

# Catching the Dream

## Never Too Late for the Show

From Uber shifts to the silence of being released from the minors, JC Escarra's MLB dream seemed destined to fade. But what others saw as an ending, he turned into a quiet breakthrough.

At 29, JC didn't just catch a Yankee jersey; he caught a dream. A story of faith, resilience, and the fire it takes to keep believing when no one's watching.



# A story that has caught the hearts and minds of people around the globe.



.02% of people who set out  
to be pro athletes ever  
make it to the pros.



<.02% make it after age  
25, let alone at 29.

# JC Escarra

From the sun-drenched fields of Miami to the bright lights of Yankee Stadium, JC Escarra's journey to the Major Leagues is a story of grit, patience, and quiet determination. A standout catcher at Florida International University, Escarra was drafted by the Baltimore Orioles in 2017, but chose instead to finish college, fully aware that the path ahead was anything but guaranteed and would demand more than talent. It would demand resilience. Years in the minors tested his body and spirit. He moved between farm systems, independent leagues, and off-season gigs, including driving Uber while many of his peers left the game behind. But JC refused to quit. He refined his swing, studied the craft with a catcher's obsession, and stayed grounded by the values he inherited from his Cuban-American family.

By his side, every step of the way, was Jocelyn, his wife. She stood with him through the silent years, the uncertainty, and the daily grind of a dream that often felt out of reach.

At 29, just months before the birth of their first child, the call finally came: the iconic New York Yankees wanted JC.

His story made headlines and not for the stats, but for the spirit. Fans and broadcasters across the country found something to root for in a man who never let go of the dream.

Now, wearing pinstripes, JC represents more than a team. He's not the loudest voice in the locker room or the flashiest player on the field, but his work ethic, gratitude, and leadership speak volumes. He embodies the underdog who didn't walk away. With his career and his family both entering new chapters, JC's story is still unfolding by one pitch at a time.



