2023 DYNASTY STARTUP GUIDE

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Introduction

Welcome to the Dynasty Football Factory Declassified Dynasty Startup Guide. This is your one-stop shop for your Dynasty startup draft. Our team of experts completed their own startup mock draft and provided in-depth detailed explanations behind the player they picked at that point in the draft.

This is also a great tool for existing Dynasty leagues. Do you have a trade offer and want to evaluate the players involved? Utilize this as a resource for a DFF expert's Dynasty outlook on that player to see if he is a player you want to roster.

To assist you in understanding some of the advanced metrics we are using in the evaluation of players please find below a glossary of some of those terms.

Relative Athletic Score from RAS.Football

A player's Relative Athletic Score (RAS) is a metric that combines the events measured at the NFL Combine and Pro Days -- height, weight, drill exercises -- into one aggregate number that's then compared against other athletes of the same position.

WR1 Rating

The WR1 Rating is a proprietary wide receiver model developed by DFF's own Chris Museezer to predict future fantasy production of a prospect. A complete article on the process can be found here https://dynastyfootballfactory.com/the-wr1-wide-receiver-prospect-model-ratings/ In summary, it is a recipe of nine predictive advanced metrics combined to come up with a singular WR1 rating score. Players with a score above 51 have a historical hit rate (at least 1 top-24 fantasy finish) of 91.7%, On the lower end of the spectrum players with a score of 2 to 10 have just a 41.7% chance of at least 1 future top-24 season.

College Dominator

Dominator % represents a prospects share of either receiving or rushing yards and touchdowns.

Yards Per Route Run

Yards Per Route Run is exactly as it sounds. It is the total yards a player generated per each route they ran in the season. This has shown to be a highly predictive metric for future success as a receiver.

Fantasy Points Per Game

At DFF we use Point Per Game metrics primarily to evaluate players. FPPG shows the highest correlation to future fantasy production of any metric as shown in DFF's own Chris Miles [Breaking Down the Metrics](#) research

Statistics from Player Profiler

Wide Receiver Success Profiles from Reception Perception

DFF Dynasty Rankings

https://dynastyfootballfactory.com/dynasty-rankings-fantasy-football/

Rank	PLAYER	Position (Rank)	Team	@Chris Miles	@Force_ Fantasy	@Doug Harrelson	@DocFFFN	@BwinkNFL
1	Patrick Mahomes	QB (1)	KC	1	1	1	1	1
2	Josh Allen	QB (2)	BUF	2	3	2	2	3
3	Jalen Hurts	QB (3)	PHI	3	2	3	5	2
4	Lamar Jackson	QB (4)	BAL	4	4	6	9	4
5	Joe Burrow	QB (5)	CIN	5	5	8	4	5
6	Justin Herbert	QB (6)	LAC	9	6	4	3	6
7	Justin Jefferson	WR (1)	MIN	7	7	5	8	8
8	Ja'Marr Chase	WR (2)	CIN	6	9	7	7	9
9	Trevor Lawrence	QB (7)	JAX	8	12	9	6	7
10	Justin Fields	QB (8)	CHI	12	10	10	10	10
11	Bijan Robinson	RB (1)	ATL	11	15	11	14	11
12	Deshaun Watson	QB (9)	CLE	10	11	14	18	15
13	CeeDee Lamb	WR (3)	DAL	16	13	12	16	16
14	Kyler Murray	QB (10)	ARI	13	8	26	13	14
15	Mark Andrews	TE (1)	BAL	14	16	18	12	18
16	A.J. Brown	WR (4)	PHI	22	14	13	19	19
17	Garrett Wilson	WR (5)	NYJ	17	20	16	23	12
18	Breece Hall	RB (2)	NYJ	18	17	17	17	20
19	Dak Prescott	QB (11)	DAL	21	19	19	11	21
20	Anthony Richardson	QB (12)	IND	20	25	20	24	13
21	Kyle Pitts	TE (2)	ATL	15	38	22	20	17
22	Christian McCaffrey	RB (3)	SF	27	18	23	22	28
23	Jonathan Taylor	RB (4)	IND	19	30	27	15	31
24	Jaylen Waddle	WR (6)	MIA	28	21	15	28	33
25	Bryce Young	QB (13)	CAR	34	24	21	21	30
26	Amon-Ra St. Brown	WR (7)	DET	24	23	24	39	23
27	Tee Higgins	WR (8)	CIN	32	22	25	27	32
28	Jahmyr Gibbs	RB (5)	DET	26	26	35	34	24
29	Tyreek Hill	WR (9)	MIA	30	27	28	36	26

| 249 | Tre Tucker | WR (95) | LV | 246 | 266 | 260 | 266 | 159 |
| 250 | Charlie Jones | WR (96) | CIN | 266 | 252 | 253 | 239 | 187 |

Players ranked 30-248 can be viewed for just $4.99 per month with a [Dynasty Football Factory Membership](). Rankings are continuously updated. Plus get access to hundreds of Dynasty articles a year and the complete 142 page Dynasty Startup Guide with 180 Dynasty player profiles.

DFF Dynasty Startup Mock Draft

12 Team, Superflex, TE Premium, Full PPR

Round 1, Pick 1.01

Patrick Mahomes, QB, Kansas City Chiefs, Born 09/17/95
Selected by Paul Patterson

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Rushing Yards	Rushing TDs	Passing TDs	Fantasy Points Per Game	Fantasy PPG Rank
17	648	5250	67.1%	8.1	358	4	41	25.1	2

I'm not breaking any news here, but Patrick Mahomes is really freaking good. He's the best player in the NFL and already one of the best QBs in history at the young age of 27.

Still, let me wax poetic about the greatness of Patrick Mahomes for a moment. Over the past ten seasons, there have been just 11 instances of a QB scoring 24* or more PPG. Mahomes has accomplished this feat three times during his five-year stint as the starter in Kansas City. He finished as the QB1 in 2018 with 26.7 PPG, the QB2 in 2020 with 25.4, and the QB2 in 2022 with 25.1. In his other two seasons as a starter, he averaged 20.7 and 22.0 PPG.

Patrick Mahomes is an otherworldly talent whose floor in any given (healthy) season is to finish as a top-five fantasy QB while the ceiling, nay the expectation, is fantasy's number-one overall QB. For what feels like the hundredth year in a row, he is the clear 1.01 in dynasty startups.

* Four points per passing TD

Round 1, Pick 1.02

Jalen Hurts, QB, Philadelphia Eagles, Born 08/07/1998
Selected by Ben Winkler

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Rushing Yards	Rushing TDs	Passing TDs	Fantasy Points Per Game	Fantasy PPG Rank
15	460	3701	66.5%	8	755	3	22	25.6	1

The only thing the dynasty community loves more than player rankings? Tiered player rankings. And we have those tiers for a reason. Hurts is not quite the chalk pick at the startup 1.02, but I

don't think I'm giving a hot take in saying that between Hurts, Allen, and debatably Lamar Jackson (depending on who you ask), there is certainly an argument to be had here.

Thus, I'll break this down into two schools of thought. One, why Hurts belongs in this tier, and two, why I happened to choose him over his colleagues in said tier.

Jalen Hurts was really, really good last year. I'm not sure how hard I need to argue that the QB1 in PPG, who posted a disgusting 25.6 points per game this past season, should be treated and valued as such, but I'll humor you a little anyway. Hurts' jump from 2021 to 2022 was nothing less than meteoric, as we saw him leap from a bottom 5/10 passer in the league to one of, if not the very best deep ball thrower in the league. His connection with A.J. Brown yielded instant results, he was a leading MVP candidate all season before his injury, his rapport with DeVonta Smith steadily improved week to week, and his rushing upside is again, one of, if not the very best in the league at his position.

