

WAXFEED MASTER TODO

Everything Required to Make Jon Klein Reconsider What Business Is

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Mission: Outsmart a former CNN president with execution so comprehensive he questions reality

THE FRAME

Jon Klein has seen a thousand pitches. He's built media empires. He knows what real execution looks like.

To impress him, we don't just answer his questions. We answer questions he hasn't asked yet.

We show him a level of preparation that makes him think: "These people are operating at a different level."

PRIORITY TIERS

Tier	Meaning	Timeline
🔴 P0	Must have before next WBRU meeting	48-72 hours
🟡 P1	Must have before contract signing	1-2 weeks
🟢 P2	Should have for launch	1 month
🟩 P3	Nice to have	Ongoing

🔴 P0: BEFORE NEXT MEETING (48-72 HOURS)

1. PRODUCT FIXES

1.1 Title/Framing Change

- [] Update homepage headline to "Discover music & friends tailored to you"
- [] Update App Store description
- [] Update all social bios
- [] Update meta tags for SEO
- [] Update OG image/social share preview
- **Owner:** Nathan
- **Time:** 2 hours

1.2 Onboarding Flow (MVP)

- [] Implement welcome screen with new framing
- [] Implement 5-album rating flow
- [] Implement simple taste type assignment
- [] Implement basic matches screen
- [] Implement prediction screen
- **Owner:** Nathan
- **Time:** 3-5 days (can ship partial)

1.3 Taste Card Generator

- [] Create shareable image of user's top albums
- [] Include WaxFeed branding and link
- [] Enable one-click share to Twitter/IG
- **Owner:** Nathan
- **Time:** 4-6 hours

2. GROWTH DOCUMENTATION

2.1 Growth Paths Document DONE

- [x] WAXFEED_GROWTH_PATHS.md created
- [x] PDF version created
- [] **Review and polish for presentation**
- **Owner:** Theo

2.2 3 Critical Fixes Document DONE

- [x] WAXFEED_3_CRITICAL_FIXES.md created

- [x] PDF version created
 - [] Convert key points to presentation slides
 - Owner: Theo
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3. COMPETITIVE ANALYSIS

3.1 Competitor Deep Dive

Create a document showing we understand the competitive landscape better than anyone.

- [] Create `WAXFEED_COMPETITIVE_ANALYSIS.md` :

Competitor	Strengths	Weaknesses	Our Advantage
RateYourMusic	Database, charts	Ugly UX, no mobile, no social	Modern UX + social
Last.fm	Scrobbing, data	Dead product, no updates	Active development
Letterboxd	UX, community	Films only	Music version
Spotify	Scale, data	No logging, no social depth	Purpose-built for taste
Apple Music	Ecosystem	No social at all	Social-first
Discogs	Collectors	Physical only	Digital + physical

- [] Show user overlap opportunity
 - [] Show market size (music enthusiasts)
 - [] Show why now (gap in market)
 - Owner: Theo/Shadrack
 - Time: 3-4 hours
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4. USER ACQUISITION LAUNCH PLAN

4.1 7-Day Blitz Plan IN PROGRESS

- [x] Plan created in 3 Critical Fixes
- [] Create actual social media posts (draft them now)
- [] Create Reddit post drafts
- [] Create DM templates for influencer outreach
- [] Create personal text message templates
- [] Identify 20 music Twitter accounts to DM
- Owner: All

- **Time:** 2-3 hours

4.2 WBRU Integration Assets

- [] Create "WBRU DJ WaxFeed Profile" template
 - [] Create on-air script for WaxFeed mention
 - [] Create Instagram story template for DJs
 - [] Create "Join WaxFeed" QR code
 - **Owner:** Shadrack
 - **Time:** 2 hours
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5. PRESENTATION MATERIALS