7 years in the minor  
leagues

17 different teams

1 dream



# *The Beginning*

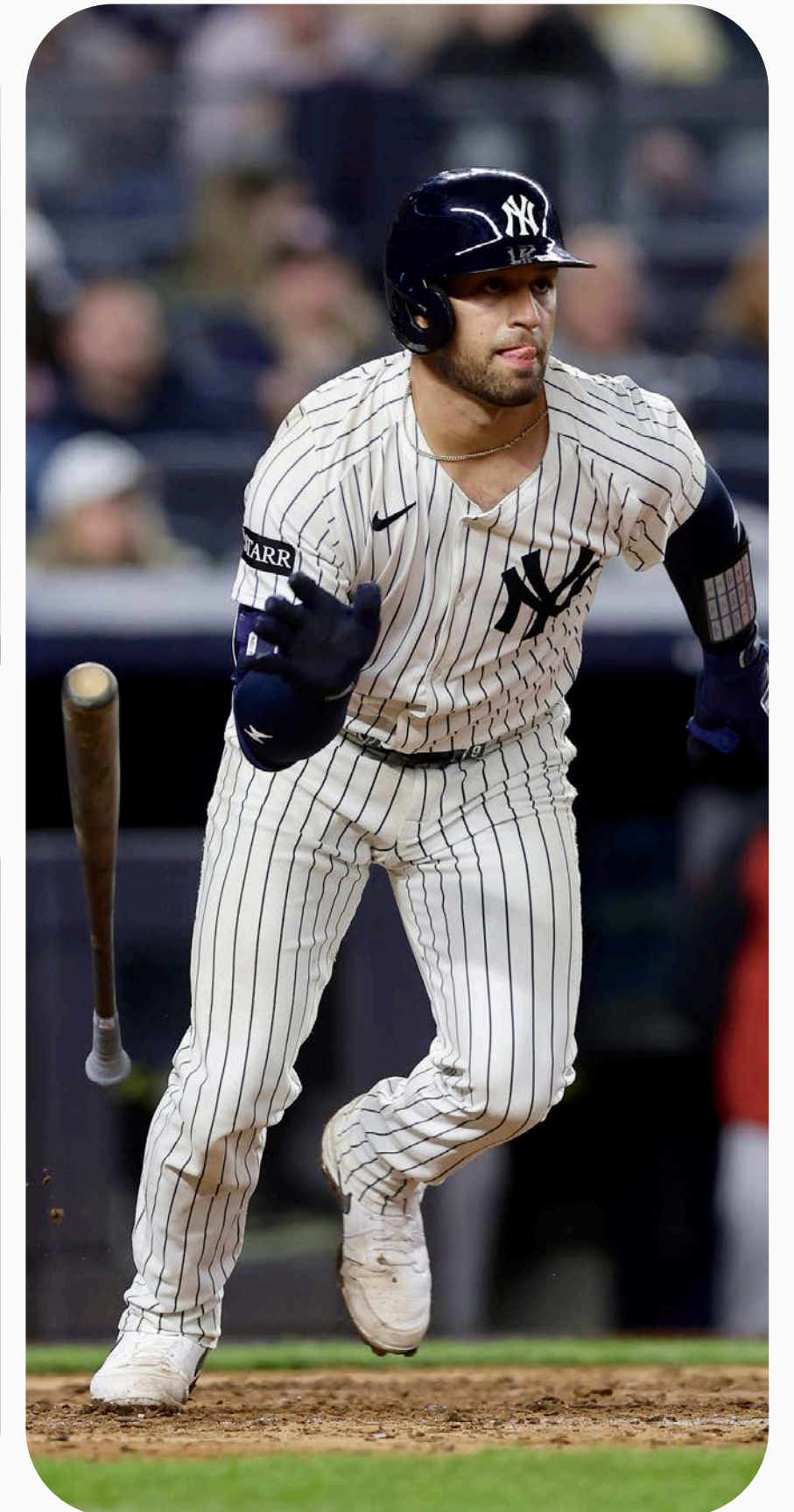
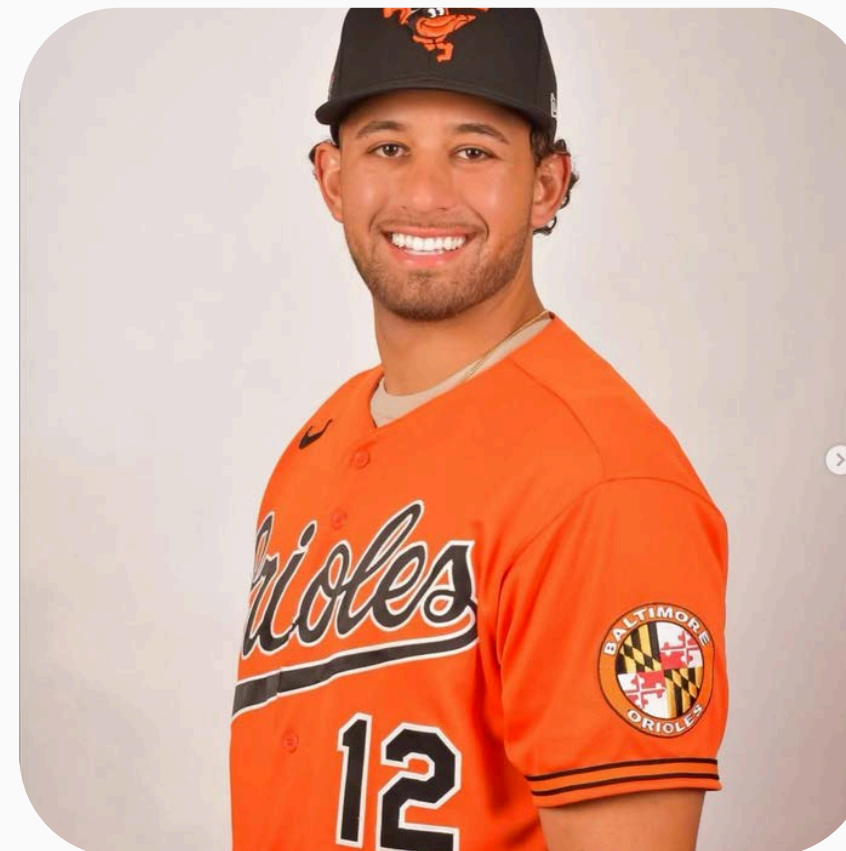
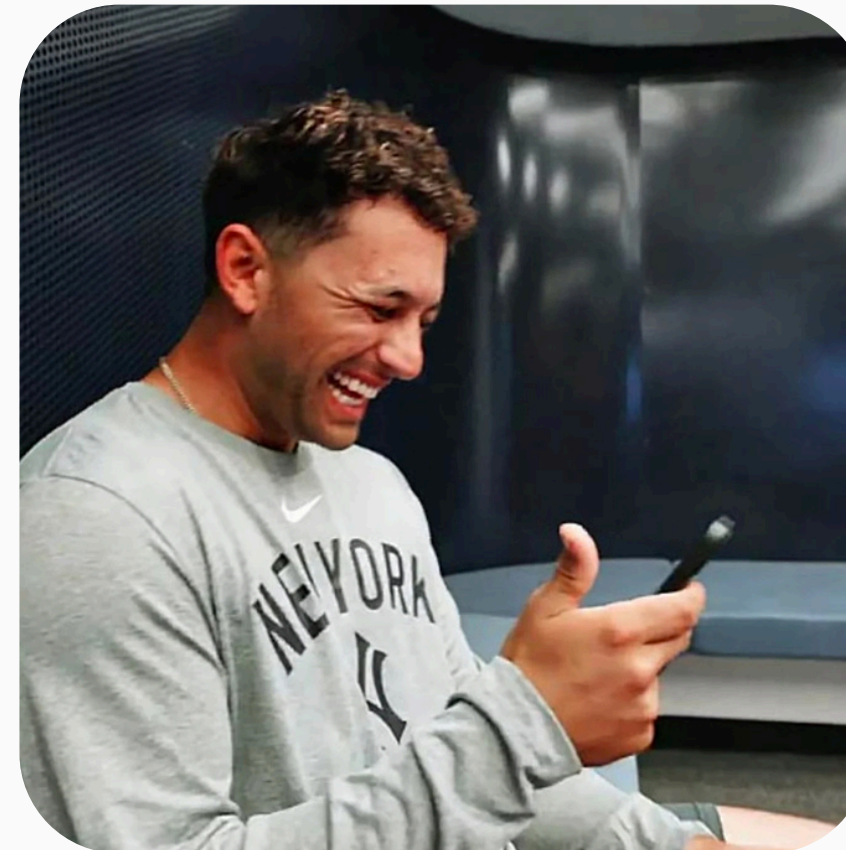
Juan Carlos “J.C.” Escarra was born on April 24, 1995, in Hialeah, Florida, to Cuban immigrant parents who arrived first in New York and later in Miami.

Raised in a baseball-rich environment alongside childhood friend and future MLB pitcher Nestor Cortes, Escarra developed his early passion for the sport playing tee-ball and coach-pitch in his hometown.

He attended Mater Academy Charter School in Hialeah Gardens and earned recognition as a dual-position star at Florida International University, where he played both catcher and first base, and competed in summer leagues including the prestigious Cape Cod League.

Drafted by the New York Mets in 2013, Escarra opted to remain in college, ultimately being selected by the Baltimore Orioles in the 15th round of the 2017 MLB Draft. He climbed through the Orioles’ minor league system with solid production, yet the journey wasn’t without obstacles.