Okay, so news flash everybody, Jalen Hurts is phenomenal. But why should he get picked over Josh Allen? Well, to a certain degree, it comes down to personal preference. But there are certainly a few points in Hurts' favor that I feel are fairly objective. Firstly, Hurts has a far superior supporting cast to Allen, not to mention a much younger one as well. Stefon Diggs is turning the corner in his 30s, and outside of the unproven Dalton Kincaid (who will need at least a year or two before he can be counted on for consistent production), the Bills are largely devoid of receiving talent. On the other hand, A.J. Brown is just 25, Smith is just 24, and Goedert is just now entering his prime. Philadelphia also boasts a far superior offensive line, which is a genuine weakness for Buffalo, and the Eagles have also proven time and time again their ability to develop talent in the trenches, so despite the aging out of Jason Kelce and Lane Johnson, this won't be much of a concern moving forward.

All of this is great, but at the end of the day, we're evaluating quarterbacks, not teams. Hurts showed this past season to be a significantly more consistent passer than Allen, simply put, and I think is a more natural runner. Despite the disadvantage in size, I don't hold Allen in any higher regard as a rushing threat. While Allen's highs are admittedly higher than Hurts, and he often has moments where he looks like the greatest quarterback of all time, I love nailing down a consistent, dominant force at the 1.02, so Hurts as of now is my pick at this slot in startups.

Round 1, Pick 1.03

Josh Allen, QB, Buffalo Bills, Born 05/21/1996
Selected by Malcolm Schultz

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Rushing Yards	Rushing TDs	Passing TDs	Fantasy Points Per Game	Fantasy PPG Rank

17	573	4316	63.2%	7.5	776	7	35	24.2	3

This is going to be far and away my shortest breakdown because I have to do the least work convincing you of this pick. Josh Allen is the 1.02 or the 1.03 90% of the time, the other 10% of the time presumably being Joe Burrow. Allen was back-to-back QB1 in 2020 and 2021 and still was the QB3 in 2022. He's a top-three quarterback in the NFL (excuse me for being a Bills fan, but we all agree on this, right?), shows no signs of slowing down, and he's only 27. He's one of the three assets that are impossible to trade for, so this pick was a no-brainer. I'm not totally against selecting Jalen Hurts at the 1.02 over Allen, since he is a bit younger, has a better-supporting cast, and earned more fantasy points last season compared to Allen (25.6PPG to Allen's 24.2), but both should always be selected over Joe Burrow. Rushing quarterbacks are the key to breaking fantasy, and Allen provides rushing production in spades.

Round 1, Pick 1.04

Justin Herbert, QB, Los Angeles Chargers, Born 03/10/1998
Selected by Doug Harrelson

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Rushing Yards	Rushing TDs	Passing TDs	Fantasy Points Per Game	Fantasy PPG Rank
17	699	4739	68.2%	6.8	147	0	25	17	15

At present, the chalk pick here would have been Joe Burrow. I decided to stick with my rankings and go with Justin Herbert. Joe Burrow is a reasonable pick here. However, Herbert has a higher upside because of his mobility. If you look at the 2022 stats you may argue with me on this front but the shoulder injury suffered in week 2 for Herbert changed the entire trajectory of his season. We are splitting hairs because they are very close and I would be happy with either on my roster. In particular, he was not used in the running game as much as he had been in the past. Justin Herbert has a cannon of an arm and while he might not have the same weapons as Joe Burrow, they are nothing to scoff at. The addition of Quentin Johnston this offseason helps ensure the pass-catching group does not age out of relevance. The top end of Superflex drafts is filled with young superstar quarterbacks that are the perfect core to a roster whether you end up with a win-now or a long-term approach. Early in drafts, I like staying open and attempting to read the room to decide how I want to go about my roster build.

Round 1, Pick 1.05

Lamar Jackson, QB, Baltimore Ravens, Born 01/07/1997
Selected by Chris Miles

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Rushing Yards	Rushing TDs	Passing TDs	Fantasy Points Per Game	Fantasy PPG Rank
11	322	2231	62.1%	6.93	760	3	17	20.7	6

Lamar Jackson is being disrespected. He is one of the very few QBs that carry truly league-breaking upside. In 2019, his first year as a starter he had the greatest fantasy season of any QB ever. Then in 2020, the league had COVID, and Lamar had it twice (he still had 22.8 PPG). Next, we get 2021, the Ravens take a WR in the first round who gets hurt in training camp and misses half the season, both starting RBs get hurt, multiple WR injuries, and O-Line injuries, all add up to make the Ravens the most injured team in the league (still had 21.1 PPG). Then most recently, in 2022, Lamar comes out hot. Then Bateman gets hurt again and the Ravens seem to pack up their passing game in favor of running often (still averages 20.7 PPG). There have been 48 instances of QBs averaging between 20 and 23.9 PPG over the last decade, about five per year. When Lamar has been at his worst or in the worst situations, he is still in that range and an elite fantasy QB. When Lamar is at his best, in a mediocre situation (throwing to Willie Snead, Seth Roberts, Miles Boykin, Devin Duvernay, and Sammy Watkins) he broke the record for fantasy points scored. We now see him with a new OC that is not as focused on running the ball, he has the best weapons he has ever had, and he just got locked down for the next five years. The only red flag in his profile is that he has had two uncorrelated injuries in consecutive seasons that also do not typically indicate a likelihood of future injuries. Lamar is an elite fantasy QB and he is going to remind everyone of that in 2023. Draft him as high as 1.04.

Round 1, Pick 1.06
Joe Burrow, QB, Cincinnati Bengals, Born 12/10/1996
Selected by Jim Moorman

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Rushing Yards	Rushing TDs	Passing TDs	Fantasy Points Per Game	Fantasy PPG Rank
17	610	4527	68.5%	7.4	259	5	36	21.7	4

Joe Shiesty. Joey Franchise. Joe Brrr. The man with a million nicknames, and an incredible QB to build your Dynasty roster around. I view Burrow as interchangeable with Justin Herbert, in that QB5/QB6 range, after Mahomes, Allen, Hurts, and Lamar. So I am completely fine with this value.

Burrow has made significant strides in his three NFL seasons, moving from the QB18 to the QB10 to the QB4 in PPG. He has surpassed 20 PPG in both 2021 and 2022, which is generally the mark of an elite QB in today's league. Burrow may throw the most accurate ball in the NFL.

In 2022, he led the league in accuracy rating, was 2nd in deep ball accuracy, 5th in red zone and clean pocket accuracy, and 7th in under-pressure accuracy rating.

What excites me most about the LSU prospect is his progress as a rusher in Year 3. He added 56 fantasy points on the ground, rushing for 259 yards and 5 TDs on the season. Burrow is the face of Cincinnati and should be a top-tier quarterback for many years.

Round 1, Pick 1.07
Trevor Lawrence, QB, Jacksonville Jaguars, Born 10/06/1999
Selected by Chris Museezer

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Rushing Yards	Rushing TDs	Passing TDs	Fantasy Points Per Game	Fantasy PPG Rank
17	584	4113	66.3%	7.0	291	5	25	17.9	12

Trevor Lawrence has all the pedigree you want in a foundational dynasty asset. To begin, he plays the most premium position in Superflex. You will note the top eight players chosen in our DFF expert draft are quarterbacks. If you have an opportunity to get an elite QB at a young age, you do it. Lawrence was the top-ranked prospect out of high school and proceeded to win a national title at Clemson. Lawrence is just 23 years old and was the near-unanimous Dynasty 1.01 in 2021 Rookie Drafts.

Lawrence took a huge step forward in year two transitioning from the chaotic Urban Meyer tenure into the seasoned management and tutelage of Doug Pedersen. He averaged 16.2 FPPG in the first half of the season and raised this to 19.7 FPPG in the second half. His productivity and efficiency were up across the board. (12 to 25 Pass TDs, 60% to 66% Completion %, 12.7 to 17.9 FPPG). He ranked 6 in true passer rating and 7 in EPA.

T Law doesn't have the rushing ceiling of a Lamar or Hurts but he has sneaky rushing upside producing 59.1 Fantasy Points rushing. All of his weapons return this year and they add the dangerous Calvin Ridley to the mix making this a high-octane offense for years to come.

