm:

Nine career 100+ yard receiving games, with four of them occurring facing inferior mid-major teams.

21 career TDs, 1/3rd (7) coming versus New Mexico State, Memphis, and Troy.

22 SEC games, 10 receiving TDs…an average/OK pace.

A telling number, despite the small sample size: Six career runs of the ball…now, remember that this is a WR who teams are going to spend a top 15 overall pick on…six career carries for -10 yards. He has had

four carries the past four seasons – for -5, -3, -4, and -6 yards. His lack of speed and agility is shouting out here.

Career vs. Alabama (3 games): 4.7 rec. for 62.0 yards and 0.7 TDs…no 100+ yard games (high game of 80 yards).

Career vs. LSU (3 games): 5.0 rec. for 57.3 yards and 0.3 TDs…no 100+ yard games (high game of 71 yards).

Taking his NFL Combine events, the ones he did participate in, and using his Pro Day results for what he didn't…here's where Treadwell would have ranked among all WR prospects at the NFL Combine:

Bottom 12 in: 40-time, bench press, vertical, three-cone…and third-worst overall in short-shuttle.

This is the media's hands down, universal, no debate #1 WR prospect in the 2016 NFL Draft class? I don't think so.

The Historical WR Prospects to Whom Laquon Treadwell Most Compares Within Our System:

When I was watching Treadwell's tape, I was trying to make a comparison to an existing NFL player in my mind… But I was having a hard time placing what I saw. Treadwell moves a little bit and looks a little bit like **Alshon Jeffrey** – except Jeffrey is many more times the overall athlete that Treadwell is. After I tried to make my own mental distinction, I saw our computer models picked **Jeremy Butler**… And I exclaimed, "Ah ha!" **Jeremy Butler** is a pretty good match, except I'd rather have **Jeremy Butler**.

Jeremy Butler is a little like a fast tight end playing wide receiver…and he was undrafted in 2014, but worked his way up to starter late for the Ravens in 2015. He's not a guy that takes the top off of defenses, but he'll go over the middle and catch passes without fear, and he will also deliver punishment because he's a brick wall of a physical specimen…and he has exquisite hands. My concern would be Treadwell is not as strong as Butler, nor does he have anywhere near the hands of Butler, but he probably also sees himself as a bit of a diva #1 wide receiver…I'm not sure how much he's going to want to go over the middle like Butler will. Treadwell may have **Anquan Boldin** measurables, but not Boldin's heart, toughness, or style of play.

An NFL team making Treadwell their #1 wide receiver to battle opposing #1 NFL cornerbacks…that offense is going to be in trouble.

WR Score	Draft Yr	Last	First	College	H	H	W	Power Strngth Metric	Speed Agility Metric	Hands' Metric
6.181	2016	Treadwell	Laquon	Ole Miss	6	2.0	221	8.52	2.17	8.12
6.346	2014	Butler	Jeremy	Tenn-Martin	6	1.6	224	8.70	0.21	9.06
6.830	2015	Davis	Davante	UNLV	6	2.7	220	8.68	1.65	7.74
5.477	2007	Jarrett	Dewayne	USC	6	3.0	215	6.50	-0.17	8.00
5.573	2012	Robinson	Gerell	Arizona St	6	3.1	227	10.77	1.55	7.32
3.056	2010	Meier	Kerry	Kansas	6	2.0	220	8.40	0.09	8.48
3.786	2003	Boldin	Anquan	Florida State	6	1.0	216	8.16	-2.71	11.27
2.573	2015	Williams	Kasen	Washington	6	1.4	218	8.83	0.28	6.31

A score of 7.0+ is where we start to take a Big-WR prospect more seriously. A score of 8.50+ is where we see a stronger correlation of a Big-WR going on to become NFL good/great/elite. A score of 10.00+ is more rarefied air in our system and indicates a greater probability of becoming an elite NFL Big-WR.

All of the WR ratings are based on a 0–10 scale, but a player can score negative, or above a 10.0 in certain instances.

Overall WR score = A combination of several on-field performance measures, including refinement for strength of opponents faced. Mixed with all the physical measurement metrics, rated historically in our database.

"Power-Strength" = A combination of unique metrics surrounding physical size profiling, bench press strength, etc. High scorers here project to be more physical, better blockers, and less injury-prone.

"Speed-Agility" = A combination of unique metrics surrounding speed, agility, physical size, mixed with some on-field performance metrics. High scorers here project to have a better YAC and show characteristics to be used as deep threats/to create separation.

"Hands" = A combination of unique metrics surrounding on-field performance in college, considering the strength of opponents played. Furthermore, this data considers some physical profiling for hand size, etc. High scorers here have a better track record of college statistical performance, and overall this projects the combination of performance and physical data for the next level.

2016 NFL Draft Outlook:

Most football analysts project Treadwell to be the #1 wide receiver taken, and to go in the top 20 overall. However, I hear whispers that most NFL personnel departments don't see Treadwell as a first-round wide receiver either…but they're keeping up the chatter hoping to suck in some other team to make this silly pick. And make no mistake, many NFL personnel decisions come from general consensus of national analysts – groupthink…safety in numbers of being wrong together. Most national websites get the draft prospects ranked pretty correctly versus where they get taken, because they are the tail that wags the dog in the NFL. So as much as I am flabbergasted that anyone could see Treadwell as a first-round pick, I have no doubt that some team is going to fall for it – Los Angeles Rams at #15, I'm looking at you.

If I were an NFL GM, I know Treadwell is going in the top 40 overall. I definitely do not have him as a top 40 Prospect. I doubt he'll even be a top 150 Prospect for CFM. I'd rather make a trade for **Jeremy Butler** than draft Treadwell. Hell, if you think he's the next **Anquan Boldin**…I could sign Anquan Boldin in free agency right now and have a proven and experienced version of this.

NFL Outlook:

I would project that **Laquon Treadwell** goes on to have a very mediocre, if not disappointing NFL career...from the perspective that there will be so much hype, and he just cannot live up to it. In the end, I think he has closer to a disappointing **Rueben Randle**-like career than he does anywhere approaching a successful run like **Alshon Jeffery**.

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