The cancellation of the 2020 season and fluctuating performance led to his release in April 2022. Forever resilient, he pivoted to independent and international leagues—shining for the Kansas City Monarchs, Águilas Cibaeñas in the Dominican Winter League (where he won a batting title), and teams in Mexico—in pursuit of his lifelong dream.



# The Emergence

During this period, Escarra confronted the challenges of supporting a young family. For nearly a year, he juggled roles as an Uber driver, substitute teacher, private baseball coach, contractor, and food delivery driver—working up to five jobs simultaneously—to make ends meet and avoid losing his home. He famously reflected on this time, saying, “I was wasting money, a lot of gas... I don’t know how guys do it,” underscoring both his humility and determination.

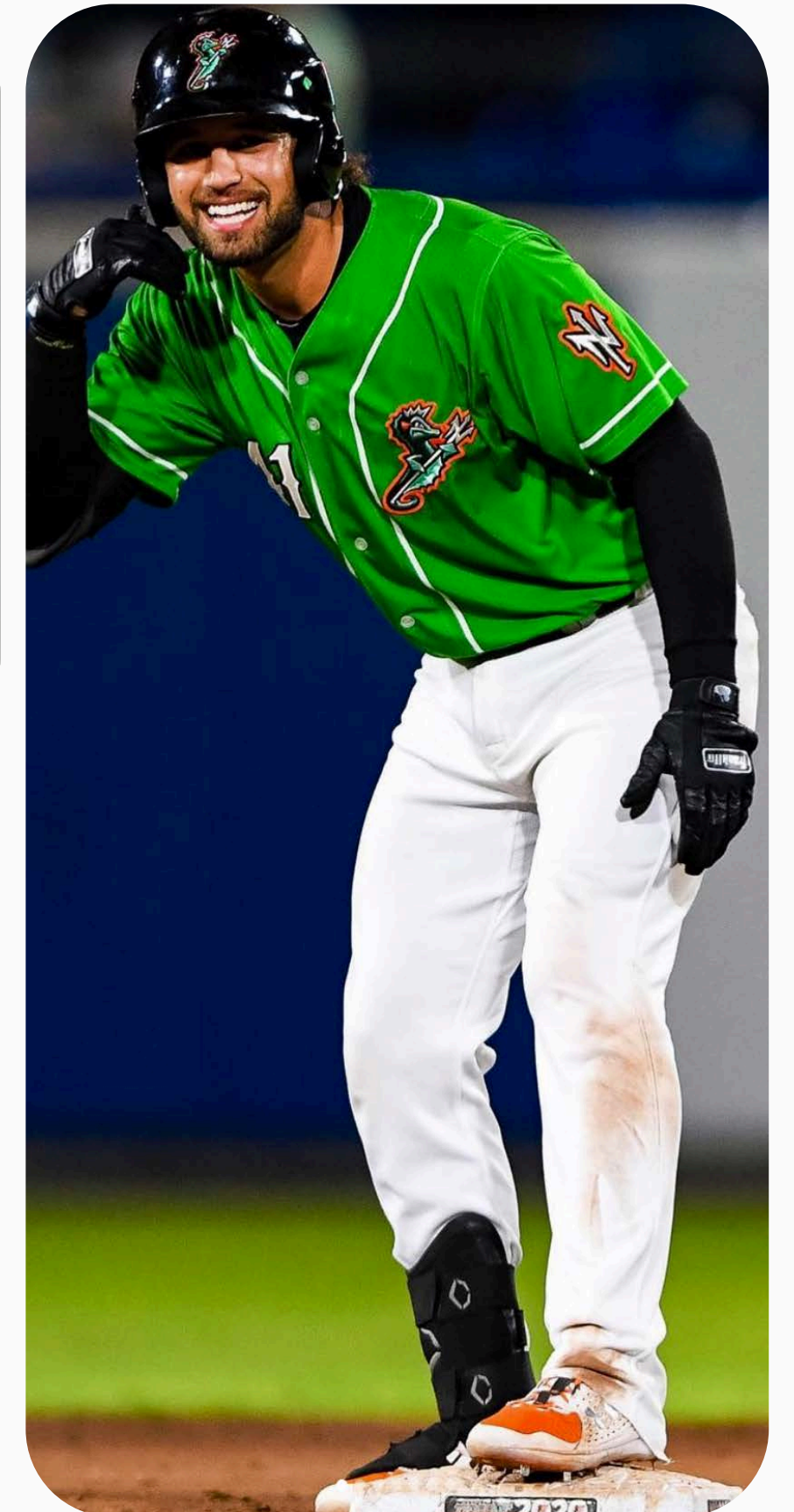
Against all odds, Escarra’s perseverance paid off. In January 2024, the New York Yankees signed him to a minor league contract, assigning him to Double-A Somerset. His consistent performance (.261/.355/.434, 12 HR, 64 RBI across two levels) earned him a promotion to Triple-A Scranton/Wilkes-Barre and a spot on the 40-man roster that November.

In spring training 2025, he dazzled with a .333 average, three homers, and eight RBIs—capturing the attention of manager Aaron Boone, who surprised him with the news he had indeed made the team. The moment became iconic when Escarra called his mother; her reaction—a mix of joy and disbelief—was captured on video and quickly went viral.

Since his MLB debut on March 29, 2025, Escarra has emerged as a reliable presence behind the plate. He recorded his first major league hit, a double, on April 3, after a career detour as an Uber driver and substitute teacher. He already has two home runs and ten RBI this season, batting .215 through July 11. In recent outings, he hit a clutch homer and guided pitcher Clarke Schmidt to seven no-hit innings in a dominant 9-0 win over the Orioles—performance that has solidified him as a trusted backup catcher and earned high praise from Aaron Boone.



