

UNCAGED

BY JAY RICHARDSON

LIFE IS
A GAME





Synopsis

A young NIL student-athlete, David, grapples with anxiety, identity, and survivor's guilt, as he navigates the hidden costs of success. Through a symbolic therapy session, the film reveals the mental strain of balancing opportunity with overwhelming pressure.





Proof of Concept Purpose

Themes Expansion:

Uncaged opens the door to deeper explorations of social pressures and identity. David's journey in the short film serves as a mirror to the struggles faced by many in today's high-stakes, hyper-visible culture. With fame and societal expectations acting as invisible cages, "Uncaged" introduces the psychological cost of success. **PER-SPEC-TIVE** will take these themes further, examining how various characters confront their own "cages"; from public scrutiny to personal insecurities, and the constant battle to stay authentic in an industry designed to strip that away.

Series Connection:

PER-SPEC-TIVE sets the stage for David's ongoing journey as he encounters others facing their own internal conflicts. Each new character he crosses paths with is battling their own "cage," and the series will explore these multi-dimensional struggles through deeply personal character studies. By leveraging the inclusion of modern digital celebrities from the social media and streaming world, **PER-SPEC-TIVE** will weave a rich narrative tapestry of self-discovery and growth, highlighting how fame, social dynamics, and hidden traumas shape the lives of those navigating today's hyper-visible world.

Director's Statement

"Uncaged" is a deeply personal journey, inspired by Jay's experiences as a student-athlete navigating mental health challenges. Growing up, I was among the few to make it out, yet faced immense pressure, survivor's guilt, and the loss of friends to violence. Therapy opened his eyes to the isolation I'd long buried beneath his achievements.

This film sheds light on the silent battles of young athletes, especially those under the pressures of NIL deals. Through themes of identity and resilience, "Uncaged" explores the often-overlooked mental health struggles in sports.

To convey this, I leaned on intimate close-ups and contrasting wide shots to highlight the protagonist's internal struggle, using symbolic details like the cold-to-warm color palette shift. I hope "Uncaged" resonates with anyone who has faced their own shadows, finding strength in vulnerability.

