POLARITY LAB

DISTRIBUTION STRATEGY

Q1–Q2 2026

Distribution follows a power law.

One channel will drive 80% of growth. The question is which one.

THE LESSON

PayPal didn't target everyone. They targeted eBay PowerSellers.

High-velocity users who transacted constantly. 7% of eBay users drove PayPal's early growth.

OUR POWERSELLERS

College Radio DJs

They review 10+ albums per week. They compete with other stations. They have built-in audiences.

THE MATH

1,400
US STATIONS

100K+
ACTIVE DJS

10+
REVIEWS/WEEK

High-velocity segment. Dense social graph. Built-in competition.

WHY COLLEGE RADIO

BEHAVIORAL FIT

Already review albums

Already compete for discovery

Already have audiences

Already break artists

STRUCTURAL FIT

Station identity = team identity

Inter-station rivalry natural

Conference affiliations exist

Leadership rotates annually

Competitors can't replicate this.

— Founder is WBRU Creative Director

— Direct relationships with station leadership

— Understanding of college radio culture

— Credibility within the ecosystem

Access is proprietary.

STATION ONBOARDING

WEEK	ACTIVITY	OUTCOME
1	Direct outreach to music directors	10 stations interested
2	Founding station program launch	Free forever tier
3	Team onboarding calls	5 stations active
4	First inter-station leaderboard	Competition begins

Early stations get:

— Free Station Plan forever ($240/year value)

— Verified station badge

— Priority feature requests

— Direct line to founder

50 stations. First-mover advantage locked in.

NETWORK EFFECTS

DJs join with their station

Station competes with rival stations

Rival stations join to compete

DJs graduate → bring Waxfeed to new contexts

First Spin Badges

Review an album early. If it trends, you get credit forever. The badge is proof.

It creates verifiable status.

— Gold Spin (top 10) is rare

— Badge is permanent

— Screenshots are shareable

— Bragging rights are real

The mechanic is the marketing.

THE LOOP

TRIGGER

Album trends
User has Gold Spin badge
Badge appears on profile

ACTION

User screenshots badge
Posts to Twitter/Instagram
"I called it first"

User-generated social proof. Zero CAC.

Every review generates:

— TasteID calibration signal

— Cognitive network activation data

— Social graph connection

— Research corpus contribution

Users see badges. We see data.

GROWTH PHASES

1

SEEDS

College Radio

2

VIRAL

Music Twitter

3

SCALE

Paid Acquisition

PHASE 1: SEEDS (Q1 2026)

METRIC	TARGET
Stations	50
DJs onboarded	500+
Reviews generated	10,000+
CAC	$0.50

Foundation. Density before breadth.

Music Twitter amplification

— First Spin badge screenshots

— Year-end list debates

— "Who called it first" discourse

— Hot take engagement

Organic spread from core users.

MUSIC TWITTER SEGMENTS

COMMUNITY	SIZE	RELEVANCE
Hip-hop heads	2M+	High engagement
Indieheads	500K+	Letterboxd-adjacent
VinylTok crossover	1M+	Collector mentality
AOTY discourse	200K+	Review culture exists

CONTENT STRATEGY

USER-GENERATED

Badge screenshots
TasteID scores
Album rankings
Year-end lists

PLATFORM-GENERATED

Weekly leaderboards
Trending albums
Station rankings
Research insights

Users create content. Platform amplifies.

Targeted spend on proven segments

CHANNEL	BUDGET	TARGET CAC
Meta/Instagram	$3,000	$3.20
Reddit	$2,000	$2.50
TikTok Ads	$1,500	$2.80
TikTok Creators	$1,000	$3.00
Reserve	$500	Testing

INSTAGRAM STRATEGY

FORMATS

Carousel (album reviews)
Reels (15-sec discovery)
Stories (polls, engagement)

TARGETING

Letterboxd interest
Pitchfork followers
Vinyl collectors
Age 18–34

REDDIT STRATEGY

SUBREDDIT	MEMBERS	APPROACH
r/LetterboxdOfficial	120K	Direct comparison
r/indieheads	2.1M	Organic seeding
r/hiphopheads	2.4M	Badge virality
r/vinyl	1.1M	Collector angle

Community seeding before paid.

TIKTOK STRATEGY

ADS ($1,500)

Spark Ads (boosted organic)
In-feed video
Album ranking content
VinylTok targeting

CREATORS ($1,000)

2–3 micro-influencers
10K–100K followers
$300–500 per post
Authentic usage

MESSAGING FRAMEWORK

AUDIENCE	HOOK
Letterboxd users	"You rate films. Now rate albums."
Music Twitter	"Stop threading. Build a profile."
Spotify users	"Your library says nothing."
College radio	"Your station has taste. Prove it."

Network effects compound

— Each user gets unique invite link

— Referrer + referee both get 25 Wax

— Top referrers get exclusive badges

— Weekly leaderboard visibility

Incentive aligned with network value.

RETENTION MECHANICS

HABIT LOOPS

Review streaks (daily)
Wax rewards (weekly)
Badge unlocks (milestones)
Digest emails (weekly)

SOCIAL HOOKS

Friend activity feed
TasteID matching
Album rooms
Hot takes discourse

KEY METRICS

2.5K
Q1 USERS

25K
Q2 USERS

30%
D7 RET.

5%
CONVERT

12-MONTH PROJECTION

QUARTER	USERS	PRIMARY DRIVER
Q1 2026	2.5K	College radio seeds
Q2 2026	25K	Music Twitter viral
Q3 2026	75K	Paid acquisition begins
Q4 2026	150K	Mobile apps + retention

Distribution is product.

— College radio = density

— First Spin = virality

— TasteID = retention

— Research = credibility

Each layer reinforces the others.

Social graph compounds.

Every new user makes the platform more valuable for everyone.

Switching cost increases with network size.

COMPETITIVE ADVANTAGE

UNIQUE ASSETS

College radio access
First Spin mechanic
Patent-protected TasteID
Research credibility

STRUCTURAL

Network effects
Data flywheel
Brand differentiation
Founder-market fit

RISK MITIGATION

RISK	MITIGATION
Low activation	Onboarding iteration
Retention drop	Streak mechanics
Channel saturation	Power law focus
Competition	First mover + patents

THE THESIS

One channel will dominate.

We believe it's college radio. We're building distribution before scale.

POLARITY LAB

DISTRIBUTION THAT COMPOUNDS

PATENT PENDING | 23 CLAIMS