**Dominican Professional  
Baseball League Batting  
Title (.363 Average) Led  
to the Yankees Calling**



# Key Stats

"Baseball is 90 percent mental, the other half is physical." -Yankee Legend Yogi Berra

JC ESCARRA STATS AS OF  
7/17/2025\*

**6<sup>th</sup> Highest**  
ranked Catcher  
in MLB

**49.9%**  
Called Strike Rate  
is Highest in MLB

**2.78** – Team ERA when  
JC Escarra catches.  
Best in MLB per inning  
caught.

**Highest batting**  
average among  
backup Catchers  
in MLB

\*Statscast baseballsavant.com\*

## Defensive Prowess:

Escarra's framing ability stands out.

Advanced metrics highlighting his elite pitch presentation, praised by pitchers like Gerrit Cole and All-Star Carlos Rodón.

## Versatility:

He has played catcher, first base and third base, with significant success as a catcher in 2024-2025.

## Clutch Performance:

His ability to deliver in high-pressure situations.

His 2023 independent league stint and 2025 MLB contributions, underscores his mental toughness.

# MLB Chatter



Aaron Judge  
Teammate

“We were all pulling for that guy; we know his story. But besides that, just the type of person he is ... trying to push guys all the way in Spring Training. It’s fun to watch, it’s fun to be around. He brings a different energy to this clubhouse and it’s contagious.”



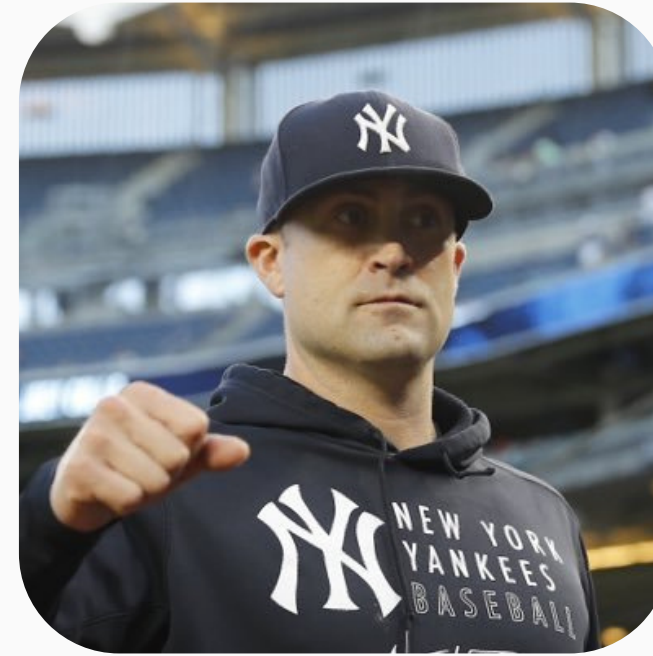
Aaron Boone  
Yankees Manager

“He brings an energy to the field with him every day. You can tell his love and passion for the game. He permeates that and it’s contagious. And, he can really swing the bat too. He brings a confidence with him.”



Matt Daley  
Yankees Director of Scouting

“An unbelievable story of perseverance of willing yourself to get better, not giving up ... It really is. I have goosebumps just talking about it right now, because these are the stories that I think we all live for.”



Tanner Swanson  
Yankees Catching Coach

“You pull for those types of guys... people who have really paid the price and put in the time and maybe have had their backs against the wall.”



Michael Kay and Paul O'Neill  
Yankees Announcers

“I’m gonna give JC Escarra some love. For a guy who’s never caught any of these guys before, he does a great job of running a game.

He’s gone from Uber driver to uber valuable for the Yankees. Five stars for him!”

