

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"**

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.

FOR COLLEGE RADIO

FIRST SPIN

Prove you called it first.

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
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WHY COMPETE?

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

"

"

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

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 DJ becomes the marketing

WHAT WE ASK

**Your DJs
review
albums.**

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

■ ■ ■

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