

José Reyes x IPX

LA MELAZA

THE JOSÉ REYES STORY

A FOUR-PART DOCUSERIES

Own the story. Share the upside. The first Mets legend on the exchange for intellectual property — produced by IPX Studios, funded by the fans, majority-owned by José.

PREPARED FOR JOSÉ REYES & TEAM

JULY 2026 · CONFIDENTIAL

Fans made the genre

OPPORTUNITY

FANS TURNED **THE LAST DANCE**, **DRIVE TO SURVIVE** AND **QUARTERBACK** INTO GLOBAL EVENTS — THEN OWNED NONE OF IT.

\$5T

GLOBAL IP MARKET

\$480B

CREATOR ECONOMY

0

WHAT FANS OWN OF THE STORIES THEY MAKE FAMOUS

IPX TURNS THE AUDIENCE INTO OWNERS → AND THE STAR INTO THE **MAJORITY HOLDER**.

He didn't just play the game

HE ELECTRIFIED IT

SIGNED OUT OF VILLA GONZÁLEZ AT 16. ELECTRIFIED QUEENS AT 19.

16 MLB SEASONS — AND THE MOST EXCITING MET OF HIS GENERATION.

TODAY: A DEMBOW ARTIST ON HIS OWN LABEL, **EL7 MUSIC**.

2024 CAST MEMBER, LA CASA DE LOS FAMOSOS — A PAN-LATINO AUDIENCE.

THE LIVING BRIDGE BETWEEN BASEBALL'S **DEEPEST PIPELINE** AND ITS **BIGGEST MARKET**.

Three fandoms, one story

METS NATION

DOMINICAN DIASPORA

LATIN MUSIC

ONE AUDIENCE NOBODY ELSE CAN CONVENE.