# *Catching the Dream*

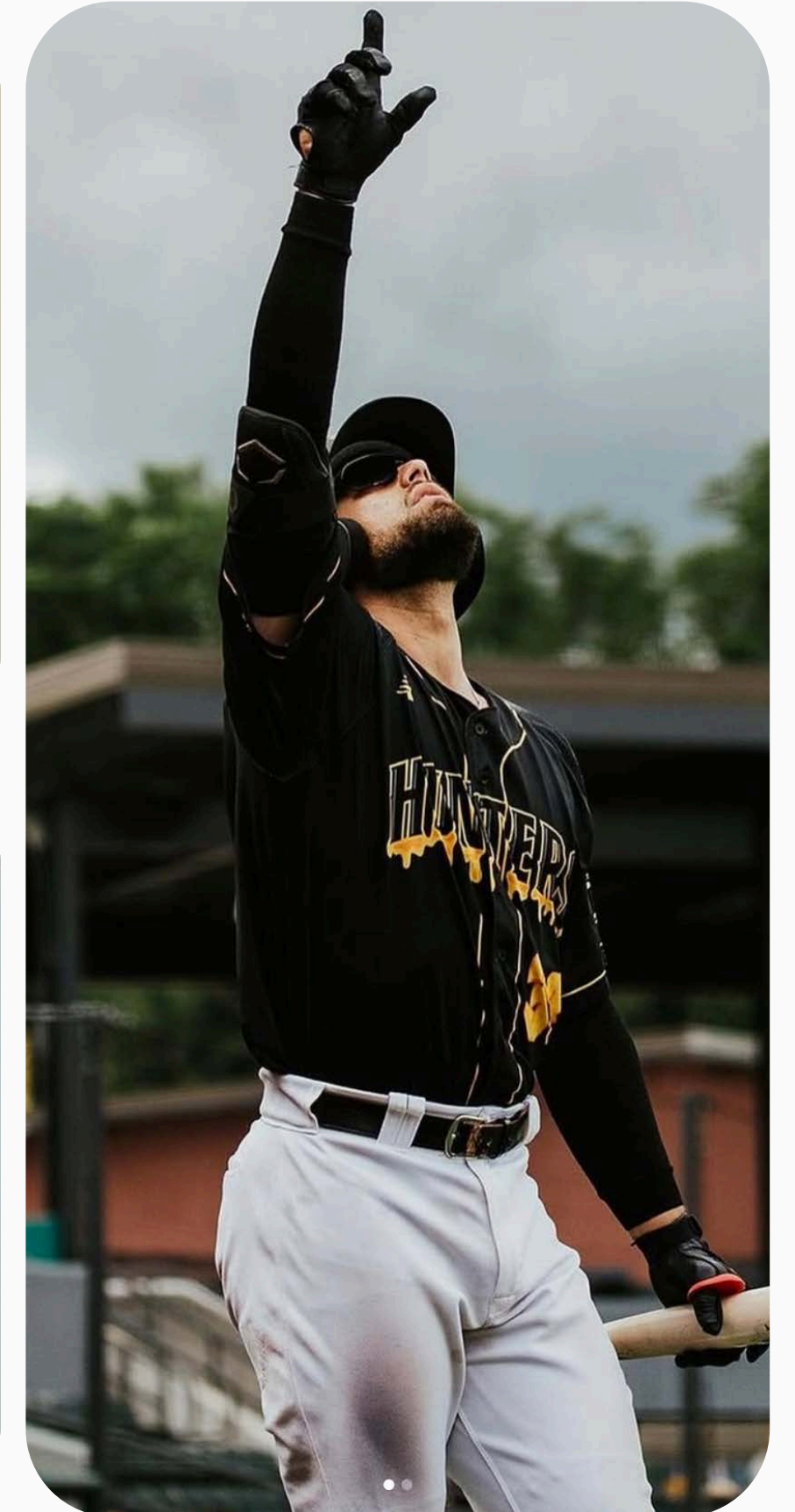
JC Escarra's story is a testament to the power of belief, resilience, and transformation. He spent years chasing a dream that many of his peers had already let go. After being released from the minors, a moment that could have marked the end, JC chose to keep pushing. He refined his game and changed positions. Combined with Uber shifts and substitute teaching to support his family, he forged a path forward. At 29, against all odds, he caught his dream and earned a spot with the iconic New York Yankees.

But his real achievement isn't just wearing the jersey. It's the internal journey, the mindset, humility, and quiet strength it took to stay in the game long after the world stopped watching.

Today, JC is a father, a husband, and a Major League catcher. As he stands in the life he once imagined, we revisit the path that shaped him: turning down an early MLB draft to finish college, enduring long seasons in the minors, and the silent sacrifices that followed after being released.

It's also a story of love and community. Jocelyn, his lifelong partner, stood beside him through every moment. His Cuban immigrant father passed on more than a love for baseball, he passed on the values of persistence, dignity, and purpose, along with belief in the American Dream for his son.

Through intimate interviews and scenes grounded in real places and relationships, *Catching the Dream* reveals a man shaped by mentors, driven by faith, and fueled by something deeper than talent alone. The most powerful victories don't always come from home runs, but from the quiet refusal to walk off the field.



# The Characters

## Family:

- JC Escarrá: Cuban-American catcher for the Yankees.
- Jocelyn: JC's wife and emotional anchor.
- JC's Mother: A spiritual and supportive force in JC's journey.
- JC's Father: A central emotional figure who instilled the Yankees dream in JC from a young age.

## MLB Figures:

- Aaron Judge (1.9M IG)
- Nestor Cortés Jr (200K IG)
- Aaron Boone (160K IG)
- Gerrit Cole (440K IG)

## The Legends He Looked Up To:

- Derek Jeter (850K IG): A 14-time All-Star and one of the most consistent and respected players of his generation.
- Carlos Gonzalez (500K IG): A three-time All-Star who won the National League batting title in 2010.
- Barry Bonds (225K IG): holds the MLB record for most home runs in a single season with 73 in 2001, and is the all-time home run leader with 762 career home runs.

## Development Figures:

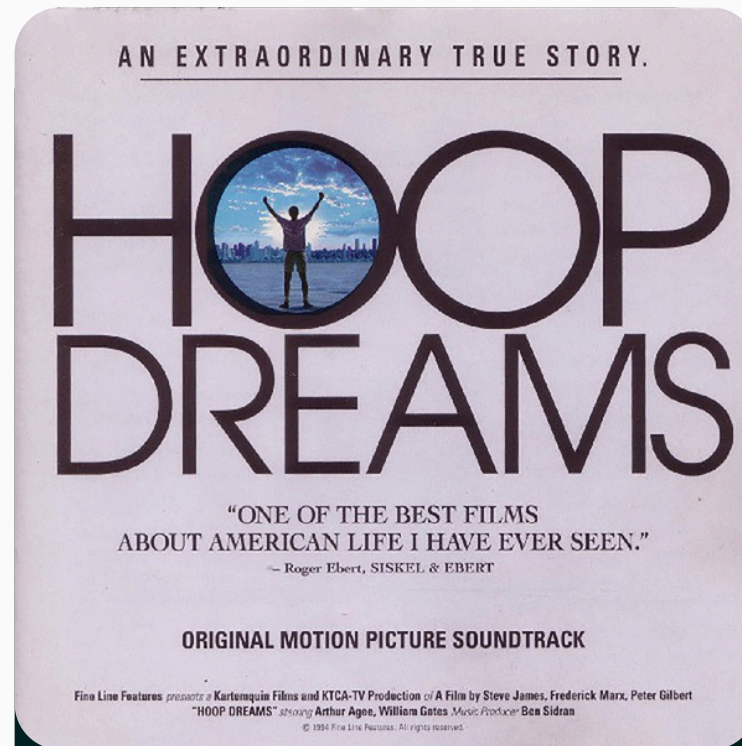
- Henry “Turtle” Thomas: – Legendary college coach at FIU who helped shape JC’s fundamentals and mindset.
- Matt Delay: Director of Scouting at the Yankees.
- Raúl González: The Yankees scout who saw beyond age and stats to offer JC a final shot at his dream.
- Aaron Bossi, Tanner Swanson & Aaron Gershenfeld: Yankees catching coaches.
- Franco Gennaro: College pastor and mentor