Round 1, Pick 1.08
Justin Fields, QB, Chicago Bears, Born 03/05/1999
Selected by DocFFFN

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Rushing Yards	Rushing TDs	Passing TDs	Fantasy Points Per	Fantasy PPG Rank

								Game	
15	318	2242	60.4%	7.1	1143	8	17	20.3	

It's not often that your author gets to draft his favorite NFL player in a Dynasty draft (ordinarily the preference is trading down) but here we are. Justin Fields was named Mr. Football in the state of Georgia coming out of high school. Since then, he has always been the 1B to the aforementioned Trevor Lawrence's 1A in the 2021 NFL Draft Class. After inexplicably sitting behind Jake Fromm for a season, he made the move to Ohio State where he would shine, dominating the BIG10 and leading the Buckeyes to two straight College Football Playoff (CFP) appearances his sophomore and junior seasons, the latter of which he finished the final two games of the CFP playing through broken ribs. Fields displays the grittiness/willingness to do whatever your football needs and the poise and leadership you want as the face of your franchise.

The Bears' landing spot, however, was less than ideal for any QB. Fields had to sit behind Andy Dalton before being forced into action due to injury during Matt Nagy's disheveled and disastrous final season. This past year, Fields didn't get the training wheels taken off him until mid-season by a coaching staff in their first seasons at each of their respective positions. When Fields was finally given the reins he made magic on the field with his legs. His progress passing the ball was stunted by sub-par offensive line play and arguably the NFL's worst group of WRs, but he's shown flashes. Fast-forward a year and Fields now has command of the offense and consistency in his coaching staff. He has been provided with both a major offensive line upgrade and a WR upgrade in the offseason. Simply put, it is time for Fields to take the next step or he will likely be replaced the following season. But your author thinks it's his time to shine.

From a Dynasty fantasy football aspect, you're looking at a player who just turned 24 years old and whose rushing ceiling is Lamar Jackson's. Fields has the tools and mechanics to become a more prolific passer of the football than Lamar though. He just needs to find a way to get the ball out of his hands sooner and take fewer hits. Regardless, for fantasy football, a Contra Code (or Konami Code) QB of this fashion is always a big point scorer.

Round 1, Pick 1.09

Justin Jefferson, WR, Minnesota Vikings, Born 06/16/1999
Selected by Evan Kerr

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards Per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
17	184	128	1809	29.3%	7	2.79	8	21.7	2

You might be a little disappointed if you draw the ninth pick in your fantasy drafts, but you should feel fine picking from this spot, and Justin Jefferson is the reason why. If you can't get into the top 7 QBs, acquiring a top-tier talent at the wide receiver position is the next best option.

Jefferson was #1 in targets, #1 in receiving yards, and #1 YAC in 2022. One of the more under-the-radar statistics, however, is that he was also #1 in red zone targets. He was targeted 28 times in the red zone for 16 catches and only managed to haul in 8 touchdowns. With this amount of red zone targets, it is easy to see how Jefferson could increase his total touchdowns in the upcoming season. Doubling his touchdown total from last season is well within his range of outcomes. In a high-volume passing offense that shows no signs of slowing down in 2023, Jefferson should be the clear-cut WR1.

The main concern people have with taking Jefferson over Chase in this position is that one is tied to Burrow long-term, and the other has question marks at the QB position in 2024 and beyond. The 2024 free-agent quarterback class is relatively poor, so the Vikings should be expected to add a higher-profile arm via trade (Kyler Murray or Trey Lance for example) or be active in the draft to trade up for Caleb Williams or Drake Maye. Jefferson is going to put up big-time numbers no matter who he has throwing the ball to him, and there should be no hesitation in taking him in this spot.

Round 1, Pick 1.10

Ja'Marr Chase, WR, Cincinnati Bengals, Born: 03/01/2000
Selected by Tim Riley

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards Per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
12	134	87	1046	29.3%	6th	2.18	9	20.2	4th

Drafting from the 10 spot is a bit tricky, so for the first few rounds I don't want to commit myself to any specific builds. We're going to take the value that falls and go with the flow of the draft. Having passed my elite Quarterback tier, it was time to pivot. I was hoping Justin Jefferson would slip to me, but Jamar Chase is about the best consolation you can get. Chase is already an elite Dynasty asset due to his impressive skill set, his situation with the potent Cincinnati Bengals passing attack, and elite level production. As a rookie in 2021, Chase proved himself to be a dynamic playmaker, finishing with 1,455 receiving yards and 13 touchdowns while averaging an impressive 17.1 yards per reception. Although he missed four games last season, he saw a significant increase in volume averaging 10.8 targets per game. Making him easily my WR2 overall in Dynasty.

One of the most significant factors in Chase's potential success is his quarterback, Joe Burrow. The familiarity from playing together at LSU has translated into major opportunities for Chase in the Bengals' offense. The Addition of premier Offensive Tackle(OT) Orlando Brown Jr. should give the offensive line the boost it needs to create more time in the pocket for Burrow.

Overall, Chase's combination of talent, situation, and production ceiling makes him a great Dynasty asset. He has the potential to put up big numbers and be a versatile asset for dynasty rosters looking to compete for a championship or a cornerstone piece of your roster for a rebuild or even a one-year punt.

Round 1, Pick 1.11

Bijan Robinson, RB, Atlanta Falcons, Born 01/30/2002
Selected by Anthony Walesby II (Writeup by Ben Winkler)

Games	Rush Attempts	Rushing Yards	TDs	Receptions	Receiving Yards	Target Share	College Dominator	RAS Score (10 is the max)	BMI
17	258	1580	20	19	314	7.9%	36.8%	108.7	89th

The messiah of the running back position has finally arrived. Bijan just became the highest running back selected since Saquon Barkley in 2019, a player he's been constantly compared to throughout the draft process. Now begs the question of if we can expect a similar caliber season to Saquon's rookie year when he averaged over 24 FPPG in PPR and finished as *the* RB1 in fantasy that season. The short answer?

No.

The longer answer?

Bijan Robinson is probably going to be great. But you don't need me to tell you that, so I won't bore you with the nuances of what makes Bijan elite. What's more worth discussing is why he should be taken amongst the likes of Justin Jefferson and Ja'Marr Chase, who have proven to be elite producers year in and year out and carry the promise of 10 more years of production.

The case for Bijan begins with the player himself. Any running back talented enough to go top 8 in the running back exodus that was the 2023 NFL offseason is pretty legit. Secondly, Falcons coordinator Arthur Smith has always had a pension for running the football. You can expect this to continue after investing a top 8 draft pick in a 3-down runner. Furthermore, Bijan is likely the 3rd option in the passing game and will receive more than enough receiving work to raise his ceiling in Dynasty.

All the stars are lined up for Bijan to revitalize the workhorse running back role that appears to be on life support in the NFL, and cashing in a late 1st round startup pick is a great way to capitalize on the production that is to come.

Round 1, Pick 1.12
Deshaun Watson, QB, Cleveland Browns, Born 09/14/1995
Selected by Billy Beaman

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Rushing Yards	Rushing TDs	Passing TDs	Fantasy Points Per Game	Fantasy PPG Rank
6	170	1102	58.2%	6.5	175	1	7	15.1	

I'm sure most avoid the last pick in the draft but I tend to gravitate towards it, that is, if I can't grab the 1.01 or 1.02. One way or another, I want to be on the turn. I think there's an advantage to having back-to-back picks, especially in the later rounds where values potentially drop and that's when you strike. I call it the Proximity Paradox, a term I've coined for this strategy in its infancy as I test it out. That said, I've had some success with it and will refer back to it as I talk about certain picks in this draft.

No matter how much I enjoy back-to-back picks I have to acknowledge the inevitable dip in overall value from 1.01 to 1.12, therefore, I have to be semi-conservative and hit on the first couple of picks. Quarterback is king in Superflex and dominated the first few picks of my draft. Watson is still just 27 years old and currently ranked as my QB8 and ranked QB9 according to DFF's consensus rankings. Regardless of what you think of Watson as a person, he's proven to be an elite fantasy asset at his best, and while last season was far from that, he played less than half a season after missing nearly two years of football. Some rust was expected.

