

# WAXFEED

SERIES SEED

Q1 2026

## THE PROBLEM

\$0

spent on music social discovery

Film has Letterboxd. Books has Goodreads. TV has

Serializd.

Music — nothing.

THE MARKET

616M

paid streaming subscribers  
globally

All of them want to share their taste. None have a  
platform.

THE PROOF

# LETTERBOX

D

15M users — \$10M+ ARR —

acquired

## WHAT EXISTS TODAY

- **Spotify** — streams, no community
- **RateYourMusic** — 2005 UX, power users only
- **Last.fm** — scrobbles, no social graph
- **Apple Music** — playlists, no discourse

The gap is obvious. Execution is everything.

THE INSIGHT

# Friends > Algorithms

Discovery through taste, not data.

**WAXFEED**

## THE PRODUCT

Review albums. Follow friends.  
Discover through taste.

# THE CORE LOOP

**LISTEN**

Stream anywhere

Find on Waxfeed

**DISCOVER**

Friends' feeds

Taste matching

**REVIEW**

Rate 0-10

**EARN**

First Spin badges

THE DIFFERENTIATOR

# FIRST SPIN

Prove you called it first.

Review early. If it trends, you get credit forever.

# FIRST SPIN BADGES



GOLD SPIN  
First 10  
reviewers



SILVER SPIN  
First 50  
reviewers



BRONZE SPIN  
First 100  
reviewers

Retroactive rewards when albums trend. Your taste becomes provable.

## WHY IT'S ZERO-TO-ONE

- **RYM** — reviews have no temporal value
- **Letterboxed** — no early reviewer mechanic
- **Spotify** — algorithm-driven, not taste-driven
- **Twitter** — opinions ephemeral, not timestamped

We timestamp taste. We reward being right.

THE MOAT

SOCIAL  
GRAPH +  
TASTE DATA

## BUSINESS MODEL

**FREE**

Unlimited reviews

First Spin badges

Basic profile

50 Wax/week to tip

**WAXFEED+ \$4.99/mo**

Unlimited Wax tipping

Trending predictions

Extended stats

Priority features

## STATION PLAN

\$19.99/mo

College radio teams

Verified badges, leaderboards, API access, team  
analytics.

# WAX PAX – ONE-TIME

PACK	WAX	PRICE
Starter	100	\$0.99
Standard	500	\$3.99
Premium	1,500	\$9.99
Collector	5,000	\$24.99

Social currency for tipping and boosting.

GO-TO-MARKET

# COLLEGE RADIO

1,400 stations. 100,000+ DJs.

Our PayPal PowerSellers.

## WHY COLLEGE RADIO

- DJs review albums constantly (**high velocity**)
- Stations compete naturally (**sports mentality**)
- They actually break artists (**real influence**)
- Built-in network (**50 stations = 500 users**)

Distribution channel and credibility in one.

# LAUNCH STRATEGY

## PHASE 1

50 founding stations

500+ verified DJs

10,000+ reviews

## PHASE 2

Music Twitter expansion

Viral badge sharing

Press coverage

# THE VIRAL LOOP

1. — DJ reviews album early
2. — Album trends → DJ gets Gold Spin
3. — DJ posts badge to Twitter
4. — Music Twitter: "What's a Gold Spin?"
5. — They sign up to prove THEIR taste
6. — **Loop continues**

# TECH STACK

## FRONTEND

Next.js 16

React 19

Tailwind CSS

## BACKEND

PostgreSQL

Prisma ORM

NextAuth

Spotify API – Genius API – Stripe

TRACTION

**MVP Live Full**

STATUS

PRODUCT

FEATURE SET

Reviews, lists, TastelD, messaging, Wax economy, First  
Spin – all built.

## ROADMAP

- **Q1 2026** — College radio launch (50 stations)
- **Q2 2026** — Mobile apps, 25K users
- **Q3 2026** — Artist accounts, press push
- **Q4 2026** — 100K users, Series A ready

# PROJECTIONS

YEAR	USERS	REVENUE	ARR
2026	100K	\$180K	\$180K
2027	500K	\$1.2M	\$1.2M
2028	2M	\$6M	\$6M

Conservative 5% premium conversion, \$4.99/mo average.

THE TEAM

# SHADRACK ANNOR

Founder & Builder

Brown University CS '27

THE ASK

**\$850K SEED**

18 months runway

Hire 2 engineers, marketing, scale college radio network.

## USE OF FUNDS

CATEGORY	ALLOCATION
Engineering (2 hires)	50%
Marketing & Growth	25%
Operations	15%
Reserve	10%

## WHY NOW

- Streaming killed ownership — people want identity
- Gen Z craves authenticity over algorithms
- Music discourse fragmented across Twitter
- Letterboxd proved the model works

Infrastructure exists. Product gap is clear.

## THE VISION

The canonical platform for  
music taste.

Like Letterboxd owns film. Like Goodreads owns books.

## COMPARABLE EXITS

COMPANY	CATEGORY	EXIT
Letterboxd	Film	Acquired
Goodreads	Books	\$150M (Amazon)
Last.fm	Music	\$280M (CBS)

Music social is an acquisition target.

## WHY INVEST

- **Massive TAM** — 616M streaming subscribers
- **Proven model** — Letterboxd validated the playbook
- **Zero-to-one mechanic** — First Spin is defensible
- **Distribution channel** — College radio is unique

THE WINDOW

Early  
investors  
shape the

# WAXFEED

PROVE YOUR TASTE

## CONTACT

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