

POLARITY LAB

SERIES SEED

Q1 2026



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THE SECRET

Your music taste is
a cognitive
fingerprint.

We built the system to prove it.



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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 (CCX)

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)

TasteID 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
- TasteID 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 TasteID profiling
- First Spin badge system
- TasteID 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

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PATENT PENDING | 23 CLAIMS