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NFL DRAFT 2017 SCOUTING REPORT: RB  
MATT BREIDA, GA. SOUTHERN

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## NFL DRAFT 2017 SCOUTING REPORT: RB MATT BREIDA, GA. SOUTHERN

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

*\*We use the term "Power RB" to separate physically bigger, more between-the-tackles-capable RBs from our "speed RBs" group. "Speed RBs" are physically smaller but much faster/quicker, and less likely to flourish between the tackles.*

I would have to say that **Matt Breida** is the analytics deep sleeper darling of 2017. At his pro day, Breida ran a 4.39 40-time and a 6.85 three-cone. Those are pretty attractive and numbers, but when you pair them with 23 reps on the bench press and a 42.0" vertical – now you're talking a high-end athlete. The measurables alone make analytics people go bananas. I'm sure his SPARQ score is off the charts. *\*I don't subscribe to the SPARQ score. I have my own formulas that I use to measure prospects relative speed and agility abilities.*

Like with any good analytics person, after you're done drooling all over his pro day times, you go look at what he accomplished on the field. When you do that, your eyes instantly fall to his stunning 2014 and 2015 seasons – 1,400+ yards rushing and 17 rushing TDs each campaign. Now, you're hooked.

Sure, there's that pesky 2016 season... The follow-up from Breida's 2014–2015 effort was a mild disaster in 2016 (646 yards rushing with 3 rushing TDs in 13 games). The 2016 season makes the analytics people pause. Why did he fall off the table in 2016? Was he hurt? Something off the field? There are any number of theories from the offensive line, to the play calling, hidden injury, and everything in between. Honestly, I'm not sure what to believe. I do know this – it's a very bizarre pattern to have such a stellar 2015, one that fits the amazing measurables...and to then follow it up with a bad final college season. I also know that I can look at his 2014 and 2015 and at least take heart that he was able to accomplish major performances/seasons in his career.

So, I set out to watch his tape looking for clues. I watched/studied a few of his 2016 efforts and then went back and looked at some of the sparkling 2014 and 2015 performances. Maybe something would jump out at me?

I think I saw the same guy in all seasons.

After watching several of his games from the good and bad seasons, my main conclusion is that Breida is a limited, one-trick pony running back. Now, it's a hell of a 'one trick'. The speedy 40-time is real. Breida does look like he is shot out of a cannon on many of his runs. The problem is you have to get Breida out into the open field to unlock this mode... and there's some issue getting Breida into open field mode.

Quite frankly, Breida isn't a very good running back...in the classical sense. He is more '*fast guy gets ball in his hand*' at running back. Runs like a WR forced to play RB...kind of like analytics/SPARQ darling Christine Michael, if he were 25 pounds lighter – running backs that run like bats out of hell but have no sense of timing or vision. In Breida's case, you have the added element that he does not operate very well in traffic/absorbing contact. The guy will go down like he was shot with a tranquilizer dart if you sneeze near him. If he gets around you or gets by you, untouched, you're not catching him. However, if you can get your pinky on him he's going nowhere. I think one of the problems with his steep drop-off in 2016 was the team used him running between the tackles quite often, and that's just not his game.

I'll tell you what else is not his game – catching passes. Georgia Southern was not known for its excellent passing game, but all they need to do is flip a little swing pass out to Breida. The few times I watched Breida bring those passes in, or even watching him on many of the old wishbone option pitches, Breida does not have very confident hands. He's definitely a guy who catches passes trapping them against his body (like he's trapping a bar of soap against his body) and is not a hand catcher. That's a problem in the NFL.

If I'm right about his passing game skills as a receiver, then Breida has a real NFL transition problem. Unlike another Georgia Southern star, and analytics darling, **Jerick McKinnon**, Breida does not look like you can use him as a passing game running back or as a quasi-wide receiver. Take away the receiving aspect, and you're left with a 196-pound lightning fast running back who doesn't like contact. That's not something the NFL is going to give a lot of touches to.

I can guarantee that Breida is going to turn heads in training camp because he'll be the fastest San Francisco 49er on the roster. In shorts and a T-shirt, and some open space, Breida is gonna look like total magic. Once the pads go on, it's going to be a different story. Unless Breida has space, you're not gonna see big plays from him. He'll get touches in the preseason, and if he's lucky enough to crack one long distance, everyone will fall in love with him. He's the perfect preseason and training camp guy. I'm just highly suspicious it can transfer consistently to the NFL regular

season. He may wind up as a 1–2 touch per game guy...and that's hard to keep on the roster.

Breida may keep himself on the roster by returning kicks and punts, but probably just kicks because I wouldn't trust his hands with punts. He could be an excellent kick returner if he can hold onto the ball. He's built to run straight ahead as fast as humanly possible. He could lead the NFL in kick return average – he has that kind of elite speed...and I worry that he doesn't have the instinct or hands to be much of anything else within an offense.

Honestly, if I am right about Breida's hands – I would move his ass to cornerback if I were the 49ers. He has the physical profile of a great nickel corner. He also has a great profile, physically, as a running back/wide receiver...I just question that he has the instincts or hands to ever fill the hopes of the organization. Great athletes at RB/WR that can't catch or take hits usually convert to DBs early in their career.

## MATT BREIDA, THROUGH THE LENS OF OUR “SPEED RB” SCOUTING ALGORITHM

Breida's numbers in games against major conference schools or in bowl games...