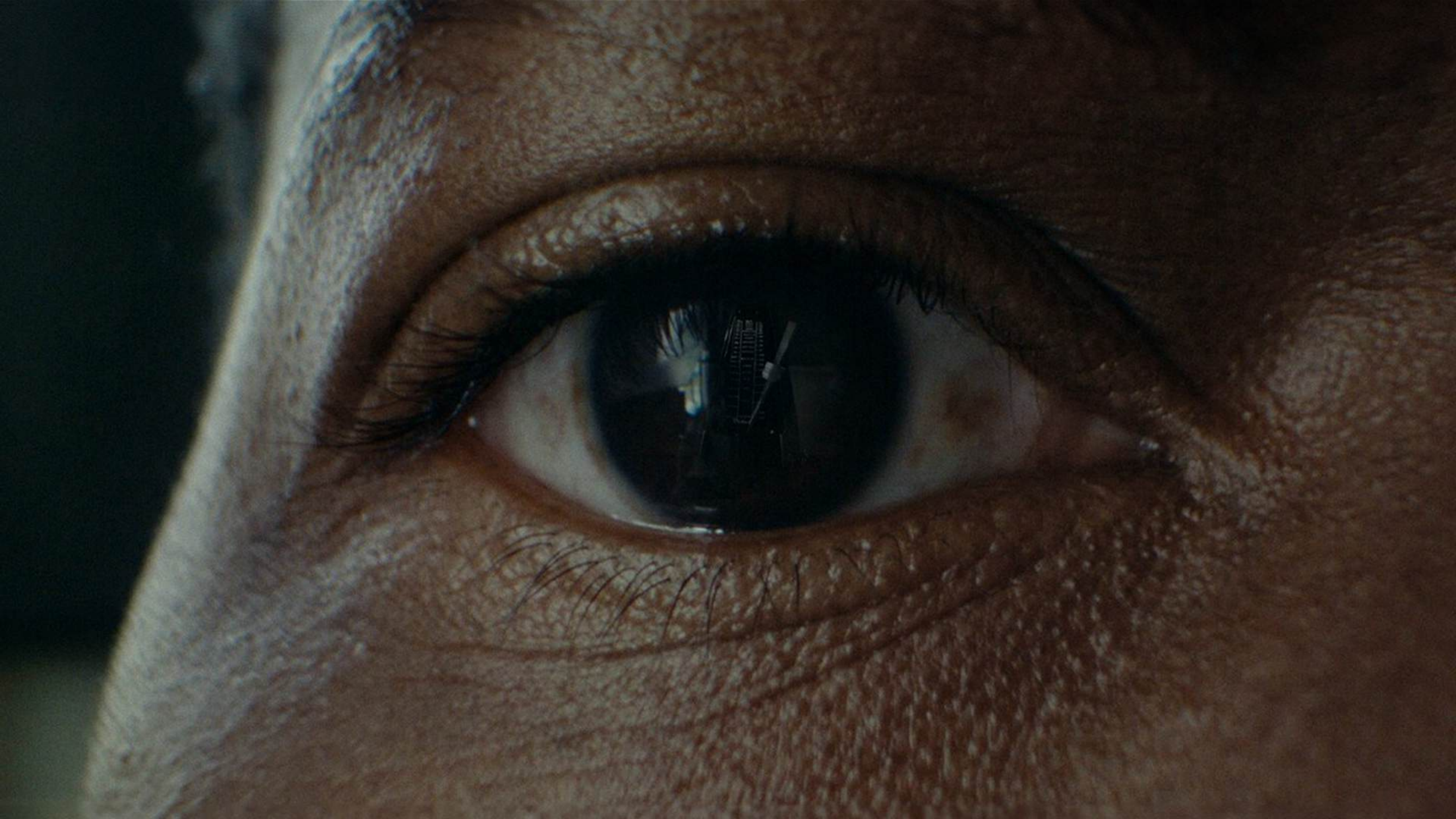


Inspiration Behind the Story

The basketball scene in *Uncaged* isn't just a moment, it's a memory, pulled from the rawest chapter of Jay's life. After the funeral of his childhood friend Montrell, the one who first taught me the game, a few of us gathered on the court, wearing our RIP shirts, trying to process what had just happened. We weren't just playing; we were wrestling with the question of *why him and not us*.

In *Uncaged*, this scene mirrors David's internal battle, echoing the survivor's guilt, strained friendships, and the unshakable feeling of being trapped between what's lost and what's left.





DAVID

An ambitious NIL student-athlete, carries the weight of expectations, not just his own, but those of his entire community. As one of the few to escape his environment, he's burdened with survivor's guilt and the trauma of losing close friends to violence, particularly his best friend, Trey. This loss haunts him, symbolizing the pressures and personal costs behind his success. In "Uncaged," David's journey unfolds in a silent battle between his external achievements and internal struggles, caught in the tension of who he is versus who he's expected to be.

Through minimal dialogue and expressive physicality, David's character reflects the universal conflict of identity in the face of success. Vivid metaphors, a caged bird, a relentless metronome; reveal the mental strain he faces as he fights to "break free" from the constraints of fame and self-doubt. David's story serves as the emotional core of "Uncaged," inviting viewers to witness the raw vulnerability behind his resilience.

With "Uncaged" as the foundation of his journey, David's story will continue to evolve in PER-SPEC-TIVE, where his interactions with others in the industry reveal how everyone faces their own internal "cages." His character embodies the struggle for authenticity and freedom in a world that often imposes limits, both seen and unseen.







Jay “JVY” Richardson

a self-taught multidisciplinary artist.

Raised in Philadelphia, Jay escaped his challenging environment through basketball and YouTube, where he taught himself graphic design. While pursuing a degree in film and media, he launched "Ammo Stilo" to showcase his skills in art direction, design, and film/photography. His mantra, "LIFE IS ONLY UNDERSTOOD BACKWARDS," drives his unconventional creativity, fueling his upcoming film and art projects.

Known for his quiet presence but loud impact, Jay became the creative director for FaZe Clan in 2022, where his innovative designs, like FaZe's first Disney capsule, "Mickey on the Grid," feature his signature green accents and introspective themes. He has collaborated with Nike, Adidas, Porsche, and Roc Nation, infusing his unique



Film Credits

Written, Directed & Produced by

Jay “JVY” Richardson

Starring

Antwone Barnes
Travoye Joyner
Steven Hart

Produced

Randy Baptista

Executive Produced

Richard “FaZe Banks” Bengston

Director Of Photography

Mike Long *(LA)*
Collin Welch *(PHILA)*

Edited by

Ben Moore
Michael Rothermel

Original Music by

James Saint Forte

Additional Sound by

Paul Myzia
Berg & Dahl Audio

Sound Mix

Michael Rothermel

Assistant Director

Tayler Nash

Production Designer

Natalia Luna

Costume Designer

Adam Lambert

Wardrobe Stylist

Devon Milan

VFX by

Ben Morse
Talha R.

Colorist

Wade Odlum

Cast

Nasir Lee-Washington
Abdrahman Coulibaly

Script Consultant

Charles Spano

Los Angeles Crew

1st AC

Bryce Souriall

Gaffer

Evan Croker

Key Grip

Mason McLaury

BBE

Julian Ross

BBG

Connor Vickers

Sound Op

Mario Torres Torres

PA

Cale Hawkins
Abdul Shakir

Philadelphia Crew

1st AC

Darby Irrgang

2nd AC

Tyler Nelson

Gaffer

Jon Barden

Key Grip

Dan Brady

Best Boy Swing

Hai Nguyen

Sound Op

Joey Defano

Special Thanks

Robert Green
Trebor Adams
Philadelphia School District
Samir Hernandez

Executive Producer

Richard “FaZe Banks” Bengston

Banks is a leading figure in digital culture and co-founder of FaZe Clan, transforming the gaming and digital creator landscape, turning FaZe into a global powerhouse that bridges gaming, lifestyle, and pop culture.

Banks connection to *Uncaged* runs deep. He’s been a mentor throughout Jay’s journey at FaZe, witnessing the film’s transformation from concept to powerful story. With his unique ability to bridge traditional media and emerging technologies, Banks brings unparalleled expertise and influence, making him a pivotal voice across diverse audiences.

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Influence: As one of the few traditional media figures to champion cryptocurrency, Banks plays a pivotal role in merging digital culture with the crypto market. His position allows him to advocate for and elevate innovative projects, setting trends at the intersection of gaming, crypto, and digital media.





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