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CBA -- Ferguson's company name is all business

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Desmond Ferguson's deft shooting touch actually became the source for his company's name, Moneyball Sportswear.

"I was playing in an AAU tournament with (among others) Robert Traylor and Kevin Garnett," he said. "I kept hitting shot after shot, and either Kevin Garnett or Robert Traylor started yelling out 'moneyball' every time I shot."

The nickname stuck with Ferguson, who later had the inspiration to use it when he came up with the idea for the clothing line.

"I was playing overseas, and you have a lot of down time," he said. "I had a lot of time to think about what I wanted to do and what I had a passion for (besides basketball)."

What Ferguson eventually saw was clothing companies charging "premium prices" for uniforms and felt he could find a niche in that market.

"While overseas, I met some manufacturers and found out I could get things made a lot cheaper," he said. "I decided to put my accounting degree from the University of Detroit to good use."

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