5.1 Jon Klein Presentation Deck

- [] **Create 10-slide deck answering his questions:**
- Cover: WaxFeed x WBRU
- The Problem (no music social platform)
- The Solution (WaxFeed)
- The Framing ("Discover music & friends tailored to you")
- The Onboarding (dopamine science)
- Growth Path 1: Music Twitter
- Growth Path 2: TikTok
- Growth Path 3: Reddit/Campus
- 12-Month Milestones
- The Ask
- [] Design in clean, professional style
- [] Export to PDF
- **Owner:** Theo/Shadrack
- **Time:** 4-6 hours

5.2 One-Pager Summary

- [] Create single-page PDF summary of WaxFeed
 - [] Include: Problem, Solution, Growth, Metrics, Team
 - [] Designed for quick sharing
 - **Owner:** Shadrack
 - **Time:** 2 hours
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6. METRICS DASHBOARD

6.1 Current State Tracking

- [] Set up simple analytics (Mixpanel/Amplitude/PostHog)
- [] Track: signups, albums rated, retention
- [] Create dashboard Jon can see
- **Owner:** Nathan
- **Time:** 3-4 hours

6.2 Define Success Metrics

- [] Document in `WAXFEED_METRICS.md` :
 - North Star: Weekly Active Raters
 - Primary: MAU, albums rated, retention
 - Secondary: shares, matches viewed
 - Leading indicators: onboarding completion
 - **Owner:** Theo
 - **Time:** 1 hour
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● P1: BEFORE CONTRACT SIGNING (1-2 WEEKS)

7. FINANCIAL MODELING

7.1 Unit Economics

- [] Create `WAXFEED_UNIT_ECONOMICS.md` :
- Cost per acquisition (CPA) by channel
- Lifetime value (LTV) projections
- LTV:CAC ratio
- Payback period
- [] Show path to profitability
- [] Model with/without WBRU investment
- **Owner:** Theo
- **Time:** 4 hours

7.2 Revenue Projections

- [] Create `WAXFEED_REVENUE_MODEL.md` :
 - Year 1: Focus on growth, minimal revenue
 - Year 2: DJ booking fees (10% of transactions)
 - Year 3: Premium features, brand partnerships
 - [] Show multiple scenarios (conservative, base, aggressive)
- **Owner:** Theo
- **Time:** 3 hours

7.3 Burn Rate & Runway

- [] Calculate monthly burn post-WBRU signing
 - [] Show runway with WBRU investment
 - [] Show runway without WBRU (backup plan)
 - **Owner:** CFO persona
 - **Time:** 2 hours
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8. RETENTION STRATEGY

8.1 Retention Playbook

- [] Create `WAXFEED_RETENTION_PLAYBOOK.md` :
 - Day 1 retention tactics
 - Week 1 retention tactics
 - Month 1 retention tactics
 - Push notification strategy
 - Email strategy
 - Re-engagement campaigns
- **Owner:** Theo
- **Time:** 3 hours

8.2 Churn Analysis Framework

- [] Define churn (no activity in X days)
 - [] Identify churn signals
 - [] Create intervention triggers
 - **Owner:** Nathan
 - **Time:** 2 hours
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9. A/B TESTING PLAN

9.1 Testing Roadmap

- [] Create WAXFEED_AB_TESTING_PLAN.md :

Test	Hypothesis	Metric	Timeline
Onboarding: 5 vs 10 albums	Fewer = higher completion	Completion rate	Month 1
Taste types: 8 vs 4 types	Fewer = clearer identity	Share rate	Month 1
CTA copy variations	"Find your people" vs "Discover"	Click rate	Month 2
Push notification timing	Evening vs morning	Open rate	Month 2

- **Owner:** Theo/Nathan
 - **Time:** 2 hours
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10. CONTENT STRATEGY

10.1 Social Content Calendar

- [] Create WAXFEED_CONTENT_CALENDAR.md :
- Week 1 launch content
- Week 2-4 sustain content
- Monthly themes
- Platform-specific content
- [] Create 20 post templates
- **Owner:** Social persona / Shadrack
- **Time:** 3 hours