The Browns have added Elijah Moore and reportedly intend on passing the ball more, something fantasy managers would welcome. Cleveland is also handcuffed to Watson until 2027, so you can't ask for much more stability and security at the position, at least from a longevity standpoint. I'm expecting a bounce-back year after having a full offseason with the team so acquiring my QB8 at the 1.12 feels pretty great, almost like I haven't lost much value with my first pick even though it's at the back end of the first round.

Round 2, Pick 2.01
Anthony Richardson, QB, Indianapolis Colts, Born 05/22/2002
Selected by Billy Beaman

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Rushing Yards	Rushing TDs	Passing TDs	Fantasy Points Per Game	Fantasy PPG Rank

12	327	2549	53.8%	7.8	653	9	17		

I took a swing here at 2.01 with Anthony Richardson knowing the Quarterbacks wouldn't last long around these sharks. I also wanted to lock in the rushing upside at the position, which I think I did effectively with my first two picks.

We can't quite point to Richardson's college production given the lack of playing time but he exhibited flashes of greatness, both in the passing and rushing game. The Colts reviewed the entire profile and decided it was good enough for the fourth overall pick in the NFL Draft. NFL executives don't always get it right but Quarterbacks selected within the top 16 picks in the NFL Draft maintain a 79.4% hit rate. I'll take that bet every day and twice on Sundays, especially given the potential upside.

Richardson's most notable flaws are his lack of accuracy in the passing game. He posted a 53.8% completion rate in his final year at Florida, but the hope is Shane Steichen, the QB whisperer, can fix the mechanical issues that trouble the young star in the making. It's hard to doubt the man after seeing what he accomplished with Jalen Hurts. I feel like I got market value here given Richardon's ADP is 2.02 (QB9) but that would skyrocket if he hits and produces year 1, which are lofty expectations without a doubt.

Round 2, Pick 2.02
Dak Prescott, QB, Dallas Cowboys, Born 07/29/1993
Selected by Anthony Walesby II

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Rushing Yards	Rushing TDs	Passing TDs	Fantasy Points Per Game	Fantasy PPG Rank
12	394	2860	66.2%	7.3	182	1	23	17.8	13th

After drafting Bijan at the 1.11, it was essential to grab a foundational QB in the 2nd round, and Dak Prescott is precisely that. Dak has been a QB1 or better from a PPG perspective in 5/7 seasons to start his career, and he's never finished below the QB16 in PPG. Although a small sample size of five games, Dak finished as the QB1 overall in PPG in 2020 with an impressive 27.9 PPG. This wouldn't have been sustainable over an entire season, but it showed us

Prescott will never have that QB1 overall ceiling, as he's not Patrick Mahomes, and he also doesn't have the rushing upside you get from someone like Jalen Hurts or Lamar Jackson. However, Dak is a safe bet to finish as a low-end QB1 for many years to come, so grabbing him as the QB11 off the board in this mock feels like a fair value.

Dak had a disappointing 2022 campaign after missing the early part of the season due to a fractured thumb. The injury likely played a significant role in his dip in production, so we should

expect a bounce-back in 2023. Prescott will remain an elite QB option for many more years based on volume alone. Dallas has been a top-4 team in pace of play every year since 2019. They love to move the ball quickly, and he'll have plenty of scoring opportunities weekly.

Round 2, Pick 2.03

CeeDee Lamb, WR, Dallas Cowboys, Born: 04/08/1999
Selected by Tim Riley

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards Per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
17	156	107	1359	28.7%	9th	2.62	9	17.7	7th

After going WR with my 1st-round pick, I wanted to get one of the guys in my next tier of quarterbacks. However, in startups, things often go differently than planned. Watson and Prescott were drafted before my pick, so we will look at the value in other positions. I'm highly intrigued to see how my league-mates value these rookie QB's now that the rookie fever has died down a bit. Let's hope one falls to me in Round 3. Pivoting once again, we're taking CeeDee Lamb here

CeeDee Lamb is my current Dynasty WR3, he's a dynamic wide receiver with immense potential to become a top fantasy asset in 2023 and beyond. He has already established himself as a reliable target for Dak Prescott, and his versatility as a receiver makes him a valuable addition to any Dynasty roster. He has seen an increase in his production and opportunity in every season he's played thus far. Totaling an impressive 1,359 receiving yards and 9 touchdowns on 107 receptions last season. As Lamb continues to develop and assert himself as a primary target in the Cowboys' offense, his fantasy stats could increase even further.

CeeDee Lamb's fantasy future is incredibly bright. He has the potential to become a consistent top-10 receiver, with the ability to put up big numbers in both PPR and standard formats. He has the potential to elevate his game to an even higher level in the coming years. Regardless of team build and direction I'm more than happy adding Lamb to my roster.

Round 2, Pick 2.04

A.J. Brown, WR, Philadelphia Eagles, Born 06/30/1997
Selected by Evan Kerr

Games	Targets	Receptions	Receiving	Target	Target	Yards Per	Receiving	Fantasy	Fantasy

			Yards	Share	Share Rank	Route Run	TD's	Points Per Game	PPG Rank
17	146	88	1496	29.0%	8	3.01	11	17.6	7th

After starting the draft with a wide receiver in the first round, it may be tempting to select a quarterback in round two. The only one in contention for this pick would be Kyler Murray, but we currently don't know how long he will need to recover from his injury. Taking him in this spot could send my team into a productive struggle, so I elected to take my next best receiver on the board in A.J. Brown.

In his first season with the Eagles, Brown put up career numbers in targets, receptions, receiving yards, air yards, and touchdowns. Anyone who was concerned about Jalen Hurts' ability to distribute the ball through the air was proven wrong. Rumors coming out of Philadelphia indicate that they intend to open up the passing game this season even more than last. Combine this with the Eagles' more difficult regular season schedule (meaning the starters should be playing meaningful snaps in the fourth quarter) and we can expect Brown to set career marks yet again in 2023.

If you want a QB in the first two rounds, trading up a few spots to select Deshaun Watson, Dak Prescott, or Anthony Richardson is a viable and reasonable option. Otherwise, have complete confidence in selecting Brown and dominating your league-mates from the wide receiver position.

Round 2, Pick 2.05

Kyler Murray, QB, Arizona Cardinals, Born 08/07/1997
Selected by DocFFFN

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Rushing Yards	Rushing TDs	Passing TDs	Fantasy Points Per Game	Fantasy PPG Rank
11	390	2368	66.4%	6.1	418	3	14	18.77	19

Though your author is skeptical of Kyler Murray long term, as he has not shown he can consistently win from the pocket in the NFL, the perceived value here makes it impossible to pass. In a real league, the move would be to trade down or eventually trade Murray whenever the rehab hype and reports come out in September and October. Still, Murray is a former number-one overall pick and has a track record as a dangerous rusher of the football. Proppred by his rushing statistics, he has finished as a top-10 scoring QB in three of his first four seasons. He is a menace throwing the ball once he has broken containment. Between designed rollouts and bootlegs, scrambling to throw, and just generally throwing it in former teammate DeAndre

Hopkins' direction, Murray has amassed 3700 passing yards or greater in his three healthy seasons.

It remains to be seen what will come of the 2023 season for the Arizona Cardinals, and many believe they could be looking at Caleb Williams with the first pick next April. Regardless, Murray is a proven distributor who can prop up his passing statistics with rushing acumen. Fantasy football is not real football, so whoever puts up the points is worthy of the spot in the starting lineup.

From a dynasty fantasy football aspect, you're looking at a player who just turned 25 and possesses that same Contra Code (or Konami Code) ability as Fields, but to a lesser extent. Sitting tight with two Dynasty top-10 QBs under age 26 is an option, or trading Murray later for three or four blue-chip assets is also an option. Through two picks, though, the build is looking promising. It will be critical to grab a third starting QB later who is serviceable to play in Murray's stead for the 2023 season.

