

Email Draft to Peter

Re: Waxfeed Campaign Funding

Subject: Waxfeed Marketing Campaign — Funding & Structure

Hey Peter,

Hope you're doing well. Following up on our conversation with the WBRU consultant about the marketing campaign for Waxfeed.

I've put together a campaign plan (attached) for a Q1 2025 launch. The budget I'm proposing is \$10K:

- \$2K builder stipend
- \$8K advertising (Instagram, Reddit, TikTok)

For structure, I think the cleanest approach is a **grant or sponsorship** — WBRU provides the funding, gets recognition as a "Founding Partner," and we keep things simple. No equity, no complex legal docs. Just a straightforward MOU.

This makes sense because:

- We're actively in conversations with VCs, so keeping the cap table clean matters
- \$10K is really marketing spend, not investment-sized
- WBRU still gets the cultural alignment and PR value from the partnership
- We can move fast and launch in January

If WBRU is interested in taking an actual ownership stake, that's a bigger conversation that would involve different terms and a larger commitment. Happy to loop in Theo and discuss if that's something you want to explore, but it would be separate from the campaign funding.

Let me know your thoughts. I've attached the full campaign plan, a one-pager summary, and a short doc on the partnership structure.

Best,
Shadrack

Attachments:

1. Waxfeed Campaign Plan (campaign-plan.pdf)
2. Campaign One-Pager (one-pager.pdf)
3. Partnership Structure (ownership-analysis.pdf)