## Experts:

- Jeff Passan: Senior MLB Insider at ESPN

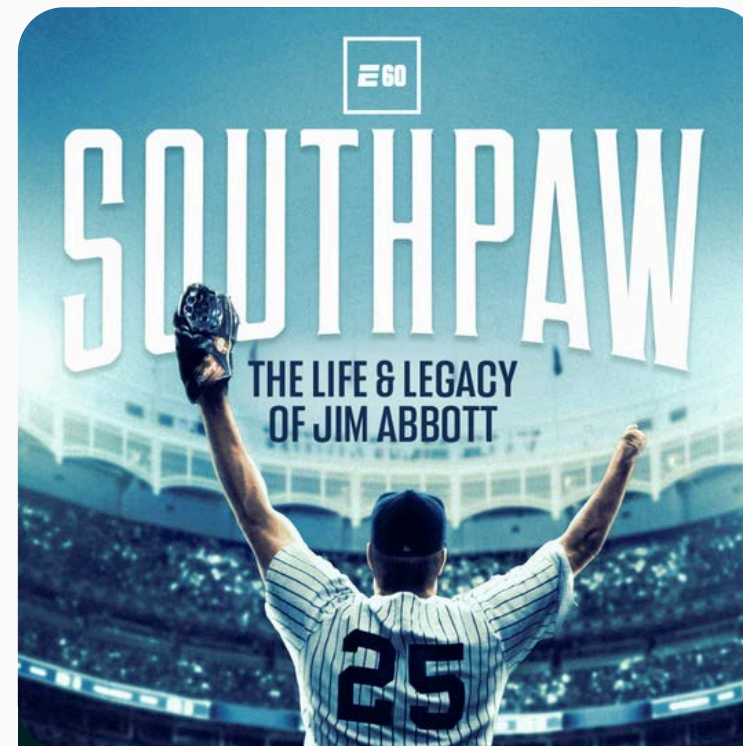


# Comparative Titles



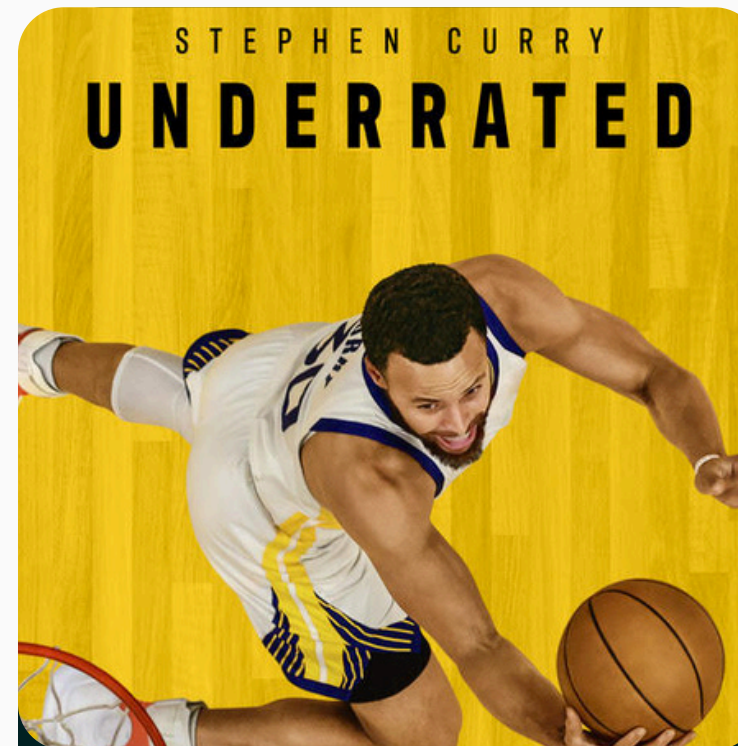
## Hoop Dreams

Two African-American teens travel 90 minutes daily from Chicago to St. Joseph High School, a white suburban school with a top basketball program. Supported by their families, they chase NBA dreams while facing social and physical challenges in this acclaimed documentary.