2014 vs. NC State = 10 carries for 87 yards and 1 TD

2014 vs. Ga Tech = 11 carries for 111 yards and 2 TDs

2015 vs. West Virginia = 17 carries for 70 yards and 0 TDs

2015 vs. Georgia = 19 carries for 67 yards and 0 TDs

2015 Bowl vs. Bowling Green = 15 carries for 68 yards and 1 TD

2016 vs. top 15 ranked W. Michigan = 14 carries for 42 yards and 0 TDs

2016 vs. Georgia Tech = 13 carries for 58 yards and no TDs

2016 vs. Ole Miss = 22 carries for 100 yards and 1 TD

121 carries for 603 yards (4.98 ypc) and 5 TDs...75.4 rushing yards per game. Meh.

The other shocking thing, considering his speed-agility...how bad his receiving numbers really are. Not just low catch counts...he does nothing with the passes. No 'big plays'. In 2015, three catches for 6 yards in 13 games...when he was having an Offensive Player of the Year season as a runner.

2017 PRO DAY NUMBERS...

5'9.5"/195

4.39 40-time, 1.53 10-yard, 4.34 shuttle, 6.85 three-cone

23 bench reps, 42.0 vertical, 11'2" broad

THE NFL "SPEED RB" WHOM MATT BREIDA MOST COMPARES WITH  
STATISTICALLY IN COLLEGE, WITHIN OUR SYSTEM:

Jerick McKinnon shows up as a comp because their measurables on athleticism have a lot in common. Nic Grigsby was a wonderful athlete and had an amazing season at Arizona...but has a lot of the same issues as Breida.

TABLE 514

RB-s Score	RB- Re	RB- Ru	Name	Name	College	Yr	H	H	Weight	Speed	Agility	Power
6.889	3.59	5.94	Breida	Matt	Ga Southern	2017	5	9.2	195	10.10	6.40	7.81
6.287	4.71	4.96	Scales	Treavor	Harvard	2013	5	8.6	201	6.21	9.88	6.89
7.590	7.11	5.72	Grigsby	Nic	Arizona	2011	5	11.2	199	10.48	10.33	6.36
7.236	4.70	6.08	Karim	Deji	So Illinois	2010	5	8.5	209	9.74	5.34	7.98
9.047	4.38	7.58	McKinnon	Jerick	Ga Southern	2014	5	8.7	209	9.06	9.89	13.00

*\*A score of 8.50+ is where we see a stronger correlation of RBs 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 RB.*

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

*Overall rating/score = A combination of several on-field performance measures, including refinement for the strength of opponents faced, mixed with all the physical measurement metrics – then compared/rated historically within our database and formulas. More of a traditional three-down search – runner, blocker, and receiver.*

*\*RB-Re score = **New**/testing in 2017. Our new formula/rating that attempts to identify and quantify a prospect's receiving skills even deeper than in our original formulas. RB prospects can now make it/thrive in the NFL strictly based on their receiving skills – it is an individual attribute sought out for the NFL and no longer dismissed or overlooked. Our rating combines a study of their receiving numbers in college in relation to their offense and opponents, as well as profiling size-speed-agility along with hand size measurables, etc.*

*\*RB-Ru score = **New**/testing in 2017. Our new formula/rating that attempts to classify and quantify an RB prospect's ability strictly as a runner of the ball. Our rating combines a study of their rushing numbers in college in relation to their offense and strength of opponents, as well as profiling size-speed-agility along with various size measurables, etc.*

*Raw Speed Metric = A combination of several speed and size measurements from the NFL Combine, judged along with physical size profile, and then compared/rated historically within our database and scouting formulas. This is a rating strictly for RBs of a similar/bigger size profile.*

*Agility Metric = A combination of several speed and agility measurements from the NFL Combine, judged along with physical size profile, and then compared/rated historically within our database and scouting formulas. This is a rating strictly for RBs of a similar/bigger size profile.*

## **2017 NFL DRAFT OUTLOOK...**

Breida went undrafted in 2017, which struck me as strange. A guy with that athleticism, in an era where all NFL teams know about the crazy athleticism numbers on prospects like this...certainly, they checked him out. The fact that no one drafted

him makes me worry that they all see the same issues – the hands and the pure RB skills stink. It's not a Georgia Southern snub by scouts/teams because the NFL was all over **Jerick McKinnon**. They turned a cold shoulder to Breida – and now, after an extended scouting study, I think I understand why.

**NFL OUTLOOK:** Breida has that 'lightning in a bottle' potential in the NFL. His speed and agility absolutely belong in the NFL. If teams can figure out a way to get him the ball out in space to try to just run past defenders, they'll hit some home runs with him. I fear this is another Dri Archer type of smaller, speedy guy without a lot of moxie otherwise. It takes more than just great measurables to make it in the big leagues. I think various teams will try to make Breida work, but I have a feeling their efforts are going to be frustrated and they'll have to give up. Then, after a few years, he'll just quietly slip away. He might make it as a great kick returner, but we're in an era where teams want more than just a guy who can only return kicks. There's hope with Breida because of his athleticism, but there are red flags planted in many places in his scouting.

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*Signature* \_\_\_\_\_  *Date* \_\_\_\_\_ 6/26/2017