10.2 Content Pillars

- [] Define 4-5 content pillars:
 - Taste reveals ("My top 5 albums of 2024")
 - Compatibility ("Found my music twin")
 - Discovery ("Album I'd never have found")
 - Hot takes ("Unpopular opinions")
 - Behind the scenes ("Building WaxFeed")
 - **Owner:** Shadrack
 - **Time:** 1 hour
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11. PARTNERSHIP PIPELINE

11.1 Partnership Opportunities

- [] Create `WAXFEED_PARTNERSHIP_PIPELINE.md` :

Partner Type	Examples	Value to Us	Our Value to Them
College radio	Other stations	User base	Tech platform
Music blogs	Pitchfork, Stereogum	Traffic	Content/data
Podcasts	Dissect, Song Exploder	Audience	Ratings data
Labels	Indie labels	Artist network	Discovery platform
Venues	Local venues	Event content	Talent discovery
Record stores	Local shops	Collector audience	Digital presence

- [] Identify 10 specific partnership targets
 - [] Draft outreach templates
 - **Owner:** Theo
 - **Time:** 3 hours
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12. RISK MITIGATION

12.1 Risk Register

- [] Create `WAXFEED_RISK_REGISTER.md` :

Risk	Probability	Impact	Mitigation
Cold start (no users)	Medium	High	WBRU launch, manual seeding
Low retention	Medium	High	Dopamine onboarding, push strategy
Competitor launches	Low	Medium	Speed, WBRU partnership moat
Music licensing issues	Low	High	Work with labels, user-generated
Technical scaling	Low	Medium	Cloud infrastructure, load testing
Team burnout	Medium	High	Sustainable pace, clear priorities

- **Owner:** Theo
 - **Time:** 2 hours
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13. LEGAL & COMPLIANCE

13.1 Terms of Service

- [] Draft WaxFeed Terms of Service
- [] Draft Privacy Policy
- [] GDPR compliance check
- [] CCPA compliance check
- **Owner:** Legal persona
- **Time:** 4 hours

13.2 Music Licensing

- [] Research music metadata licensing requirements
 - [] Document album art usage rights
 - [] Plan for user-uploaded content
 - **Owner:** Legal persona
 - **Time:** 3 hours
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14. TECHNICAL DOCUMENTATION

14.1 Architecture Document

- [] Create `WAXFEED_ARCHITECTURE.md` :
- System architecture diagram
- Database schema
- API documentation
- Third-party integrations
- Scaling strategy
- **Owner:** Nathan
- **Time:** 4 hours

14.2 Technical Roadmap

- [] Month 1-3: Core features
 - [] Month 4-6: iOS app
 - [] Month 7-9: Scale features
 - [] Month 10-12: Advanced features
 - **Owner:** Nathan
 - **Time:** 2 hours
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🟡 P2: BEFORE LAUNCH (1 MONTH)

15. BRAND & DESIGN

15.1 Brand Guidelines

- [] Create `WAXFEED_BRAND_GUIDELINES.md` :
- Logo usage
- Color palette
- Typography
- Voice and tone
- Do's and don'ts
- **Owner:** Shadrack
- **Time:** 4 hours

15.2 Design System

- [] Component library
 - [] UI kit (Figma)
 - [] Icon set
 - **Owner:** Nathan/Shadrack
 - **Time:** 6 hours
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16. USER RESEARCH

16.1 User Interview Template

- [] Create user interview script
- [] Define target users for interviews
- [] Schedule 5-10 user interviews
- **Owner:** Theo
- **Time:** 2 hours + interview time

16.2 User Personas

- [] Create `WAXFEED_USER_PERSONAS.md` :
- Persona 1: Music Twitter Power User
- Persona 2: Vinyl Collector
- Persona 3: College Music Nerd
- Persona 4: Casual Discovery Seeker

- **Owner:** Theo
 - **Time:** 2 hours
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17. LAUNCH CAMPAIGN

