

# 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

 **WAXFEED**

Search albums, users, lists...

Home Trending Lists **Sign In**

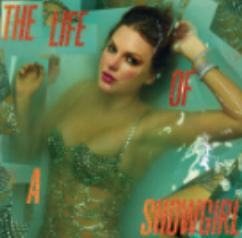
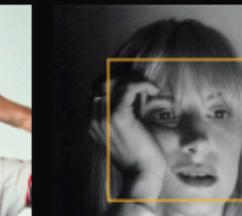
**7,932**  
Albums

**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
 Morgan Wallen	 No Labels Part II	 22 Arctic Monkeys	 Haim

**Recent Reviews** [View All →](#)

 <b>shadrack</b> 10 minutes ago AM I THE DRAMA? — Cardi B latto better 0 replies View →	<b>0.0</b>
 <b>shadrack</b> 1 day ago (edited) The Life of a Showgirl — Taylor Swift bullshit 0 replies View →	<b>5.0</b>

## THE CORE LOOP

### **LISTEN**

Stream anywhere

Find on Waxfeed

### **REVIEW**

Rate 0–10

Write your take

### **DISCOVER**

See friends' reviews

Find new favorites

### **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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