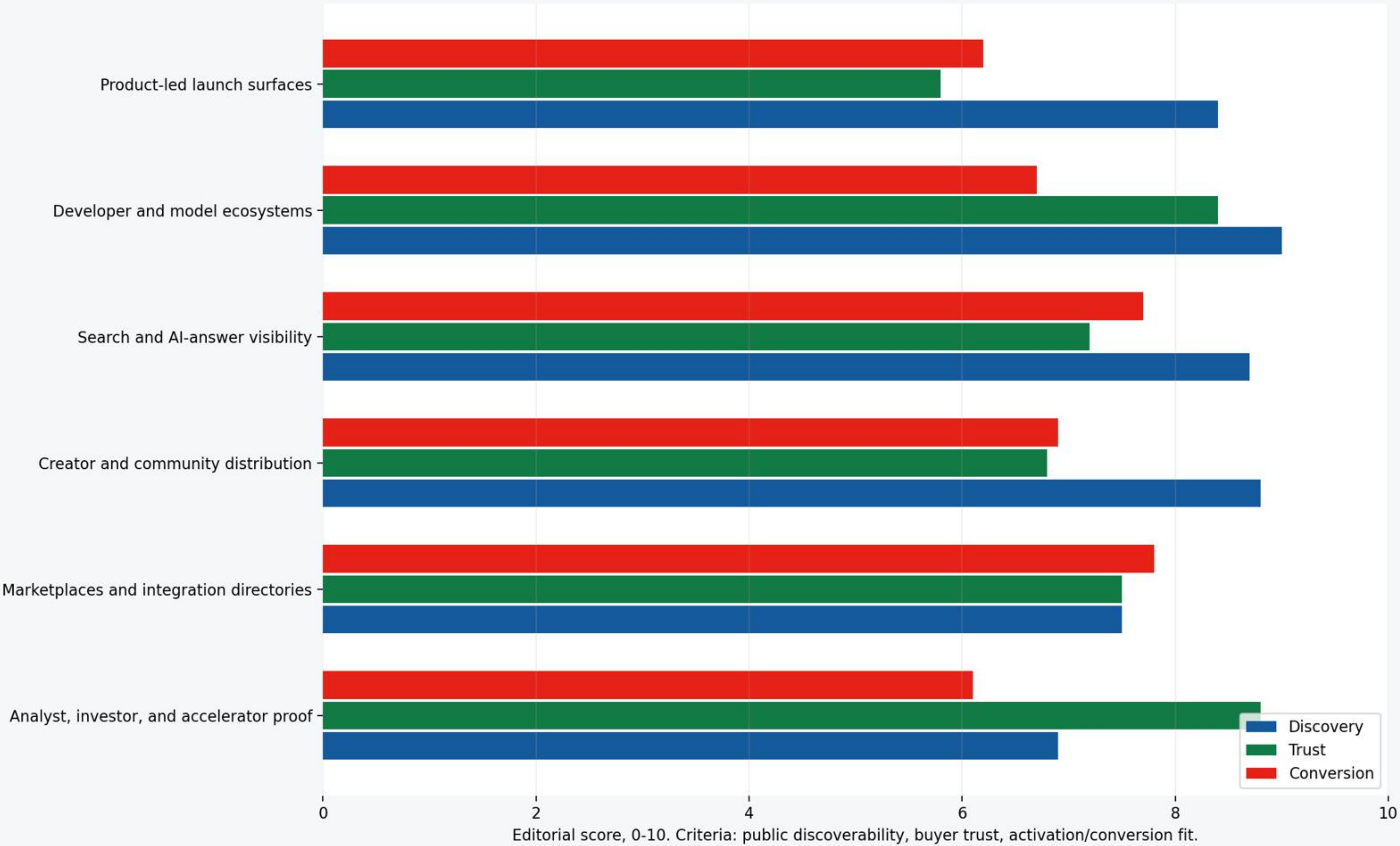


AI Startup Distribution Report



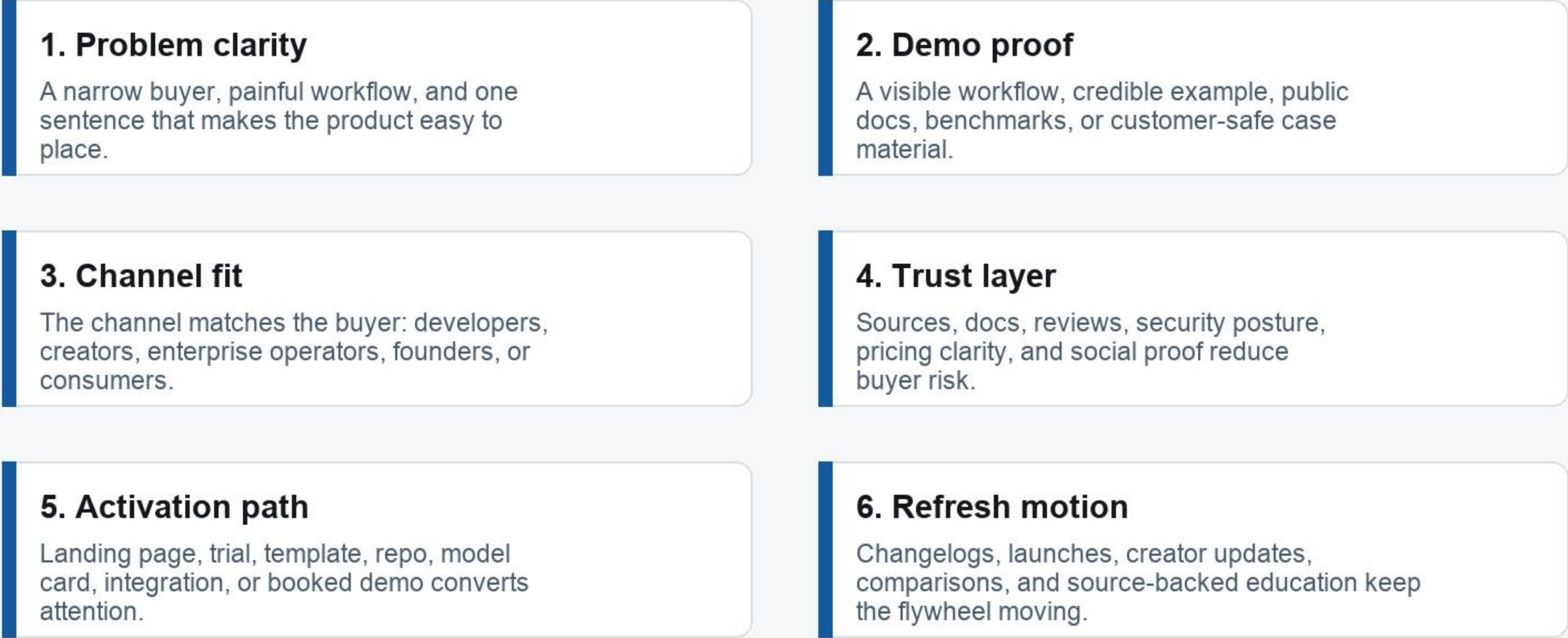
AI Startup Distribution Report

Kingy AI Startup Distribution Score: 2026



The AI Startup Distribution Loop

Launch spikes fade. Compounding distribution turns proof into repeated discovery.



Distribution Channel Fit Matrix

The right channel depends on who must trust the product before trying it.

Developers

GitHub, docs, benchmarks, SDK examples, Hugging Face, technical launch posts.

AI buyers

Comparison pages, security pages, G2-style proof, case studies, partner marketplaces.

Founders

Product Hunt, newsletters, X/LinkedIn, YC/accelerator proof, founder communities.

Creators

YouTube demos, workflow videos, sponsorships, templates, before/after stories.

Researchers

Model cards, papers, reproducible demos, datasets, leaderboards, open evals.

Operators

Integrations, Zapier/app directories, playbooks, internal-tool templates, ROI pages.

The Proof Stack

AI buyers do not just ask whether the product is impressive. They ask whether it will keep working.

Public source

Official docs, model cards, launch notes, changelogs, pricing, API references.

Workflow evidence

A demo that shows the messy middle, not only the polished final output.

Trust evidence

Security posture, data handling, customers only when public, founder credibility.

Adoption evidence

Community, repos, reviews, integrations, waitlists, usage only when verifiable.

Economic evidence

Pricing clarity, deployment cost, ROI assumptions, and buyer time saved.

Distribution evidence

Repeatable channel motion instead of one viral launch screenshot.

Operating Cadence

Distribution becomes easier when launches are treated as a system, not a one-time event.

Weekly

Ship visible improvements, publish changelog notes, answer buyer objections.

Biweekly

Release a workflow demo, tutorial, benchmark note, template, or integration guide.

Monthly

Run one launch push: Product Hunt, creator demo, partner post, newsletter, or webinar.

Quarterly

Publish a source-backed report, customer-safe study, category map, or benchmark update.

Always on

Keep docs, pricing, landing pages, and comparison pages clean for AI-answer discovery.

After every spike

Convert attention into email, trial, demo, repo stars, community, and retargetable proof.