Round 2, Pick 2.06

Breece Hall, RB, New York Jets, Born 05/31/2001
Selected by Chris Museezer

Games	Rushes	Rushing Yards	Yards Per Carry	Receptions	Receiving Yards	Total TDs	Target Share	Fantasy Points Per Game	Fantasy PPG Rank
7	80	463	5.8	19	218	5	13.1%	16.4	DNQ

If you have the opportunity to select your spot in a startup I would not recommend the 1.07. The top six players overall are fairly consensus (same as they went in this draft) and then in round two unless Kyler Murray falls there is a tier of players who are of similar value.

Alas, I selected Breece Hall who in his brief stint in 2022 crushed his lofty expectations. He was the first pick in most SF Dynasty rookie drafts after a decorated college career at Iowa St with 4675 total yards and 56 touchdowns in his three-year college career...

Hall is a true bell cow in a bell cowless era that gets all the high-value touches. This led to his impressive 7th overall rank in Fantasy Points per Opportunity. Combine this with expected high volume and you have an elite fantasy producer. He led all running backs in yards per touch at 6.9. He posted an impressive 13.1% target share as a rookie. Enter Aaron Rodgers, who helped make Aaron Jones a consistent top-12 fantasy running back and you have a recipe for success.

His ACL tear was clean without further damage to surrounding ligaments meaning a faster recovery. It has been reported he is already hitting 22 MPH on the GPS. He should be good to go for week 1.

Round 2, Pick 2.07

Garrett Wilson, WR, New York Jets, Born 07/22/2000
Selected by Jim Moorman

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards Per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
17	147	83	1103	24.9%	21	2.02	4	12.7	30

I was a little surprised to see Garrett Wilson still on the board at 2.07 and was more than happy to scoop him up as my WR1. The Buckeye standout had a historic rookie season dealing with the likes of Zach Wilson, Mike White, and Joe Flacco under center. Now he has 4-time MVP Aaron Rodgers throwing him the ball, and the sky's the limit in Year 2 for #17.

We knew Wilson was an elite prospect coming out of "WR U". He exceeded 1,000 receiving yards and 12 TDs as a junior while competing alongside Chris Olave, Jaxon Smith-Njigba, and Marvin Harrison Jr. But just how good was Garrett Wilson's rookie season in the NFL?

Wilson immediately established his Alpha WR1 status in New York as a rookie, tallying 1,103 receiving yards on the year. He was also 6th in the NFL in unrealized air yards with 837, so there was plenty of production left on the table due to poor quarterback play. What stood out amongst all other metrics was Wilson's total targets. He finished with 147, the most by a rookie WR in nearly 20 years. You'd have to go back to 2003 to find a rookie WR that exceeded this mark when Anquan Boldin totaled 165 targets. I expect a huge season from Wilson in Year 2.

Round 2, Pick 2.08

Mark Andrews, TE, Baltimore Ravens, Born 09/06/1995
Selected by Chris Miles

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
15	113	73	847	29%	1	1.95	5	12.7	4

At 2.08 I am shocked that not a single tight end has been drafted in a tight end premium format. I will be brave and be the first to select one with Mark Andrews. This gives me an elite tight end and a distinct advantage at a onesie position but also creates a stack with my QB1 Lamar Jackson. Stacking is less crucial in managed leagues than it is in best ball leagues, but it is still

beneficial. I like Lamar because of this new offense being more pass-heavy, and Lamar's history of being able to lead the league in passing touchdowns. The reasoning is that if I like Lamar for these reasons then I should also like his top weapon, Mark Andrews. Andrews led all tight ends in target share and is the only player to have a higher fantasy finish at the position in the last seven years. Andrews is a bonafide stud that is five years younger than Kelce. Draft him with confidence as your tight-end one.

Round 2, Pick 2.09

Jaylen Waddle, WR, Miami Dolphins, Born 11/25/1998
Selected by Doug Harrelson

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards Per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
17	116	75	1356	21.6%	32	2.81	8	15.2	12

In his rookie season, Jaylen Waddle was peppered with targets. His sophomore campaign had the addition of Tyreek Hill and therefore, a reduced target share. His fantasy numbers would have dropped off then… right? WRONG! Nearly doubling his yard per catch to lead the league in that statistic. Despite 26 fewer targets, he had nearly 300 more yards receiving. The addition of Tyreek Hill put safeties in the ultimate bind with speed on both sides of the offense. While Tyreek Hill is likely still the preferred option for redraft players, the youth offered by Waddle is still quite appealing. Looking at the draft board up to this point, I see mostly young players coming off the board. I am making a note of this. I am not locking myself into a win-now mode just yet. Perhaps, I would take Christian McCaffery here if I had locked in but I felt the Waddle pick leaves me open for at least one more round. My start-up strategy is to see how the rest of the drafters are building their rosters and then try to pivot away from that. If everyone goes young, I go win-now. If everyone is drafting vets then I am moving towards a productive struggle. For this pick, I wanted to keep my options open and gather more data.

Round 2, Pick 2.10

Kyle Pitts, TE, Atlanta Falcons, Born 10/06/2000
Selected by Malcolm Schultz

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
10	59	28	356	27.3%	2	2.07	2	7.6	22

Kyle Pitts comes into the NFL in 2021 and has what many consider to be a generational rookie season. In 2022, Pitts became an unfortunate product of his run-first, second, and third offense that passes the ball only 24.4 times/game (31st in the NFL). Some people still choose to be agnostic of that fact and simply say because Pitts had so few yards and receptions, he must be bad. Let's come back to that 'generational' rookie season and look at his peripheral statistics from year one to year two.

From 2021 to 2022, Kyle Pitts'
      Target share increased from 20.3% to 27.3%
      Average depth of target (ADoT) increased from 10.1 to 13.1
      Targets per route run (TPRR) increased from 23.6% to 34.9%
      Air yards share increased from 28.3% to 32.9%
But his
      YPRR decreased from 2.20 to 2.07, presumably due to the offense.

In almost every meaningful statistic, Kyle Pitts had increased efficiency and was overall a better player. I'll go more into the game theory of why you should pick Kyle Pitts later in the Draft Strategy section of this guide, but don't be mistaken - Kyle Pitts had a great season in 2022, he just dealt with an MCL tear, Marcus Mariota, and Arthur Smith. Week one is well past his anticipated date of return with regards to his MCL injury (https://twitter.com/SportMDAnalysis/status/1662524580865490944?s=20) and TE is one of the scarcest positions in fantasy football.

Round 2, Pick 2.11

Amon-Ra St. Brown, WR, Detroit Lions, Born 10/24/99
Selected by Ben Winkler

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards Per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
16	146	106	1161	28.1%	11th	2.57 (9th)	6	16.7	10th

With the elite QB2s off the board, the late 2nd/early 3rd turn in startups presents a crossroads that can be quite tricky to navigate at times. Often, this is where the decision of a win-now versus a year-1 production struggle build is made, and your call here should have a ripple of influence on the rest of your draft.

This pick wound up being a toss-up for me, between Chris Olave and Amon-Ra. Both are uber-talented young receivers, with Olave coming off of an excellent rookie season, and Amon-Ra boasting a slightly more impressive pedigree of past production. Given that both are plenty young and have long careers ahead of them, I went with Amon-Ra, who I feel provides a

slightly safer production floor by virtue of his high-volume slot role in the high-powered Lions offense. Amon-Ra showed a great connection with Jared Goff last season, which should only improve in the 2023 season. His fantasy WR10 finish with just 6 receiving touchdowns shows just how impressive his reception volume has been, and again, that should only improve as this Lions offense continues to skyrocket. Detroit did add some target competition, but none that truly pose a threat to Amon-Ra's top 12 target share. This, combined with his elite efficiency, makes Amon-Ra a true threat for a win-now team build, as he's poised for a monster 2023 campaign. This pick is a big step towards contending for my team and also insulates my WR1 slot for the foreseeable future.

