

# ANDREW NICHOLSON

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Andrew Nicholson is a Canadian professional basketball veteran, former NBA player, entrepreneur, investor, and community builder whose career connects elite sport, science, business, and purpose. A physics graduate from St. Bonaventure University, he developed a systems-oriented mindset before being selected 19th overall by the Orlando Magic in the 2012 NBA Draft. His No. 44 jersey has since been retired by St. Bonaventure, where he is also a member of the Athletics Hall of Fame. Across more than 13 years as a professional, Nicholson has competed in the NBA and leading leagues across Asia. The habits behind that longevity, preparation, resilience, discipline, and a refusal to settle for average, now shape how he approaches business. He began building his portfolio while still actively competing, applying the same analytical and hands-on mindset from concept and brand development through operations and growth.

Today, Nicholson is connected to eight active ventures across sport, wellness, nutrition, biotechnology, food, and community. His portfolio includes 44 Hoops Foundation, Recess Athletic Club, Revibe, MoveFit Performance, Made, Rise Up Men's Basketball League, Crumbl Cookies Ontario, and Canurta Therapeutics. Though the sectors vary, the through-line is consistent: create high-performance environments where people can grow, recover, compete, and belong.

At the centre of his work is the 44 Hoops Foundation, founded in 2014 to serve the community that raised him. Through basketball camps, school partnerships, scholarships, and the Books & Buckets literacy initiative, the foundation has reached more than 4,400 young people across the GTA. Nicholson's work is guided by a simple conviction: the elite standards learned in sport belong everywhere; in business, in community, and in the way we build for the next generation