2,138

CAREER HITS

517

STOLEN BASES

.337

2011 NL BATTING CHAMP — FIRST MET
EVER

4*

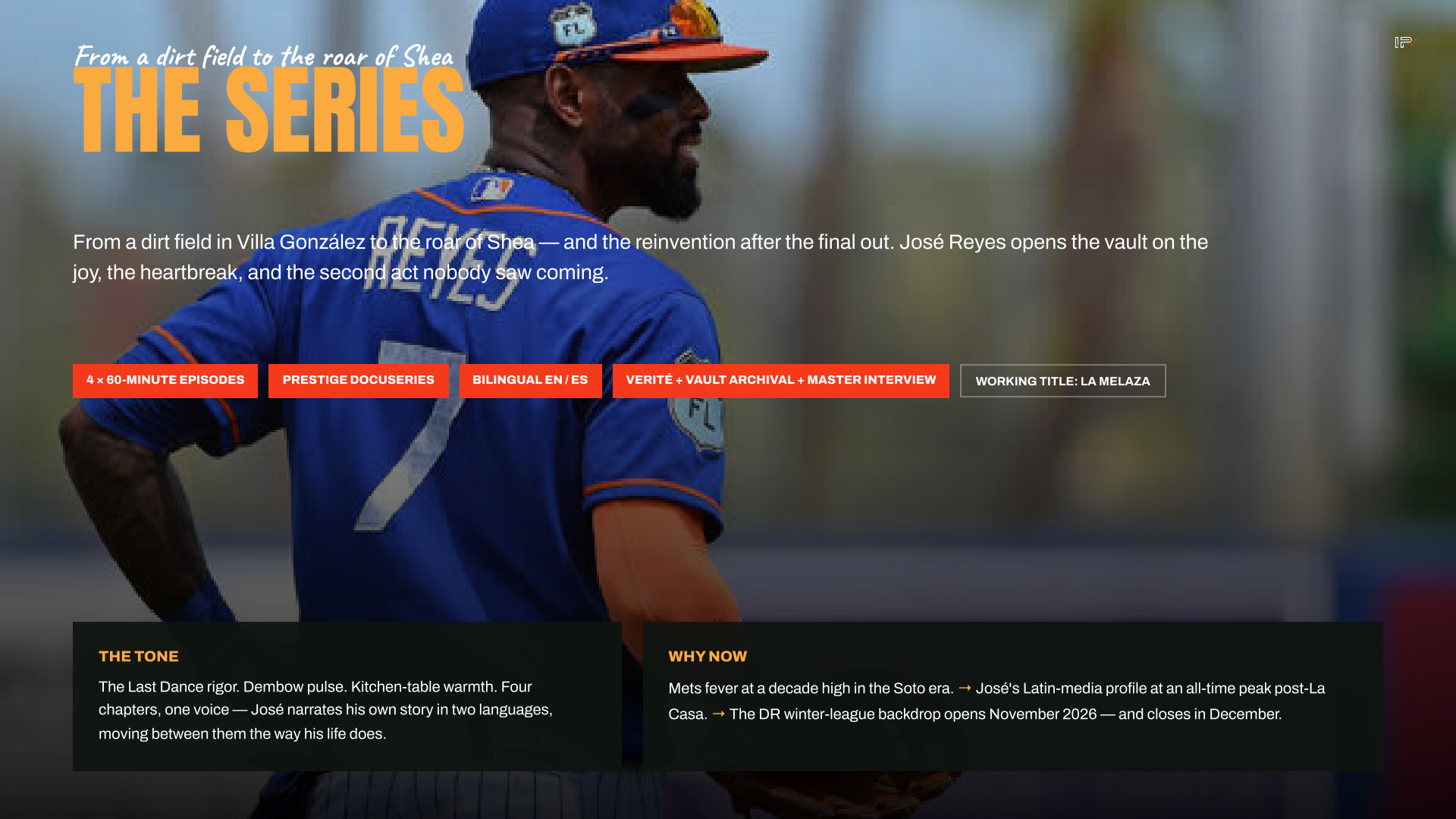
ALL-STAR

113

TRIPLES — METS FRANCHISE RECORD

16

MLB SEASONS

A background image of José Reyes, a former New York Mets player, seen from the back and slightly to the side. He is wearing a blue Mets jersey with the number 7 and his name 'REYES' on the back. He is also wearing a blue Mets cap with an orange brim. The background is a blurred stadium scene.

From a dirt field to the roar of Shea

THE SERIES

From a dirt field in Villa González to the roar of Shea — and the reinvention after the final out. José Reyes opens the vault on the joy, the heartbreak, and the second act nobody saw coming.

4 × 60-MINUTE EPISODES

PRESTIGE DOCUSERIES

BILINGUAL EN / ES

VERITÉ + VAULT ARCHIVAL + MASTER INTERVIEW

WORKING TITLE: LA MELAZA

THE TONE

The Last Dance rigor. Dembow pulse. Kitchen-table warmth. Four chapters, one voice — José narrates his own story in two languages, moving between them the way his life does.

WHY NOW

Mets fever at a decade high in the Soto era. → José's Latin-media profile at an all-time peak post-La Casa. → The DR winter-league backdrop opens November 2026 — and closes in December.

One life, four hours

FOUR EPISODES

Every episode cold-opens on **seven seconds** that changed his life — played three times: broadcast, family tape, and José's memory of it today.



101 VILLA GONZÁLEZ

A town, a broomstick, a bottle cap. Signed at 16 for next to nothing — the pipeline that builds shortstops, and the family that built this one.



102 SHEA

Debut at 19. Triples into the gap, Los Mets, 2006 heartbreak, the .337 crown — and the exit that broke Queens' heart.



103 EL VIAJE

Miami. Toronto. Colorado. Money, injuries, the fall from grace — and owning all of it. The 2016 return, and mentoring the next No. 7.



104 LA MELAZA

The stadium goes quiet; the studio gets loud. EL7 Music, family, the academy kids — and what a legacy sounds like.

Not a highlight reel

THE LOOK

DOMINICAN LIGHT

Honeyed, handheld, alive. Alexa 35 at golden hour, 96fps for vitilla caps and infield dirt. The DR is shot like memory: warm, saturated, close.

NEW YORK STEEL

Winter blues, long-lens compression, the 7 train rattling over Roosevelt Ave. Queens is shot like a cathedral — an empty Citi Field is our Sistine Chapel.

THE VAULT

4:3 archival, VHS family tape, tabloid back pages, 2006 broadcast grain. Archival is never wallpaper — it interrupts, argues, and answers the present.

SOUND & MUSIC

Score built from **EL7 Music** stems — José's own dembow and bachata catalog, deconstructed into percussion beds. Güira and tambora replace the sports-doc string section. Every act break lands on a needle-drop the partnership already owns: **cleared by design, monetized by the same 60/40.**

THE DEVICES

The Vault — a literal table. José and family lay hands on objects; the story runs from the object.

7 Seconds — the cold open, played three ways: broadcast, family tape, memory.

Vitilla — the street game threads all four hours, from Villa González to Corona.

Kickstarter + Netflix + Coinbase

THE MODEL

STUDIO X TOKENIZATION · V5 C-LIST TIER



\$MELAZA

01

LAUNCH

\$MELAZA goes live on the IPX bonding curve — SEC-compliant rails, custody and market making handled by IPX.

02

RAISE

Fans buy in. The curve closes at **\$5,543,500** — \$5.0M to production, \$543,500 to deal costs.

