

# TRXBE

## Business Development Lead

### 1) About TRXBE

Welcome to TRXBE! TRXBE is a pre-revenue, pre-funding, social-music startup with a functional app that is ready for beta-testing. You can learn more at <https://trxbe.co>.

On TRXBE, every interaction begins with the music you love. This allows TRXBE to sidestep the toxicity that defines so much of the online world. There are no algorithms pushing outrage, no incentives for argument—just the timeless human impulse to form connections with people who love the same music that you do. In an era of division, TRXBE is a simple, hopeful idea: music as the thread that unites us.

### 2) Job Summary

The **Business Development Lead** will be responsible for developing TRXBE's early revenue. You will identify, negotiate, and manage relationships with retailers, brands, and technology partners with a goal of validating and then pursuing business opportunities.

This role blends strategic vision with hands-on outreach - perfect for someone who loves both the business side of music and the startup grind. You'll help design affiliate programs, explore partnership opportunities, and develop and manage a program to sell advertising on TRXBE. Your long-term goal will be to position TRXBE as a valuable ally to the broader music industry.

#### Key Responsibilities

- Identify and prioritize potential business and partnership opportunities that align with TRXBE's mission and user base.
- Contribute to the development of TRXBE's long-term business model and go-to-market roadmap.
- Design and test early affiliate marketing, sponsorship, and brand integration programs.
- Build relationships with music industry professionals and brand partners to create meaningful collaborations.

- Negotiate and execute partnership agreements, ensuring mutual value and clear deliverables.
- Represent TRXBE in external meetings, industry events, and strategic discussions.
- Build and maintain a pipeline of potential partners, investors, and media collaborators.
- Document and analyze business performance, ROI, and other key-performance-indicators to inform future strategies.
- Assist in the preparation of materials for fundraising, investor outreach, and revenue modeling.

### 3) Required Skills

- Strong business development and partnership skills, ideally with experience in music, media, or consumer tech.
- Excellent communication, negotiation, and presentation skills.
- Proven ability to identify new opportunities and translate them into actionable partnerships.
- Entrepreneurial mindset with comfort operating in fast-moving, ambiguous startup environments.
- Understanding of affiliate marketing, digital advertising, and influencer or creator partnership models.
- Collaborative approach - comfortable working cross-functionally with Growth, Product, and Engineering.

### 4) Qualifications

- Minimum 5 years of experience in business development, partnerships, or revenue strategy - preferably in a startup, music, or entertainment technology setting.
- Demonstrated success in securing partnerships or revenue-driving collaborations.
- Comfort working in a small team where autonomy and initiative are essential.
- Passion for music, culture, and social technology.
- Belief in TRXBE's vision that music can be a genuine force for connection in a divided digital world.

### 5) Additional Details

**Location:** Hybrid role with 1-2 in-office days per week in downtown-Atlanta.

**Compensation:** TRXBE is a pre-funding startup; compensation will be equity-based until capital is raised. This role offers the opportunity to join the founding team and help shape both the product and TRXBE's long-term success.

**How to Apply:** Thank you for your interest in TRXBE. I look forward to hearing from you and learning why you think you are the right person for this role. Please send a cover letter and resume to **howard@trxbe.co**

**Availability:** You should have a minimum of 20 hours a week to dedicate to TRXBE.