17.1 Launch Plan

- [] **Create WAXFEED_LAUNCH_PLAN.md :**
- Pre-launch teaser (T-2 weeks)
- Launch week content
- Post-launch sustain
- PR outreach
- Influencer coordination
- **Owner:** All
- **Time:** 4 hours

17.2 Press Kit

- [] Company description (short/long)
 - [] Founder bios
 - [] Product screenshots
 - [] Logo files
 - [] Press contact
 - **Owner:** Shadrack
 - **Time:** 3 hours
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18. INVESTOR READINESS

18.1 Pitch Deck

- [] Create full investor pitch deck (15-20 slides)
- [] Include: Problem, Solution, Market, Traction, Team, Ask
- [] Design professionally
- **Owner:** Theo
- **Time:** 6 hours

18.2 Data Room

- [] Organize all documents for investor due diligence:
- Financials
- Cap table

- Contracts (WBRU)
 - Team agreements
 - IP documentation
 - **Owner:** CFO persona
 - **Time:** 4 hours
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P3: ONGOING

19. COMMUNITY BUILDING

- [] Create WaxFeed Discord server
- [] Create ambassador program
- [] Plan first community event
- [] User-generated content strategy

20. ANALYTICS DEEP DIVE

- [] Weekly metrics review ritual
- [] Monthly cohort analysis
- [] Quarterly strategy review
- [] A/B test results documentation

21. PRODUCT EXPANSION

- [] iOS app development
- [] Android app planning
- [] Premium features spec
- [] DJ booking marketplace spec

22. PARTNERSHIP EXECUTION

- [] Close 5 partnerships in Year 1
 - [] Document partnership playbook
 - [] Create partner onboarding
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IMMEDIATE ACTION LIST (NEXT 24 HOURS)

Tonight (Do Now)

#	Action	Owner	Time	Priority
1	Update homepage title to new framing	Nathan	30 min	🔴 P0
2	Update social bios	Shadrack	15 min	🔴 P0
3	Create taste card generator (MVP)	Nathan	4 hrs	🔴 P0
4	Draft 5 Twitter posts	Shadrack	1 hr	🔴 P0
5	Draft Reddit launch post	Nathan	30 min	🔴 P0
6	Send personal texts (30 each)	All	30 min	🔴 P0

Tomorrow

#	Action	Owner	Time	Priority
7	Start onboarding flow implementation	Nathan	6 hrs	🔴 P0
8	Create competitive analysis doc	Theo	3 hrs	🔴 P0
9	WBRU Instagram story	Shadrack	30 min	🔴 P0
10	Set up analytics (Mixpanel)	Nathan	2 hrs	🔴 P0
11	Create Jon Klein presentation deck	Theo	4 hrs	🔴 P0
12	Polish growth paths document	Theo	2 hrs	🔴 P0

This Week

#	Action	Owner	Time	Priority
13	Complete onboarding MVP	Nathan	20 hrs	🔴 P0
14	Launch Reddit post	Nathan	1 hr	🔴 P0
15	Twitter blitz	All	4 hrs	🔴 P0
16	Campus activation	Theo	4 hrs	🔴 P0
17	Create unit economics doc	Theo	4 hrs	🟡 P1

#	Action	Owner	Time	Priority
18	Create retention playbook	Theo	3 hrs	● P1
19	Create risk register	Theo	2 hrs	● P1
20	Create partnership pipeline	Theo	3 hrs	● P1

THE JON KLEIN CHECKLIST

What He Asked About (Must Answer)

- [x] **Framing** → "Discover music & friends tailored to you"
- [x] **Onboarding** → Dopamine-optimized 5-album flow
- [x] **Growth Paths** → 5 specific paths with metrics
- [] **Competitive Analysis** → Why we win
- [] **Unit Economics** → Sustainable growth
- [] **Risk Mitigation** → We've thought of everything

What He Didn't Ask About (Will Impress)

