

'Reboot the Pirates' Launches: Fans Aim to Crowdfund Team Ownership and Install ChatGPT as GM

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A fan-led revolution is taking shape in Pittsburgh. The newly launched Reboot the Pirates campaign is rallying die-hard fans and forward-thinking investors to crowdfund the purchase of the Pittsburgh Pirates and install ChatGPT as a data-driven general manager — aiming to outthink big-market teams with smarter, AI-powered decisions.

After decades of low payrolls, mismanagement, and wasted potential, the campaign seeks to end business-as-usual in the Pirates front office. The group is targeting Reg A+ crowdfunding to offer fans a real equity stake in the team, with a minimum pledge of \$10,000.

The campaign is led by Pittsburgh native and entrepreneur Justin Stayrook, and AI strategist Andy Etemadi, principals at EYEMAGINE, an AI-focused consulting firm.

"This isn't just about frustration with the Pirates - it's about proving that fans, with the right tools, can build something smarter," said Stayrook. "We're combining modern tech and fan passion to create the most transparent front office in sports."

"Other teams pay \$200 million for mediocrity," added Etemadi. "We believe AI can help us build a winner on a budget - and actually explain our decisions to the fans."

The AI-powered front office would leverage ChatGPT to evaluate trades, simulate roster decisions, and make transparent, explainable moves - all published for public scrutiny. The plan includes a hybrid model of AI + human advisors, with fan governance to keep leadership accountable. **A Proven Model: Florida Gators' AI-Powered Championship**

The concept of AI-driven team building isn't without precedent. In 2025, the University of Florida's men's basketball team captured the national championship, propelled by the integration of AI analytics into their training and strategy. Through the UF & Sport Collaborative, a \$2.5 million initiative, the Gators used AI to optimize roster performance, improve player workloads, and make strategic transfer portal decisions - demonstrating how smart technology can fuel a championship run.

"We've had decades of disappointment. Now we have the tool, and the will, to do something radically better," said Stayrook. "It's time to reboot the Pirates."

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