Round 2, Pick 2.12

Christian McCaffrey, RB, San Francisco 49ers, Born 06/07/1996
Selected by Paul Patterson

Games	Rushes	Rushing Yards	Yards Per Carry	Receptions	Receiving Yards	Total TDs	Target Share	Fantasy Points Per Game	Fantasy PPG Rank
17	244	1139	4.7	85	741	13	21.8%	21.0	2

We don't often see 27-year-old RBs drafted in the second round of startups, but Christian McCaffrey is a special case. When healthy, he is one of the most dominant players in all of fantasy football. Since 2018, he has played at least 50% of the offensive snaps in 53 games. In those games, he averaged a staggering 25.9 PPR points per game. Just for a little perspective, that's a higher PPG than Patrick Mahomes and Jalen Hurts had last season in traditional four-point passing TD leagues. It's also higher than every overall RB1 in the past decade with the sole exception of Christian McCaffrey himself, who averaged an even more mind-blowing 29.5 PPG in his league-breaking 2019 campaign.

Christian McCaffrey is *him*, as the kids say, and he's well worth selecting this early for the scoring advantage that he can offer over the next couple of seasons.

Round 3, Pick 3.01

Chris Olave, WR, New Orleans Saints, Born 06/27/00
Selected by Paul Patterson

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards Per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
15	119	72	1042	26.7%	10	2.57	4	13.2	25

I could have taken Travis Kelce here, but I didn't want to overcommit to my win-now strategy. I'm trying to build a consistently competitive roster, not a one-year wonder. Chris Olave allows me to have my cake and eat it, too. He can be a significant contributor as soon as this season, but as a second-year player, he also has a lot of value insulation.

In case you didn't know, Chris Olave had one of the best rookie WR seasons that we've seen over the past decade. He commanded a 26.7% target share in the Saints' offense, which was 15th among all WRs. He also ranked tenth in targets per route run and yards per route run. His overall fantasy totals were suppressed because he was catching passes from Jameis Winston and Andy Dalton but make no mistake: Chris Olave is a superstar in the making. I will not be surprised at all if his ADP is closer to 2.01 than 3.01 at this time next year.

Round 3, Pick 3.02

Travis Kelce, TE, Kansas City Chiefs, Born 10/05/99
Selected by Ben Winkler

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards Per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
17	152	110	1338	24.9%	#3	2.44	12	18.6	1

As I said in my previous pick, the late 2nd/early 3rd is truly where the win-now decisions get made. Here, I doubled down on my team-build stance with the already-penciled in TE1 for 2023 and 2024. Beyond that? Who knows. But what is known is that Travis Kelce is going to be an elite fantasy producer until we're given a real reason to think otherwise.

I'm not going to bore you with an analysis of Kelce's film, what he does well, and why you should be high on him because we all know he's good at football. What I will tell you is that the easiest way to turn a team from a feisty contender into a legit championship contender is by rostering an elite tight end, especially in tight end premium like this startup mock is. Kelce is exactly that and will take this roster to the next level. It's certainly an all-in pick, but scared money doesn't make money, and I'll push all my chips into the pot as long as Travis Kelce is the one I'm betting on.

Round 3, Pick 3.03

Jonathan Taylor, RB, Indianapolis Colts, Born 01/19/1999
Selected by Malcolm Schultz

Games	Rushes	Rushing Yards	Yards Per Carry	Receptions	Receiving Yards	Total TDs	Target Share	Fantasy Points	Fantasy PPG

								Per Game	Rank
11	192	861	4.5	28	143	4	10.8%	13.3	17

In week four against the Titans, Jonathan Taylor suffered an ankle sprain that sidelined him for a total of six games, curbing his fantasy production for almost the entire season. This does not need to be read into any more than it already has. His injury plus an overall lack of offensive ineptitude led to Taylor's down year, nothing else. Going forward, he should be at maximum the fifth RB off the board and I was amazed to see him fall out of the second round. Taylor is still an incredible talent who at this point last year was quite overpriced, seeing himself go in the first round of startups, but now is priced perfectly. While it's true he doesn't catch enough passes to warrant a Christian McCaffrey-type ceiling, he is still only 24 years old and has a 21.9 PPG ceiling under his belt (2021). Don't overthink yourself out of this value, bell-cow RBs are becoming increasingly rare in the NFL, and Taylor is a proven one.

Round 3, Pick 3.04

Tee Higgins, WR, Cincinnati Bengals, Born 01/18/1999
Selected by Doug Harrelson

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards Per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
17	111	75	1042	18.6%	41	2.09	7	13.1	26

I mentioned during my last pick that I like to find my lane in a draft. If Christian McCaffery or Jonathan Taylor had made it to me here at 3.04 I would have been moving in immediately but seeing two drafters take RBs so close to me gave me just enough pause to hesitate and take a pick that fits either build. Tee Higgins is perfect for any roster construction as your WR2. He can be a little touchdown dependent but I'm willing to swallow that a bit more from my WR2 than my WR1. He could end up somewhere else in 2024 but that might not be a bad thing. Granted quarterback play will likely drop off but his target share could increase if he gets away from one of the best WRs in the game in Ja'Marr Chase. If I had locked into a win-now mode I may have paired up Tyreek Hill with Jaylen Waddle. The fantasy playoff schedule is not the worst for the Dolphins with potential shootouts with the Cowboys and Ravens down the stretch. Stacking is not something I care much about in most fantasy leagues but I am not afraid to do it either.

Round 3, Pick 3.05

Jahmyr Gibbs, RB, Detroit Lions, Born 03/20/2002
Selected by Chris Miles

Games	Rush Attempts	Rushing Yards	TDs	Receptions	Receiving Yards	Target Share	College Dominator	RAS Score (10 is the max)	BMI
12	151	926	10	44	444	14.7%	25.0%	8.07	29.4

Jahmyr Gibbs is a polarizing topic, and it is for basically one reason. He weighed 199 lbs in March of 2023, that's it. 'What are some positives?' you might be asking. Well, first he was taken 12th overall in the NFL draft. Since 2014, RBs drafted in the top half of the first round (so picks 1.01-1.16) have averaged 17.25 PPR ppg as rookies, 18.47 ppg as sophomores, and 22.28 ppg as juniors! In 2022, 17.25 ppg would have ranked sixth among all running backs. Let's now imagine a 22-year-old RB, with an elite prospect profile, and elite draft capital, who just produced an elite rookie season. That player is an easy second-round startup pick, worth close to three firsts, and is probably the Dynasty RB two or three overall. That is Jahmyr Gibbs. I also hear 'But David Montgomery is there, he can't get enough carries or goal-line work'. To that I say, false. Jahmy Gibbs is NOT Christian McCaffrey, but I am going to compare them anyway. CMC: drafted 1.08, 45 best season college receptions, 202 lbs. Gibbs: drafted 1.12, 44 best season college receptions, 199 lbs. They are similar in size and are similar receivers. CMC saw 230 opportunities (targets + carries) as a rookie. That was with incumbent RB Jonathan Stewart, as well as Cam Newton sharing a backfield. Gibbs has the new Lions RB, David Montgomery, and statue QB, Jared Goff. Montgomery will see plenty of carries, but he is not the same as a good returning RB that just had over 200 carries for the team. Jared Goff also will not be rushing 140 times for six touchdowns anytime soon. So Jahmyr Gibbs is in a situation where he could see more carries, more targets, and more touchdowns than rookie year CMC. Even if he only gets the same 220 opportunities he will still be efficient on them and score a lot of fantasy points. Gibbs will be the consensus Dynasty RB3 sooner than later. I am all in.

Round 3, Pick 3.06

Bryce Young, QB, Carolina Panthers, Born 07/25/2001
Selected by Jim Moorman

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Passing TDs	Rushing Yards	Rushing TDs	Age	College
12	380	3328	64.5%	8.76	32	185	4	21	Bama

The DFF team faded Bryce Young well past his current ADP, and I understand the argument for doing so. But I beg to differ. Bryce Young could be considered one of the top-15 QBs in CFB history and the best QB in Alabama history. I could list all the school records and individual awards he collected during his time in Tuscaloosa, but to sum it up: it's a lot.

