

POLARITY LAB

SERIES SEED

Q1 2026

THE SECRET

Your music taste is
a cognitive
fingerprint.

We built the system to prove it.

THE THESIS

Music preference correlates with cognitive architecture.

The same neural networks that shape how you think shape what you listen to. This isn't speculation – it's measurable.

TWO PATENTS. 23 CLAIMS.

Conversational Connectomics (CX)

A framework for extracting cognitive signals from natural language. Patent-pending methodology for mapping minds through conversation.



THE INSIGHT

Spotify has 616 million listeners.
They know what people play.
They don't know why.

We do.



THE ARCHITECTURE

BRAINID

Cognitive fingerprint

Personality + processing style

Extracted from natural language

Powers Polarity app

TASTEID

Music listening signature

7 cognitive networks mapped

20+ behavioral patterns

Powers Waxfeed

Two views of the same underlying system.



THE YEO 7-NETWORK MODEL

NETWORK	COGNITIVE FUNCTION	MUSIC BEHAVIOR
Default Mode	Self-reflection	Comfort listening
Frontoparietal	Executive control	Discovery patterns
Limbic	Emotion processing	Intensity preference
Dorsal Attention	Focus	Deep listening
Ventral Attention	Salience	Trend responsiveness
Somatomotor	Physical experience	Rhythm preference
Visual	Aesthetic processing	Production complexity

WHAT WE MEASURE

TASTE CONSOLIDATION

How stable is preference over time?

Drift rate and anchor albums

Genre exploration patterns

POLARITY SCORE 2.0

Multi-factor taste signature
Network activation weights
Predictive validity: $r > 0.7$

THE PRODUCTS

WAXFEED

MUSIC TASTE
PLATFORM

POLARITY

AI EXOCORTEX

AVDP

INTERVIEW ARCHIVE

Each product generates data. Data feeds research. Research produces IP.

THE FLYWHEEL

Products generate behavioral data

Data enables research papers

Papers produce patents and credibility

Credibility attracts users and funding

Users generate more data

Self-reinforcing loop.

WAXFEED

The consumer layer.

THE GAP

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

616 million streaming subscribers. Zero places to prove what
they know.

THE MECHANISM

FIRST SPIN

Review an album within the first 100 reviews. If it trends, you get credit forever. Your taste becomes verifiable.

FIRST SPIN BADGES

1-10

GOLD SPIN

11-50

SILVER SPIN

51-100

BRONZE SPIN

Review position is locked. Badges are retroactive when albums cross 100 reviews.

TASTEID IN WAXFEED

Every review calibrates the model.

- Rating + review text = cognitive signal
- Network activation inferred from language
- Taste profile updated continuously
- Matching algorithm improves with scale

Users see "TasteID." We see cognitive data.

MONOPOLY CHARACTERISTICS

PROPRIETARY TECHNOLOGY

CCX framework (patented)

TastelD algorithm

BrainID correlation model

Polarity Score 2.0

NETWORK EFFECTS

More reviews = better matching

Better matching = more users

More users = more data

More data = better research

MONOPOLY CHARACTERISTICS (2)

ECONOMIES OF SCALE

Software marginal cost: ~\$0
Each review adds data value
Research compounds over time
Patent portfolio appreciates

BRAND

"Prove your taste"
Brutalist aesthetic
Anti-algorithm positioning
Research credibility

Four characteristics of monopoly. We have all four.

THE MOAT DEEPENS DAILY

Every review adds:

- Cognitive signal to research corpus
- TastelD calibration data
- Social proof for discovery
- Network value for the reviewer

Switching cost = losing your entire taste history + cognitive profile.

REVENUE MODEL

CONSUMER (WAXFEED)

Waxfeed+ \$4.99/mo (92% margin)

Station Plan \$19.99/mo (95% margin)

Wax Pax \$0.99-\$24.99 (90% margin)

ENTERPRISE (FUTURE)

Artist verification \$9.99/mo

Label analytics \$99/mo

API licensing (usage-based)

Research partnerships

UNIT ECONOMICS

METRIC	VALUE	RATIONALE
Blended ARPU	\$4.50/mo	Mix of subs + transactions
Gross margin	90%+	Software economics
CAC (organic)	\$0.50	College radio channel
CAC (paid)	\$3.20	Instagram/TikTok
LTV	\$54	12-month retention
LTV/CAC	17-108x	Channel dependent

DISTRIBUTION: POWER LAW

College Radio

1,400 stations. 100,000+ DJs. They review constantly. One channel will drive 80% of growth.

WHY COLLEGE RADIO

They're our PowerSellers.

- **High velocity** – DJs review 10+ albums/week
- **Competition** – stations want to out-rank each other
- **Influence** – they actually break artists
- **Dense network** – 50 stations = 500 users overnight

PayPal found eBay sellers. We found college radio.

THE TEAM

THEODORE ADDO

Co-founder
Neuroscience PhD
(expected)
CCX framework
architect

SHADRACK ANNOR

CEO / Product
Brown CS '27
Platform + BrainID

NATHAN AMANKWAH

Co-founder
uOttawa '27
Full-stack / CCX
research

PRODUCT STATUS

Complete and live:

- Album reviews with TastelD profiling
- First Spin badge system
- TastelD matching algorithm
- Wax economy + tipping
- Messaging + album rooms
- Stripe payments integrated

Full feature set. Generating data.

3-YEAR PROJECTIONS

YEAR	USERS	PREMIUM %	ARR	RESEARCH OUTPUT
2026	100K	4%	\$180K	2 papers
2027	500K	5%	\$1.35M	4 papers + patent
2028	2M	6%	\$6.5M	Research partnerships

Conservative conversion. Letterboxd does 6-8%.

COMPARABLE OUTCOMES

COMPANY	CATEGORY	OUTCOME
Letterboxd	Film reviews	Acquired 2023
Goodreads	Book reviews	\$150M (Amazon)
Last.fm	Music scrobbles	\$280M (CBS)
Shazam	Music identification	\$400M (Apple)

Vertical social networks in media get acquired. We have patents
they don't.

THE ASK

\$850K SEED

USE

ALLOCATION

Engineering (2 hires)	50%
Research (1 hire)	15%
Marketing + growth	20%
Operations + reserve	15%

18 months runway to Series A metrics.

MILESTONES TO SERIES A

MILESTONE	TIMELINE	VALIDATION
50 college stations	Q1 2026	Distribution channel
25K users	Q2 2026	Product-market fit
First research paper	Q2 2026	IP credibility
\$100K ARR	Q3 2026	Revenue validation
100K users	Q4 2026	Scale readiness

WHY NOW

The infrastructure exists.

- Spotify API for album metadata
- Stripe for payments
- Vercel for global deployment
- GPT-4 for language analysis
- Neuroimaging research is mature

Building this in 2015 would have required a lab. Today it's a startup.

THE CONTRARIAN BELIEF

**Music taste reveals
cognition.**

Most people think preferences are arbitrary. We think they're diagnostic. If we're right, we own the category.

THE THESIS

Music taste will have a canonical platform.

Someone will build the Letterboxd for music. We're building the Letterboxd for music that also maps cognitive architecture.

POLARITY LAB

MAPPING MINDS THROUGH MUSIC

Shadrack Annor

shadrack@brown.edu

PATENT PENDING | 23 CLAIMS