

JON'S MIND IS DONE

The Complete Arsenal to Win WBRU

Created: January 15, 2026

Mission: Make Jon Klein reconsider what business execution looks like

Status: READY FOR WAR



THE OBJECTIVE

"These people aren't pitching. They're building. The train is moving. I need to get on."

— What Jon Klein will think

DOCUMENTS IN THIS FOLDER

Strategic Documents (What Jon Sees)

#	Document	Purpose	Pages
1	WAXFEED_GROWTH_PATHS.pdf	5 specific growth paths with metrics	~20
2	WAXFEED_COMPETITIVE_ANALYSIS.pdf	Why we win vs RYM, Last.fm, Spotify	~15
3	WAXFEED_3_CRITICAL_FIXES.pdf	Framing + Onboarding + 500 users plan	~25
4	WAXFEED_MASTER_TODO.pdf	Complete todo list, shows organization	~20

Technical Documents (For Execution)

#	Document	Purpose	Lines
5	WAXFEED_ONBOARDING_IMPLEMENTATION.md	Full spec for building onboarding	1,737
6	CD_PERSONA.md	The intelligence that created all this	600

Markdown Versions (For Editing)

All PDFs have corresponding `.md` files for editing and updates.

🎯 THE ATTACK PLAN

PHASE 1: DOCUMENTS HE'LL SEE

Document	Status	What It Proves
Growth Paths	✓ DONE	We have 5 specific, logical, feasible paths
Competitive Analysis	✓ DONE	We understand the market better than anyone
Unit Economics	🔴 TODO	The model is sustainable
Risk Register	🔴 TODO	We've thought of everything

PHASE 2: EXECUTION HE'LL SEE

Action	Status	What It Proves
New framing live	🔴 DO TONIGHT	We act immediately
Taste cards being shared	🔴 BUILD IN 24 HRS	Viral mechanics work
100+ users in 48 hours	🔴 EXECUTE	Momentum, not talk
Complete documentation	✅ DONE	Professional operation

PHASE 3: THE PSYCHOLOGICAL WIN

When Jon sees: 1. New framing already live on the site 2. Taste cards already being shared on Twitter 3. 100 users already signed up 4. Documentation more thorough than companies 10x our size

He will think:

"I've seen a thousand pitches. I've never seen execution like this. These people are operating at a different level. The train is moving. I need to get on before it leaves."

EXECUTION CHECKLIST

TONIGHT (Before You Sleep)

- [] Update homepage title → "Discover music & friends tailored to you"
- [] Update Twitter/IG bios → New framing
- [] Send 30 personal texts → Start user acquisition
- [] Draft 5 Twitter posts → Ready for tomorrow
- [] Draft Reddit post → Ready for launch

TOMORROW (Day 1)

- [] Start taste card generator → Priority build
- [] Post WBRU Instagram story → First public push
- [] Set up Mixpanel → Track everything
- [] Create 10-slide Jon deck → Presentation ready

THIS WEEK (Days 2-7)

- [] **Complete onboarding MVP** → Ship the dopamine flow
 - [] **Launch Reddit post** → r/indieheads, r/hiphopheads
 - [] **Twitter blitz** → Daily content
 - [] **Hit 500 users** → The goal
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METRICS TO HIT

Metric	Target	Timeline	Status
Users	100	48 hours	●
Users	500	7 days	●
Taste cards shared	50	7 days	●
Twitter followers	500	7 days	●
Onboarding completion	70%	Week 2	●

DOCUMENTS STILL NEEDED

Document	Priority	Owner	ETA
UNIT_ECONOMICS.md	● P1	Theo	3 days
RISK_REGISTER.md	● P1	Theo	3 days
RETENTION_PLAYBOOK.md	● P1	Theo	5 days
10_SLIDE_DECK.pdf	● P0	Theo	Tomorrow
ONE_PAGER.pdf	● P0	Shadrack	2 days

WHAT TO SAY TO JON

The Opening

"Jon, you asked about growth paths. We went home, documented 5 specific paths with metrics, built out the competitive analysis, created a complete technical spec for the onboarding you asked about, and started acquiring users. Here's where we are."

The Close

"The question isn't whether WaxFeed will work. We're already proving it. The question is whether WBRU wants to be the founding partner on this train or watch it leave."

If He Pushes Back

"We understand you need to see traction. That's why we're not waiting for funding. We're building now. By the time contracts are signed, we'll have users, retention data, and a working product. Your investment de-risks immediately."

FOLDER STRUCTURE

```
JONS_MIND_IS_DONE/
├── 00_ROADMAP.md          ← YOU ARE HERE
├── CD_PERSONA.md          ← The intelligence
│
│   └── WAXFEED_GROWTH_PATHS.md    ← 5 growth paths
│   └── WAXFEED_GROWTH_PATHS.pdf
│
│   └── WAXFEED_COMPETITIVE_ANALYSIS.md  ← Why we win
│   └── WAXFEED_COMPETITIVE_ANALYSIS.pdf
│
│   └── WAXFEED_3_CRITICAL_FIXES.md      ← His 3 concerns solved
│   └── WAXFEED_3_CRITICAL_FIXES.pdf
│
│   └── WAXFEED_MASTER_TODO.md        ← Complete todo list
│   └── WAXFEED_MASTER_TODO.pdf
│
└── WAXFEED_ONBOARDING_IMPLEMENTATION.md  ← Tech spec (1,737 lines)
```

⌚ TIMELINE TO VICTORY

- TODAY (Jan 15)**
- └─ Documents complete
 - └─ Ship title change
 - └─ Send personal texts
 - └─ Draft social posts

- TOMORROW (Jan 16)**
- └─ Start taste card build
 - └─ WBRU social push
 - └─ Set up analytics
 - └─ Create Jon deck

- DAY 3–4 (Jan 17–18)**
- └─ Reddit launch
 - └─ Twitter blitz
 - └─ Hit 100 users
 - └─ Onboarding MVP

- DAY 5–7 (Jan 19–21)**
- └─ Campus activation
 - └─ TikTok content
 - └─ Hit 500 users
 - └─ Schedule Jon meeting

- NEXT WBRU MEETING**
- └─ 500+ users
 - └─ Taste cards viral
 - └─ Complete docs
 - └─ Presentation ready
 - └─ Jon's mind = DONE

🏆 THE WIN STATE

When you walk into the next WBRU meeting:

Element	Status
500+ users on WaxFeed	<input checked="" type="checkbox"/>
Taste cards being shared organically	<input checked="" type="checkbox"/>

Element	Status
Onboarding with dopamine science	✓
5 documented growth paths	✓
Competitive moat articulated	✓
Risk register showing preparation	✓
Unit economics proving sustainability	✓
Professional presentation	✓

Jon Klein's thought:

"I've been in media for 30 years. I've never seen a team execute like this. They came with questions, left with answers, built overnight, and already have users. This is the team I want to back."

THE FINAL WORD

This folder contains everything you need to win.

The documents prove you think at a higher level. The execution proves you're not just talkers. The momentum proves the opportunity is real.

Jon Klein doesn't invest in ideas. He invests in execution.

Show him execution so overwhelming that he questions what's possible.

"The best pitch is not a pitch. It's a train already moving."

"Jon's mind isn't being changed. It's being done."

— CD