

WAXFEED

Campaign One-Pager | \$10K Budget | Q1 2025

Polarity Lab LLC

THE OPPORTUNITY

616M streaming subscribers. Zero social platform for music discovery. Letterboxd proved \$10M+ for film. **Music is next.**

THE CONCEPT

“Your Taste Deserves a Home”

You’re the music person. You make playlists.

You text recs. But where does your taste *live*?

Waxfeed. Reviews. Lists. Friends. Feed.

FOMO HOOKS

- Founding Critic Badge (first 1,000)
- Username scarcity
- 100 bonus Wax for early users

KEY COPY

- “Music finally has its Letterboxd”
- “Friends > Algorithms”
- “You rate films. Now rate albums.”

CTA

“Claim Your Username →”

BUDGET: \$10,000

Builder Stipend	\$2,000
Advertising	\$8,000
Instagram/Meta	\$3,000
Reddit	\$2,000
TikTok Ads	\$1,500
TikTok Influencers	\$1,000
Reserve/Testing	\$500

TARGETS

Signups	2,500+
CPA	<\$3.20
Day 7 Retention	>30%
Reviews	1,500+

TIMELINE

Wk 1	Setup + creative
Wk 2	Soft launch (organic)
Wk 3	Paid launch
Wk 4	Optimize
Wk 5–6	Scale winners

WBRU PARTNERSHIP

- Founding partner of music platform
- Cultural credibility + growth equity
- WBRU community as user base

Next Step: Finalize ownership structure → Approve concept → Launch mid-January