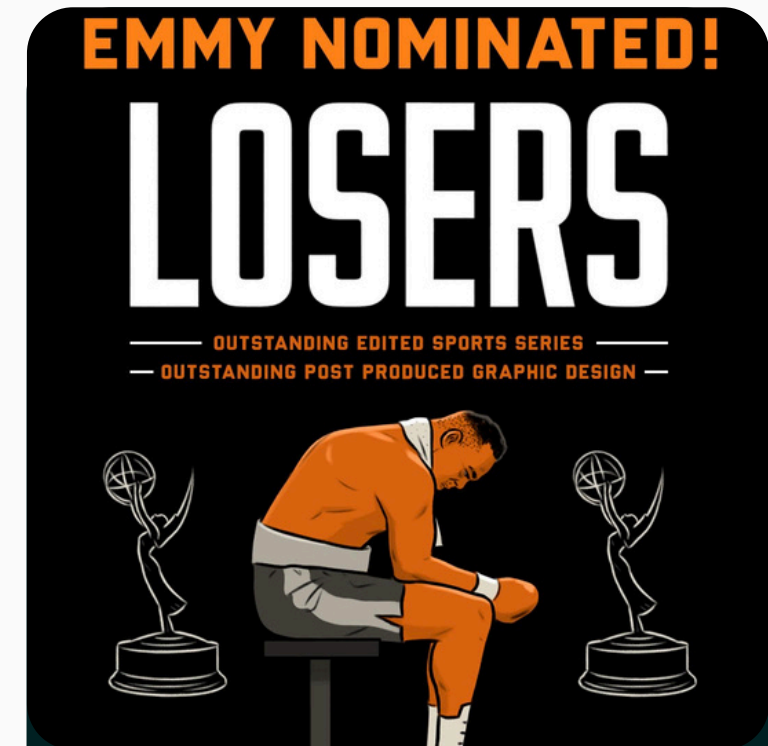
## Southpaw

The Story of Jim Abbott, an unprecedented figure in sports history who was born without a right hand and pitched a no-hitter for the Yankees.



## Underrated

The remarkable coming-of-age story of Stephen Curry, one of the most influential, dynamic, and unexpected players in basketball history and his rise from an undersized college player to a four-time NBA champion.



## Losers

In a win-obsessed society, the docuseries "Losers" explores the psychology of failure in sports. Each episode follows a person or team facing defeat, revealing how some, like boxer Michael Bentt, transform loss into personal success.

# Why This Story Matters

- JC's path to reach the pinnacle of his dream resonates with anyone who is on their own journey.
- A young man with a dream who was determined to catch it and never gave up.
- Developing a resilient mindset and unshakable belief in yourself.
- Holding yourself accountable in the quiet times and never letting your dream fade.
- You may have to try multiple routes to reach your goal. Staying coachable, being flexible, and remaining committed to the process, eventually, there will be breakthrough.
- Built-in audiences: Yankees, MLB Fans, Sports Fans, Family, Faith, Cuban-American communities, Latin audience US / LatAm.
- Bilingual, multicultural narrative—broad U.S. and international reach.
- Latino underdog story with American Dream appeal.
- A recent inspirational sports story that has received national recognition.



## American Dream Appeal

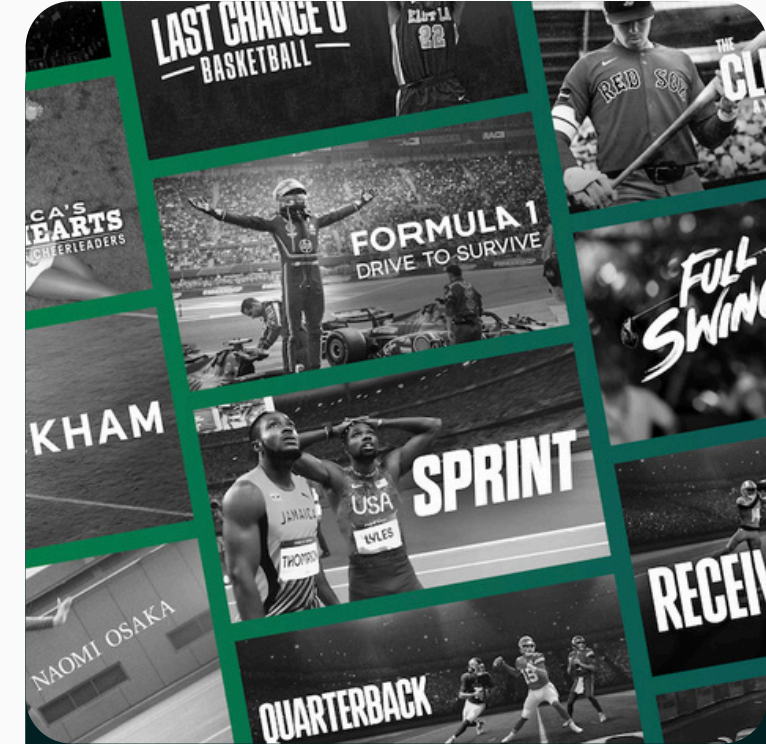
Parents came over from Cuba to try and make the American Dream come true.

Bilingual, multicultural narrative—broad U.S. and international reach



## Built-in Audiences

Yankees, religious and wholesome families, MLB fans, Cuban-American communities



## Underdog Sports Narrative

These films drive strong festival and box office performance



# *Investment Opportunity*

## Seeking \$600k

For production, marketing,  
and operations.

### Production

- Catching The Dream
- 60-minute documentary
- In official development
- Production - Fall 2025
- Post production - Q1 - 2026
- Sales - Q2 / Q3 - 2026

### Investment Summary

- Investment Amount  
\$600,000 USD
- \$150,000 - development/  
pre-production
- \$250,000 - production
- \$200,000 - post production/  
marketing
- Priority Return: 15% on  
investment capital
- Backend Participation: 25%  
of Net Revenue as defined in  
long-form agreement, MFN •  
Executive Producer Credits
- SVP - Special Purpose  
Vehicle LLC is established in  
Florida

# Investment Overview

Financing for the project will follow the standard independent film investment model with multiple options for both traditional and philanthropic investors:

## Industry Standard Investment:

Investors receive return of principal plus 15–18% interest before any profit participation ("first money out").

**Revenue waterfall:** 50% to investors (pari passu), 50% to producers, talent, and participants.

Potential for senior investor rights if contributing over 50% of budget and committing first.

## Donor-Advised Fund (DAF) Structure via Impact Foundation:

Donors receive a tax deduction at the time of contribution.

Contributions are invested into the project and managed by the Impact Foundation.

Once capital is returned, proceeds can be reinvested into other Escarra projects or donated to a non-profit (e.g., a J.C. Escarra Foundation).