The arguments for fading Bryce Young are as follows: He will be playing for a bad Carolina Panthers team, he has not played an NFL snap yet ("unknown" factor), and he has limited rushing upside. Here's an abbreviated version of my counterpoints:

1. He's on a bad team because he was the #1 overall pick (he's pretty good), and when have we let situation trump skill in Dynasty before?
2. This isn't a crazy gamble. In the past 15 seasons, 8/10 QBs drafted 1st overall have had a QB1 season.
3. Excluding kneel-downs and sacks, Young had 231 rush yards and 4 TDs on 42 carries in 12 games last season. He has some rushing upside. He just prefers using his legs to extend plays and throw the ball downfield.

According to Next Gen Stats, Bryce Young had a Production Score of 99 and a Total Score of 92, both ranked QB1 overall in his class. He's an elite prospect with an excellent football IQ, and I'm comfortable betting on the talent here.

Round 3, Pick 3.07

Drake London, WR, Atlanta Falcons, Born 06/15/1993
Selected by Chris Museezer

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
17	117	72	866	29.4%	5	2.40	4	10.5	43

As the eighth overall pick in the 2022 NFL draft, Drake London came into the NFL with high expectations. When you look at the surface-level counting stats one might say that his season was disappointing. However, when you look deeper it was clear that Arthur Smith and the coaching staff had no confidence in Marcus Mariota's ability to lead the passing game. Atlanta was second in the NFL in rush attempts per game. More importantly, London Atlanta ranked 2nd to last in the NFL in pass attempts per game.

Now let's peak beneath the surface. Target share is highly predictive of future success as you can see in Chris Miles's article here https://dynastyfootballfactory.com/breaking-down-the-metrics-wr/ . London had the second-highest target share for a rookie all time (Only trailing Odell Beckham). His 29.4% target share ranked fifth overall in the NFL.

When Desmond Ridder took over for the last four games of the season he posted a respectable 29 pass attempts per game. London posted targets of 11,9,8,8 over these games. More importantly, this translated to fantasy production of 13.6 Fantasy Points Per Game. The Falcons' offense also should be vastly improved with a healthy Kyle Pitts and the addition of

uber-prospect Bijan Robinson. This should lead to more touchdown opportunities for London, a 6'4" red zone threat.

Round 3, Pick 3.08

DK Metcalf, WR, Seattle Seahawks, Born 12/14/1997
Selected by DocFFFN

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards Per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
17	141	90	1048	25.5%	18	1.93	6	13.28	16

DK Metcalf is an elite athletic specimen whose size and speed combination is unmatched. He has developed as a route runner as he has rounded into form as a veteran. He has earned his way to becoming the leading target for the Seattle Seahawks, surpassing longtime veteran fan-favorite Tyler Lockett.

While many will view this as a "reach" or a boring pick with "limited upside," your author views DK Metcalf as the true alpha on the Seahawks and chalk for 70 receptions and 1,000 yards at age 25. Fast forward to 2024, and teammate Tyler Lockett most likely departs via free agency. Perhaps even a QB upgrade comes along. The point is, Metcalf is already good for a WR2 season now, and he should only see his opportunities and target share (and potentially target quality) increase in 2024 and beyond.

We can assume that Metcalf, like most elite athletes at skill positions, should be highly productive until age 30, which makes him a perfect selection for both a competitive dynasty roster, as well as a younger roster looking ahead to the future.

Round 3, Pick 3.09

C.J. Stroud, QB, Houston Texans, Born 10/03/2001
Selected by Evan Kerr

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Passing TDs	Rushing Yards	Rushing TDs	Age	College
13	389	3688	66.3%	9.50	41	108	0	21	Ohio State

Picked second in the 2023 NFL draft, C.J. Stroud checks the boxes of size, arm talent, and experience on the biggest stages of college football after playing for The Ohio State Buckeyes.

He is an exceptionally accurate passer and navigates the pocket with ease. If you have any doubts about his talent, just turn on the game tape from the semifinal matchup with Georgia, where he threw for 348 yards and 4 touchdowns against college football's best defense (all without his fellow Buckeye first-round Jaxon Smith-Njigba on the field). He also showed off that he does have the ability to run when asked to do so.

Stroud may very well end up being a longer-term dynasty pick, but there is some hope for him even in year one. He is immensely more talented than Davis Mills, who finished as QB25 last season and was one of the least efficient QBs in the league. I have no issue projecting Stroud for 3500 yards and 20 touchdowns in year one even with the current supporting cast around him. This would slot him in somewhere around QB13, with a chance to be a back-end QB1 if he outperforms expectations.

Round 3, Pick 3.10

Daniel Jones, QB, New York Giants Born: 05/27/1997
Selected by Tim Riley

Games	Pass Attempts	Passing Yards	Completion %	Yards Per Attempt	Rushing Yards	Rushing TDs	Passing TDs	Fantasy Points Per Game	Fantasy PPG Rank
16	472	3205	67.2%	6.8	15	708	7	18.4	10th

The snipers are out in full force in this draft, but no worries, we have a backup plan. I'll probably catch some flack for this pick, but oh well. Daniel Jones is a young quarterback with the potential to improve his Dynasty value in 2023 and beyond. Despite some inconsistencies in his first few seasons, Jones has shown flashes and has the talent to become a consistent fringe QB1 quarterback in fantasy. Jones signed a four-year, $160 million contract this offseason with a potential out for New York after the 2024 season. That almost guarantees us two years with Daniel Jones as a locked-in starter for our dynasty roster. If he develops more as a passer, this pick could be a steal in startups.

Brian Daboll should be able to develop Daniel Jones as a quarterback further. He is the same QB guru who developed Josh Allen, and in his first season with Jones, we saw drastic improvements. He delivered a career-high in pass attempts, passing yards, rushing attempts, and rushing touchdowns. We also saw a career low in interceptions. I expect him to capitalize on last year's performance and continue becoming a more efficient and effective passer this season.

New York still has some work to do building a solid supporting cast for Jones. However, given the current quarterback market, he is someone you'll want to keep your eye on. His potential for growth and development makes him an intriguing Dynasty asset.

Round 3, Pick 3.11

Jaxon Smith-Njigba, WR, Seattle Seahawks Born: 02/14/2002
Written by Chris Museezer

WR1 Rating	Competition Score	Film Grade	Draft Round	Early Declare	Relative Athletic Score	Breakout Year	Weighted Dominator Rating	PPR PPG Avg	RYPTPA PG - best
53	Big 10	6.43	1	Yes	8.34	2	30.0%	14.8	3.25

All numbers sourced from The WR1 Wide Receiver Prospect Model by @force_fantasy

When anyone asks me how confident I am in Jaxon Smith-Njigba being a stud at the NFL level all I need to refer to is this simple graphic.

9	Garrett Wilson	11	4	76	19.0	1	70	1058	15.1	12	74	1134	15.3	13
10	Robert Cope	1	2	4	2.0	0					2	4	2.0	0
11	Jaxon Smith-Njigba	13					95	1606	16.9	9	95	1606	16.9	9
12	Chris Olave	11					65	936	14.4	13	65	936	14.4	13

As a 19-year-old true sophomore Smith-Njigba, out-produced the two top rookie wide receivers in the NFL last year. (Garett Wilson and Chris Olave). In doing so he posted a truly elite 3.25 receiving yards per team pass attempt mark while competing with those two studs for share.

Smith-Njigba is a supremely polished route runner with historically good agility as proven by his shuttle time at the NFL Combine. He has a high football IQ and can find soft spots in the defense. JSN is a possession-type receiver who will excel in PPR formats.

Smith-Njigba landed in a crowder wide receiver room in Seattle next to D.K. Metcalf and Tyler Lockett. Lockett will turn 31 this season and has an out in his contract after this season. Smith-Njigba may not be hyper-productive in his rookie season due to this competition but patience will pay off for anyone investing a roster spot in this young stud.