- [] **Retention Playbook** → We know how to keep users
- [] **A/B Testing Plan** → We're scientific
- [] **Partnership Pipeline** → Growth beyond organic
- [] **Technical Architecture** → We can scale
- [] **Investor Deck** → We're fundable beyond WBRU
- [] **Press Kit** → We're ready for press

What Will Blow His Mind

- [] **500 users before next meeting** → Execution, not talk
 - [] **Taste card going viral** → Proof of concept
 - [] **Complete documentation** → "These people are prepared"
 - [] **Speed of iteration** → "They built this in a week?"
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THE PSYCHOLOGICAL PLAY

What Jon Klein Respects

1. **Execution over ideas** — Anyone can have ideas. Show you can execute.
2. **Data over opinions** — Back everything with numbers.
3. **Preparation over improvisation** — Answer questions before he asks.
4. **Honesty over hype** — Acknowledge risks, show mitigation.
5. **Speed over perfection** — Fast iteration beats slow polish.

What Will Make Him a Champion

1. **Make him look smart** — His investment in you validates his judgment
2. **Make his life easy** — Give him materials to share with board
3. **Show momentum** — 500 users = "It's already working"
4. **Reduce his risk** — Risk register shows you're not naive
5. **Create urgency** — "Other investors are interested" (Brown Angel Group)

The Mindset

"We're not asking Jon for permission. We're showing him a train that's already moving and inviting him to get on before it leaves."

DOCUMENTS TO CREATE

Document	Status	Owner	Priority
WAXFEED_GROWTH_PATHS.md	✓ DONE	CD	● P0
WAXFEED_3_CRITICAL_FIXES.md	✓ DONE	CD	● P0
WAXFEED_ONBOARDING_IMPLEMENTATION.md	✓ DONE	CD	● P0
WAXFEED_MASTER_TODO.md	✓ DONE	CD	● P0
WAXFEED_COMPETITIVE_ANALYSIS.md	● TODO	Theo	● P0
WAXFEED_METRICS.md	● TODO	Theo	● P0
WAXFEED_UNIT_ECONOMICS.md	● TODO	Theo	● P1
WAXFEED_REVENUE_MODEL.md	● TODO	Theo	● P1
WAXFEED_RETENTION_PLAYBOOK.md	● TODO	Theo	● P1

Document	Status	Owner	Priority
WAXFEED_AB_TESTING_PLAN.md	🔴 TODO	Theo	🟡 P1
WAXFEED_CONTENT_CALENDAR.md	🔴 TODO	Shadrack	🟡 P1
WAXFEED_PARTNERSHIP_PIPELINE.md	🔴 TODO	Theo	🟡 P1
WAXFEED_RISK_REGISTER.md	🔴 TODO	Theo	🟡 P1
WAXFEED_ARCHITECTURE.md	🔴 TODO	Nathan	🟡 P1
WAXFEED_BRAND_GUIDELINES.md	🔴 TODO	Shadrack	🟡 P2
WAXFEED_USER_PERSONAS.md	🔴 TODO	Theo	🟡 P2
WAXFEED_LAUNCH_PLAN.md	🔴 TODO	All	🟡 P2

THE BOTTOM LINE

You Have Done

- Growth paths document (blows his mind on "how")
- Critical fixes document (answers his 3 concerns)
- Onboarding spec (shows you understand dopamine science)
- Master todo (proves you're organized)

You Need to Do (Next 48 Hours)

1. **Ship the title change** — 30 minutes
2. **Ship the taste card** — 4 hours
3. **Get 100 users** — Personal texts + WBRU
4. **Create competitive analysis** — 3 hours
5. **Create Jon Klein deck** — 4 hours

The Win Condition

When Jon Klein sees:

- New framing live on site ✓
- Working taste card being shared ✓
- 100+ users in 48 hours ✓
- Comprehensive documentation ✓
- Presentation that answers every question ✓

He will think: "These people aren't pitching. They're building. I need to get on this train."

"The best pitch is not a pitch. It's momentum."

— CD