Impact Foundation manages compliance, tax filings, and fund oversight for a 2–3% fee.

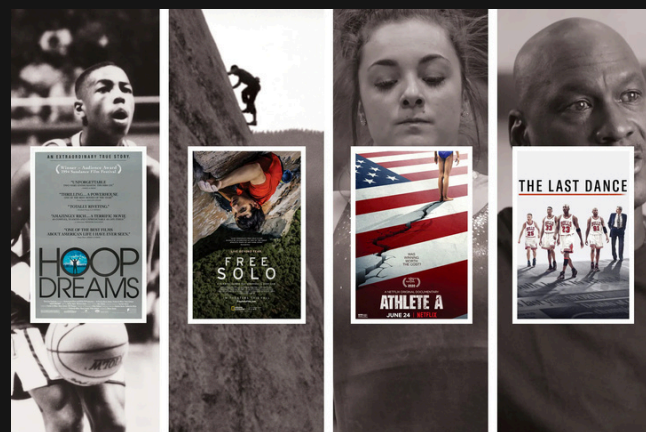
Over \$600M in capital has been successfully deployed by the Impact Foundation for similar values-driven content.

## Use of Funds

**Development through Post-Production:** 12–18 months

**Marketing & Distribution (P&A):** Separate capital raise dependent on distribution strategy  
May involve additional private or philanthropic capital. Recouped after P&A-specific investors receive principal + 15% return.

## 60 Minute Documentary



In terms of sports documentaries, conservative estimates for major streaming platforms could range from 1-2 billion hours watched annually.

# Investment Summary

	U.S. Population	Global Reach	Estimated Interest Rate	Addressable Population
MLB Fans	68M+ in U.S. (Statista, 2023)	300M+ globally	5–10% likely to watch a baseball-themed movie	~20M
Latino/Hispanic Viewers	65M+ in U.S.	>500M globally	Escarra's Cuban-American heritage may resonate strongly	~10–15M U.S. / ~50M global
Underdog/Inspirational Biopic Fans	All demographics (Rocky, Rudy, Blind Side audiences)	Global	~2% of Western markets + Asia/LatAm growth	~50–100M
Faith/Family-Oriented Viewers	Family struggles, moral perseverance.	Global	Moderate-to-high overlap with biopic fans.	~25M

# Bios

## **Ricky Borba - Director**

Ricky Borba has achieved significant success with his films "My Brothers' Crossing" and "Hope for the Holidays," both of which won multiple Best-Picture awards at festivals nationwide and earned acting accolades for their casts. "My Brother's Crossing" notably reached number 8 at the U.S. box office during its debut week in 2020. In 2023, Borba directed two additional films, "Christmas at Keestone" and "Wedding at Keestone." His debut book, "Trusting God, Pursuing Your Dreams and Never Giving Up On Yourself," released in 2024, sold out twice on Amazon and received widespread acclaim.

## **Guido Goldberg – Producer**

He has made a name for himself capturing the human side of iconic figures. His work has earned Emmy nominations, achieved record-breaking viewership, and landed multiple titles in the Top 10 during their first two weeks after release. He is known for his cinematic yet emotionally grounded storytelling that resonates with global audiences for platforms such as HBO, Netflix and Disney+.

## **Rebekah Hubbell – Executive Producer**

With a 25-year background launching innovative brands and entertainment ventures, Rebekah brings extensive experience in national and international campaigns. She has led promotional strategies for bestselling books, syndicated content, and feature films, managing everything from licensing and funding to talent management and corporate brand integration. Her experience bridges business growth with storytelling impact.

## **Jim Connelly - Consultant**

Jim Connelly is an accomplished senior executive and marketing innovator with more than 30 years of success across the sports, entertainment, media, and licensing industries. Jim leverages his extensive experience to drive industry innovation, business transformation, generate market dominance and recurring revenue streams. Throughout his career, Jim has held leadership positions at IMG, World Wrestling Entertainment, the National Football League, and Cunard Line. As Senior VP of Special Projects for IMG, his responsibilities included overseeing the company's collegiate licensing operations, with retail sales of \$4.5 billion for the collegiate market. Before that, Jim spent three years as Senior VP of Global Licensing, Home Entertainment, and Publishing with WWE, where he doubled retail toy sales to more than \$250 million annually. He previously spent more than two decades in senior executive positions with the NFL, where he was instrumental in catapulting the NFL Properties licensing business from \$4 million to \$250 million in global merchandise sales in less than two years. Jim is currently the Chief Revenue Officer for Collegiate Sports Management Group.

## **Paul Ring - Music Supervisor**

For over 28 years, Paul Ring has been a cornerstone of Universal Music Group, leading Bungalo Records and Private Eye Records with an unwavering dedication to excellence. His career spans decades of impactful contributions, from engineering GRAMMY-winning records to signing and releasing legendary artists such as Smokey Robinson, Rick James, Charlie Wilson, James Brown, Patti LaBelle, Bobby Caldwell, Tupac Shakur, Ice Cube, DJ Quick, Heavy D, Greg Allman, and many others, generating sales well over 100 Million Dollars. Ring has demonstrated a deep commitment to philanthropy and innovation. He collaborated with the Jackson family on global charity initiatives and organized the star-studded Michael Jackson tribute concert in Cardiff. Embracing technology, he currently provides strategic leadership for APPICS, a blockchain-based social media platform, and partnered with one of the top health and wellness companies Stayhealthy to merge entertainment with global health campaigns. Today, Ring continues to release iconic artists while mentoring and supporting emerging talent with his team at Universal Music Group. His unwavering commitment to innovation and excellence ensures his enduring impact on the music and entertainment industry.

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contact: rebekah@rivkaent.com



Link to Investor Trailer:  
<https://vimeo.com/1103887497>

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