03

PRODUCE

Escrow funds before a single camera rolls. IPX Studios delivers all four episodes — crews, budget, post, delivery.

04

TRADE

The token lists on the exchange. Holders ride every window — premiere, OTT, merch, music — alongside José.

1B

\$MELAZA TOTAL SUPPLY

47%

CIRCULATING AT TARGET

53%

LOCKED UNDER TOKENOMICS

\$1.0M

MARKET-CAP TARGET

YOUR ECONOMICS

José's side of the V5 C-List model



OF ALL \$MELAZA SUPPLY

60%

600,000,000 tokens to José · 400,000,000 to IPX

TOKEN VALUE AT TARGET

\$1.21M

At the V5 market-cap target, net of 5% slippage

TOTAL YEAR-ONE PROCEEDS

\$1.30M

Token value + sponsorship share, before backend

COMPONENT

YEAR 1

Token value — $600M \times \$0.00212766 \times (1 - 5\% \text{ slippage})$

\$1,212,766

Sponsorship share — 60% of the \$150,000 project pool

\$90,000

Upfront guarantee — C-List tier trades guarantee for ownership

\$0

TOTAL YEAR-ONE TALENT PROCEEDS

\$1,302,766

YOU PUT IN THE STORY AND THE ACCESS. YOU PUT IN **ZERO CAPITAL**. PRODUCTION RISK SITS WITH IPX STUDIOS.

*Talent-side view per V5. IPX-side economics carried separately in the master model.
Token markets carry risk; figures are model outputs, not promises.*

YOUR 600,000,000 TOKENS IF \$MELAZA TRADES ABOVE THE V5
TARGET — NET OF 5% SLIPPAGE.

Illustrative, not projections

THE UPSIDE

IF \$MELAZA TRADES AT...	IMPLIED MARKET CAP	JOSÉ'S 600M TOKENS
1* THE V5 TARGET	\$1.0M	\$1,212,766
2*	\$2.0M	\$2,425,532
5*	\$5.0M	\$6,063,830
10*	\$10.0M	\$12,127,660

PLUS THE 60/40 BACKEND

C-List lifetime IP revenue potential per V5 IPX Studios assumptions: **3 OTT licensing windows** at \$1.5M each → **theatrical / event screenings** \$5.0M → **merchandise** \$0.5M.

Illustrative scenarios, not projections. Token markets carry risk; backend subject to distribution outcomes.

LIFETIME IP
POTENTIAL

\$10.0M

JOSÉ'S 60%
SHARE

\$6.0M

Founding-talent terms

THE PARTNERSHIP



JOSÉ REYES – 60%

600,000,000 \$MELAZA

IPX – 40%

400,000,000

JOSÉ BRINGS

THE STORY & THE VAULT

Family archive, never-digitized footage, the truth about the fall as plainly as the rise.

ACCESS

Family, Villa González, teammates, the winter-league world, the academy.

PROMOTION

Mets nation, the Dominican diaspora, Latin music — three audiences, one voice.

THE CATALOG

EL7 Music tracks scored into the series — cleared inside the partnership.

IPX DELIVERS

100% OF PRODUCTION

IPX Studios — crews, budget, post, finishing, delivery on streamer spec.

100% OF FINANCING

\$5.0M fully funded from the \$MELAZA raise, escrowed before principal photography.

TOKEN LAUNCH & COMPLIANCE

SEC-compliant rails, custody, market making, holder communications.

DISTRIBUTION

OTT licensing sales, the Citi Field premiere event, merch and music extensions.

NO CAPITAL FROM TALENT → NO PRODUCTION LIFT → MAJORITY OWNERSHIP → 100% CREATIVE CONTROL STAYS WITH JOSÉ

Greenlight to delivery

PRODUCTION

12 PILOT DAYS

NOV 16–27, 2026

4 NY · 7 DR · 1 TRAVEL

AUG-SEP '26

DEVELOPMENT

Deal close, archive audit, DR prep trip, permits filed, venue asks.

OCT '26

TOKEN LAUNCH

\$MELAZA raise closes at \$5,543,500. Escrow funds — greenlight gate.

NOV '26-FEB '27

PHOTOGRAPHY

Pilot NY + DR blocks; EPs 102–104 roll on the same spine.

JAN-MAY '27

POST & FINISH

Archival conform, EL7 score, 4K HDR, 5.1, EN/ES subtitle masters.

Q3 '27

PREMIERE & SALES

Citi Field event screening, then the OTT licensing market.

CITI FIELD

Empty-house hero unit — dugout, home plate, 2011.

