

# WAXFEED

LETTERBOXD FOR MUSIC

2025

THE OPPORTUNITY

\$0

spent on social music discovery

Film has Letterboxd. Books has Goodreads. Music has nothing.

THE GAP

# LETTERBOXD

15M+ users — \$10M+ revenue

No equivalent exists for music

## WHAT EXISTS

- **Spotify**— streaming, no community
- **RateYourMusic**— archaic UX, no social
- **Last.fm**— dead product, scrobbles only
- **Apple Music**— playlists, no reviews

None let you review, rate, and discover through friends

THE INSIGHT

**Friends > Algorithms**

Letterboxd proved this for film

**WAXFEED**

## THE PRODUCT

Review albums. Follow friends.  
Discover music through taste.

# HOME FEED

7,932

Albums

2

Reviews

2

Users

A social music review platform. Rate albums, build lists, discover new music through friends.

## Top Albums

View All →



The Life of a Showgirl  
Taylor Swift



I'm The Problem  
Morgan Wallen



KPop Demon Hunters (...  
KPop Demon Hunters ...



LUX  
ROSALÍA



The Art of Loving  
Olivia Dean



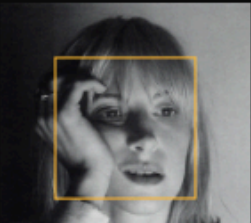
Man's Best Friend  
Sabrina Carpenter



SOS  
SZA



AM I THE DRAMA?  
Cardi B



## Recent Reviews

View All →



shadrack 10 minutes ago

AM I THE DRAMA? — Cardi B

latto better

0 0 replies View →

0.0



shadrack 1 day ago (edited)

The Life of a Showgirl — Taylor Swift

bullshit

0 0 replies View →

5.0



## THE CORE LOOP

### LISTEN

Stream anywhere

Find on Waxfeed

### DISCOVER

See friends' reviews

Find new favorites

### REVIEW

Rate 0–10

Write your take

### CONNECT

Build taste profile

Earn reputation



WAX

SOCIAL CURRENCY

Give wax to great reviews.  
Earn wax for taste.

Reputation system that rewards quality



THE MARKET

616M

paid streaming subscribers

All want to share their taste

## TARGET USER

The music person in every friend group

- Active Letterboxd user
- Curates playlists for friends
- Posts album recs in group chats
- No platform exists for this

MOAT

# SOCIAL GRAPH + TASTE DATA

Once friends are here, you stay

## BUSINESS MODEL

### FREE

Review albums

Follow friends

Basic lists

### PRO — \$5/mo

Advanced stats

Custom profiles

Premium wax



# TECH

## FRONTEND

Next.js 15

React 19

Tailwind CSS

Spotify API — Genius API

## BACKEND

Prisma ORM

PostgreSQL

NextAuth.js



## THE VISION

The canonical place to discuss,  
rate, and discover music

Like Letterboxd owns film discourse

THE ASK

**Join early.  
Shape the culture.**

The music community we deserve

# WAXFEED

YOUR TASTE — YOUR FRIENDS — YOUR FEED

# FIN

*"MUSIC SOUNDS BETTER WITH FRIENDS"*

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