Round 3, Pick 3.12

Tyreek Hill, WR, Miami Dolphins, Born 03/01/1994
Selected by Billy Beaman

Games	Targets	Receptions	Receiving Yards	Target Share	Target Share Rank	Yards per Route Run	Receiving TDs	Fantasy Points Per Game	Fantasy PPG Rank
17	170	119	1710	31.6%	2	3.38	7	20.4	3

To fully appreciate the Tyreek Hill selection it's important to see my next back to back pick at 4.01 where the Proximity Paradox first turns up for me in this draft. I'll get more into that in the next pick as it really rounds out the theory behind the strategy.

Either way, Hill fell eight picks behind his current ADP of 3.04 (WR9) and I like that value. I think he provides an incredible ceiling and the news he plans to retire after his contract is up (three whole years from now) has scared some away, but not me. At age 29 he shows no signs of slowing down and the Miami Dolphins offense flows through him.

I play dynasty in 3-5 year windows and almost always intend on drafting a competitive team so I won't shy away from aging veterans so long they still provide elite fantasy production. Hill fits the bill.

All 15 rounds. 180 player Dynasty profiles can be viewed for just $4.99 per month with a [Dynasty Football Factory Membership](#). Rankings are continuously updated. Plus get access to hundreds of Dynasty articles a year and the complete Dynasty Startup Guide with 180 Dynasty player profiles.

Draft Strategy

I hope you enjoyed the draft pick selections and the player breakdowns. I have great respect for all of DFF's analysts, and their breakdowns are golden for identifying strengths and weaknesses in individual players. Unfortunately, this will only get you so far. Identifying good players is only half of the job; the other half comes down to roster construction and draft strategy. If this is as far as you decide to read, I want you to come away from these next few pages with this sentence in mind when you begin your next startup draft -

Good managers select good players, but great managers build winning rosters.

These two things are not necessarily synchronous.

You can be the best drafter of rookies in the world or have incredibly high hit rates with your draft picks, **but nothing will save you when your opponent has two elite quarterbacks.**

You might have a solid wide receiver core and a deep bench, **but you will lose when you're starting Hunter Henry vs. your opponent's Mark Andrews.**

If you're trying to compete this year and think you 'just need this one player to hit,' **you're not competing.**

These aren't questions of individual draft selections, these are questions of overall roster construction. When I first started playing Dynasty, I was convinced I'd have to grind film or create an analytical model to gain the edge over my league-mates. I eventually realized these resources exist online, *often for free*, so where should I find the edge? If everyone knows who the best players are, how can I gain an advantage?

Roster construction.

Too often I see managers drafting with no rhyme or reason and just selecting the highest ADP off the board in a startup, setting their lineup, cruising to that sixth-place finish, and repeating their startup strategy in the rookie draft the next year. **Thanks for donating your buy-ins!**

You need to have *some* kind of process, which is the ancillary point of this article. Some sort of strategy that you follow at least *most* of the time that gives you similar results at least *most* of the time. Some years, your process fails miserably due to reasons in your control or out of your control. Does that mean you should abandon having a process? **No!** Tweak your process, do more research, find out what works and exclude what doesn't. Even NFL teams are still learning this by spending first-round picks on running backs. But the most important part is to *have* a process. It doesn't have to be some deep analytical model, and you also don't have to spend hours in the film room. A good process is just a certain set of rules you usually follow.

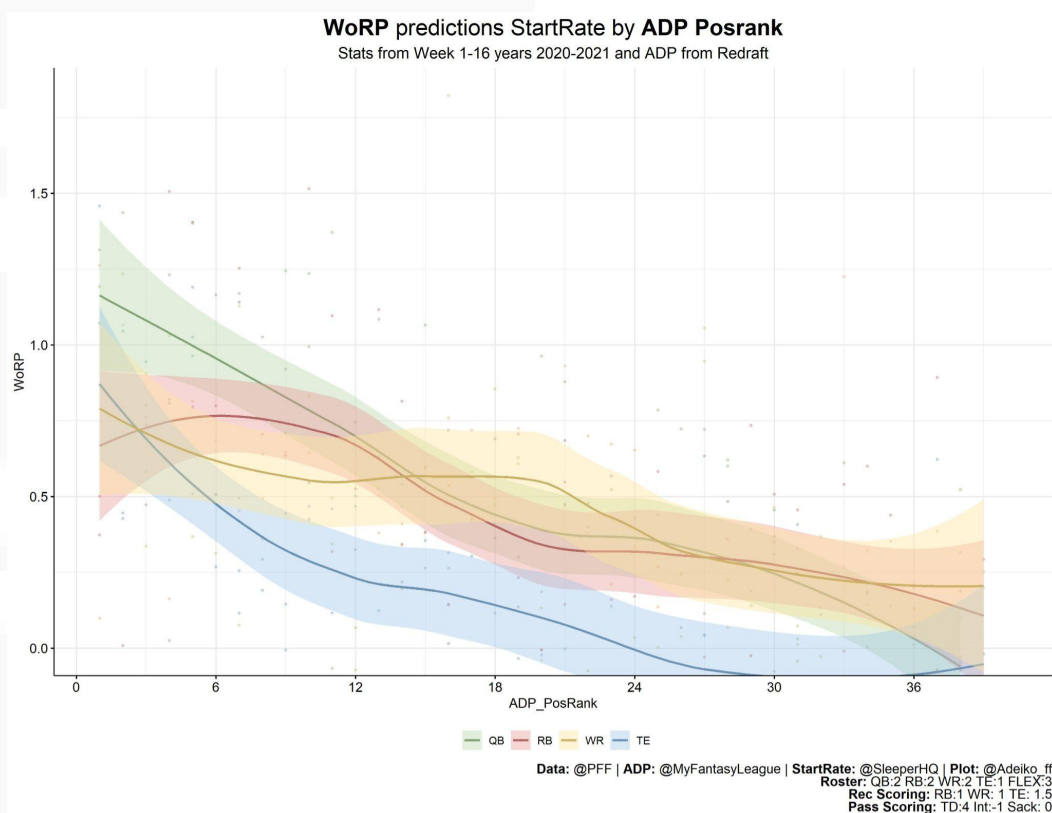**Let me show you mine.**

Theory:

This is going to be the longest part of the article and I'm going to break it down into a few different sections. I'm going to discuss the importance of every position in Dynasty and give you logic you can use towards roster construction.

Being a winning manager starts from the ground up. **Let me help you construct the base.**

Quarterbacks:

This is the most important position in Superflex Dynasty, and **it's not even close**. This may sound extremely simple, but you should be doing everything in your power to acquire two elite quarterbacks. I've left every single one of my drafts this offseason with two elite quarterbacks because it's the position I prioritize the most. It's also pretty simple why - they score more points than any other position. Along with that, they also maintain their value longer than any other player. Every year, we see the same familiar faces in the first round of drafts: Patrick Mahomes, Josh Allen, Joe Burrow, and Lamar Jackson. There are 12 elite quarterbacks in Dynasty currently and our analysts selected them in the first 17 picks of our mock draft. I'd only include three other players as worthy of being selected before certain members of this group, those three being Justin Jefferson, Ja'Marr Chase, and Bijan Robinson. Every other player should be taken after these 15.

WoRP predictions StartRate by **ADP Posrank**
Stats from Week 1-16 years 2020-2021 and ADP from Redraft

Graph courtesy of @Adeiko_FF

Whoa, that's a confusing chart I just threw at you. *Don't worry*. It's actually really simple. This chart is showing you the average wins (y-axis) that a player drafted at ADP (x-axis) gives you over a 'replacement player.' What's a replacement player you might ask? Read this article by @Statholesports to learn more, but it's essentially a waiver-wire pickup.

To sum up - **we play fantasy football to win every week**, the most important thing a player can give you is a win. This chart shows that the quarterbacks (in green) drafted in the top 12 give you more wins than any other position, at least recently. This is called **WoRP, or Wins over Replacement Player.**

All 9 pages of the Dynasty Superflext Draft Strategy can be viewed for just $4.99 per month with a Dynasty Football Factory Membership. Rankings are continuously updated. Plus get access to hundreds of Dynasty articles a year and the complete 142 page Dynasty Startup Guide with 180 Dynasty player profiles.