CORONA, QUEENS

The 7 train, Roosevelt Ave, the barbershop debate

LONG ISLAND

Family verité — the cage, the trophy room, the studio door

VILLA GONZÁLEZ

Dawn cold open, homecoming drive, the first field

ESTADIO CIBAO

Águilas night — tunnel, box, crowd, foul-line hero frame

METS ACADEMY

Boca Chica — José addresses the 16-year-old signees

PRODUCTION BUDGET — FULLY FUNDED FROM THE RAISE

\$5.0M

EP101 VILLA GONZÁLEZ

\$1.43M

EP102 SHEA

\$1.23M

EP103 EL VIAJE

\$1.06M

EP104 LA MELAZA

\$1.10M

NOT A DOLLAR FROM JOSÉ. NOT A DOLLAR FROM A NETWORK. **THE FANS FUND IT — AND OWN IT WITH HIM.**

Layered distribution

ROLLOUT



WINDOW 01	CITI FIELD PREMIERE <i>Token-holder priority</i>	An event screening in Queens — the first crowd in history that owns the film it's watching. Lights on, one more time around the bases.
WINDOW 02	OTT LICENSING <i>\$1.5M baseline</i>	First streaming window at the V5 C-List baseline. The bilingual cut widens the buyer pool on both sides of the market.
WINDOW 03	SECOND & THIRD <i>LatAm & Caribbean</i>	Domestic re-license plus LatAm / Caribbean territories. Winter-league timing aligns the DR window with the season.
WINDOW 04	MERCH + MUSIC <i>The EL7 soundtrack</i>	Capsule drop and the soundtrack album. Every extension feeds the same 60/40 backend — nothing bolted on, nothing leaking out.

EVERY WINDOW FEEDS THE TOKEN. **EVERY HOLDER FEELS THE WIN.**

José Reyes on the IPX platform

UNLOCKS

FANS BECOME TOKEN HOLDERS → HOLDERS PROMOTE → PROMOTION DRIVES REVENUE → REVENUE DRIVES TOKEN VALUE → VALUE DRIVES DEMAND

JOSÉ: 100% IP + CREATIVE CONTROL

Tokenization monetizes economics only. Ownership, rights, final cut and narrative control stay entirely with José — including how the 2016 chapter is told.

LIQUIDITY WITHOUT SELLING THE VAULT

Access value from the story now while keeping the long-term upside — no library sale, no life-rights buyout, no network taking the negative.

FANS BECOME LONG-TERM STAKEHOLDERS

Queens, the diaspora and the dembow audience turn into economic participants — upside as a thank-you for twenty years of singing his name.

WATCH PARTIES, VINYL, VITILLA NIGHTS

Token-gated screenings, EL7 master-stamped vinyl, DR trip drawings and academy access — an owned relationship that no algorithm sits between.



WHY IPX

The Exchange for Intellectual Property — a fully integrated platform that creates, scales and monetizes IP across content, creators, brands and experiences. Fractional ownership on real, SEC-compliant rails: ownership, not just access.

76

TALENT DEALS MODELED FOR FY2026 ACROSS A/B/C TIERS (V5)

\$5.5M

RAISED PER C-LIST PROJECT ON THE BONDING CURVE

60/40

FOUNDING-TALENT TERMS — RESERVED FOR FIRST MOVERS

Built by creators. Backed by culture.

STUDIO X

Original content ideation, production, packaging & distribution — the arm that makes [La Melaza](#).

CULTURE X

Agency arm integrating every IPX service — reduce friction, maximize success.

LIVE X

Live broadcast & event engine — the Citi Field premiere and the watch parties.

CREATOR X

Influencer marketing creation, monetization & analytics across the diaspora.

EXCHANGE

A tokenized exchange for intellectual property — where \$MELAZA lists and trades.

POD X

Podcast incubation, production, distribution, management & monetization.

BRAND X — SPONSORSHIP MARKETPLACE BRINGING ACCESS & TRANSPARENCY TO DEALS

Three moves

THE ASK

01

SIGN THE LOI

60/40 founding-talent partnership — in José's favor. Majority ownership of the token and the IP backend.

02

OPEN THE VAULT

Archive, access and the calendar: twelve pilot days, Nov 16–27, across Queens and the Cibao.

03

LAUNCH \$MELAZA

Q4 2026 on the IPX bonding curve. The raise closes, escrow funds, and cameras roll in November.

LET'S MAKE QUEENS AN OWNER.

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IPX — THE EXCHANGE FOR INTELLECTUAL PROPERTY
JULY 2026 · CONFIDENTIAL — SAMPLE MATERIALS FOR NEGOTIATION