

WAXFEED

COLLEGE RADIO PARTNERSHIP

Q1 2026



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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.



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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YOUR STATION'S TASTE – PROVEN