

# WAXFEED

## COLLEGE RADIO PARTNERSHIP

Q1 2026

## THE PROBLEM

# College radio is invisible.

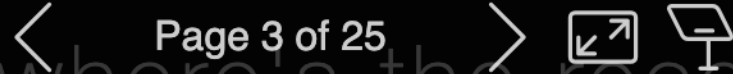
DJs discover artists before anyone. But there's no proof.



## THE TRUTH

Every college radio DJ has said:

**"I played them  
before they blew  
up."**

But  where's the receipt?

## THE OPPORTUNITY

# 1,400

college radio stations in the US

100,000+ DJs. Zero platform to prove their taste.



INTRODUCING

# WAXFEED

Letterboxd for music.

Review albums. Follow friends. Prove your taste.



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FOR COLLEGE RADIO

# FIRST SPIN

Prove you called it first.



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## HOW IT WORKS

1. — Your DJs review albums on Waxfeed
2. — They're timestamped — position recorded
3. — Album later trends or charts
4. — DJs who reviewed early get **badges**

Your station's taste becomes provable.

## FIRST SPIN BADGES



GOLD SPIN

First 10 reviewers



SILVER SPIN

First 50 reviewers



BRONZE SPIN

First 100 reviewers

Retroactive rewards. Your early calls are tracked forever.



## TASTEMAKER SCORE

Your aggregate taste credential.

$$\text{SCORE} = (\text{Gold} \times 10) + (\text{Silver} \times 5) + (\text{Bronze} \times 2)$$

Station totals create leaderboards.

# STATION LEADERBOARDS

## IVY LEAGUE TASTEMAKER RANKINGS — WINTER 2026

#	WBRU — BROWN	847
1		
#	WPRB — PRINCETON	712
2		
#	WHRB — HARVARD	698
3		
#	WVBR — CORNELL	623
4		

WHY COMPETE?

**"Our station is  
ranked #3 in the Ivy  
League."**

Now there's something to fight for.

FOUNDING STATION PROGRAM

# First 50 stations

Permanent premium benefits.

Free forever. First mover advantage.

## WHAT FOUNDING STATIONS GET

- **Verified Station Profile** — credibility marker
- **Station Dashboard** — team stats and analytics
- **All DJ Badges** — verified DJ status
- **Leaderboard Position** — conference rankings
- **API Access** — export to station website
- **Priority Support** — direct line to founders

\$0/month. Forever.

## FOR YOUR DJS

### PROFILE

Verified DJ badge

Personal Tastemaker Score

Review history

### DISCOVERY

Trending predictions

Early access features

First Spin tracking

## FOR YOUR STATION

### **ANALYTICS**

Team review velocity  
Badge distribution  
Genre coverage

### **CREDIBILITY**

Provable taste  
Conference rankings  
Artist discovery claims

## THE VIRAL MECHANIC

1. — DJ gets Gold Spin badge
2. — Posts to Twitter: **"Just got my 5th Gold Spin"**
3. — Music Twitter: **"What's a Gold Spin?"**
4. — They sign up
5. — Your station gets credit

Your DJs become the marketing.



WHAT WE ASK

**Your DJs review  
albums.**

That's it. They're probably doing it already.

## THE COMMITMENT

- Onboard your DJ staff to Waxfeed
- Encourage album reviews (not mandatory)
- Share station achievements
- Provide feedback on product

We build for you. You help us grow.

# TIMELINE

## JANUARY

Founding stations onboard  
Station dashboards live  
DJ verification

## FEBRUARY

Conference leaderboards  
First competitions  
Public launch

## WHO'S IN

**50**

FOUNDING SPOTS

**12**

CLAIMED

**38**

REMAINING

Spots fill fast. First come, first served.

WHY NOW

**"First station in  
your conference to  
join."**

Bragging rights are permanent.

## THE VISION

College radio discovers artists.  
Waxfeed proves it.

You break the music. We timestamp the receipts.

## NEXT STEPS

1. — **Confirm interest** — reply to this deck
2. — **Station onboarding call** — 30 min setup
3. — **DJ accounts created** — same day
4. — **You're live** — start building your score

# CONTACT

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# WAXFEED

YOUR STATION'S TASTE — PROVEN