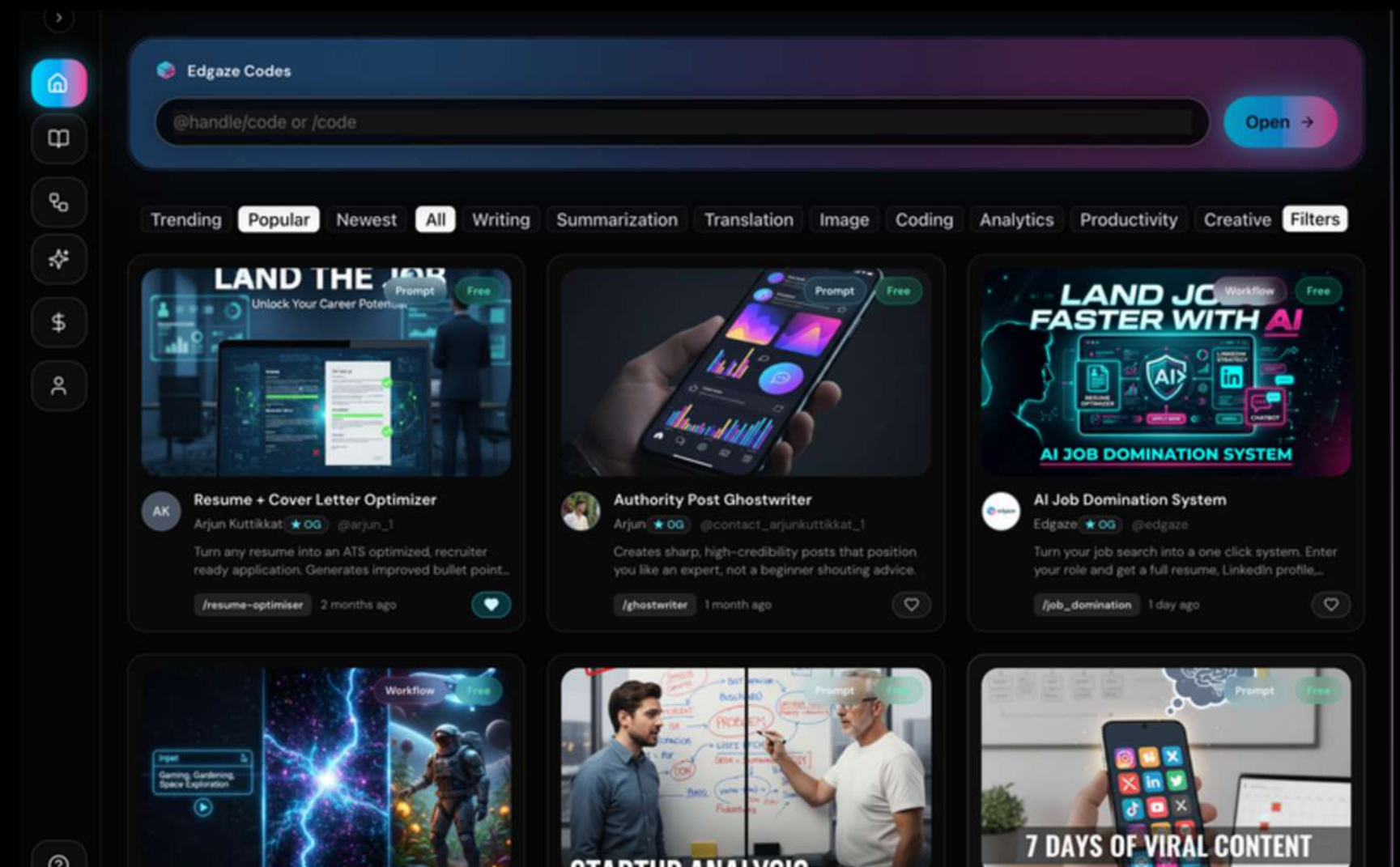


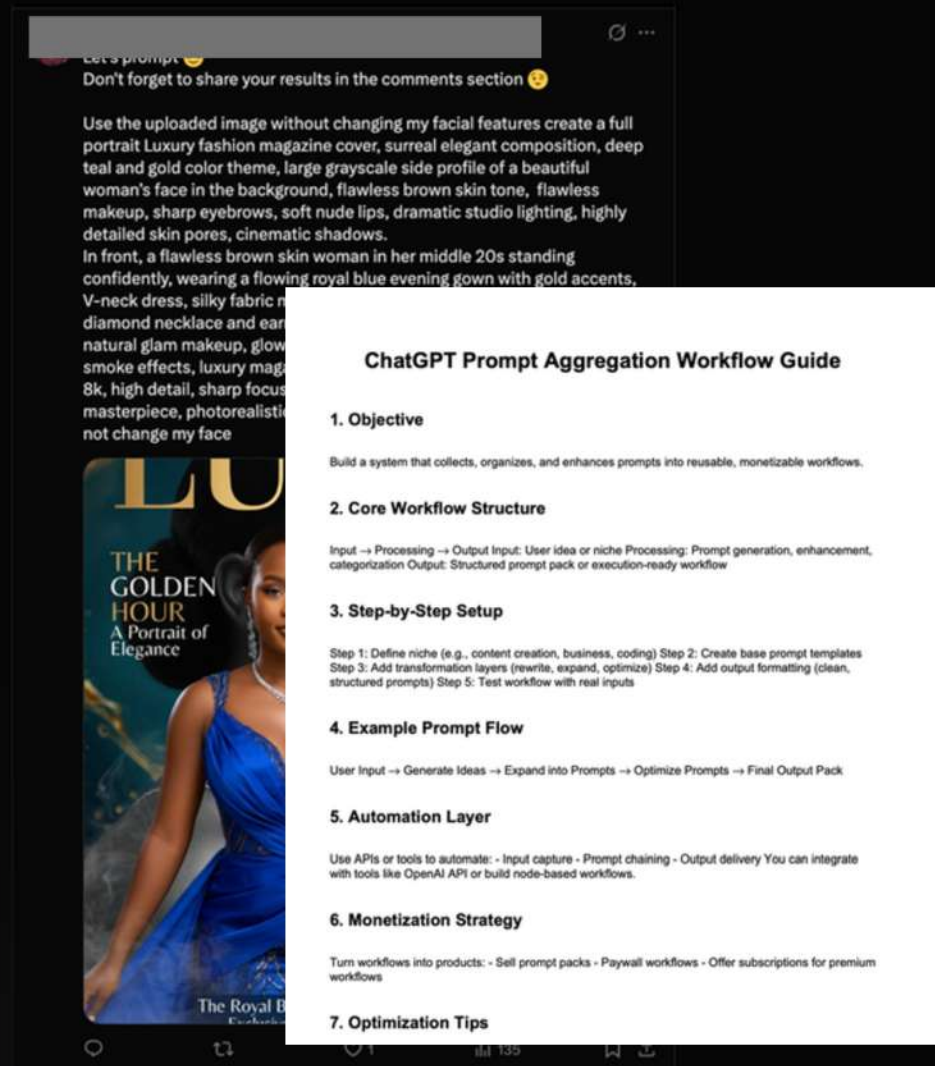


The distribution layer for AI workflows

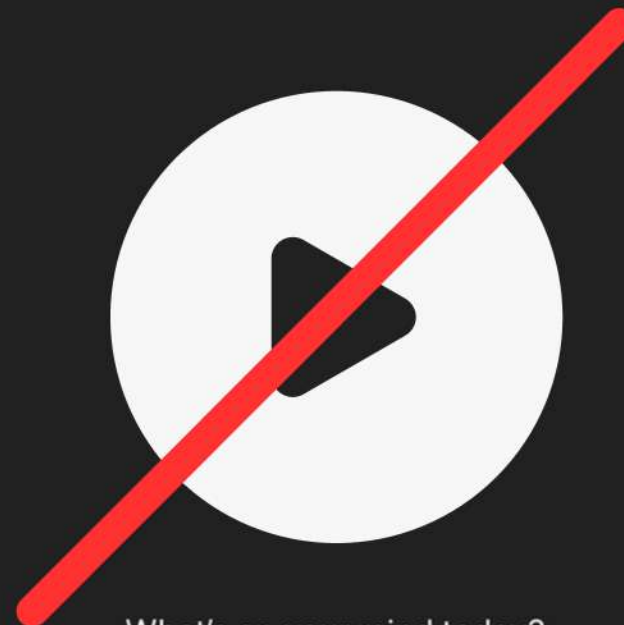
From prompts and flows to real products
Built to run, share, and monetise



AI workflows are exploding but distribution is **broken**



Shared as screenshots, PDFs,
Notion docs



What's on your mind today?

+ Ask anything

Create images

Write or edit

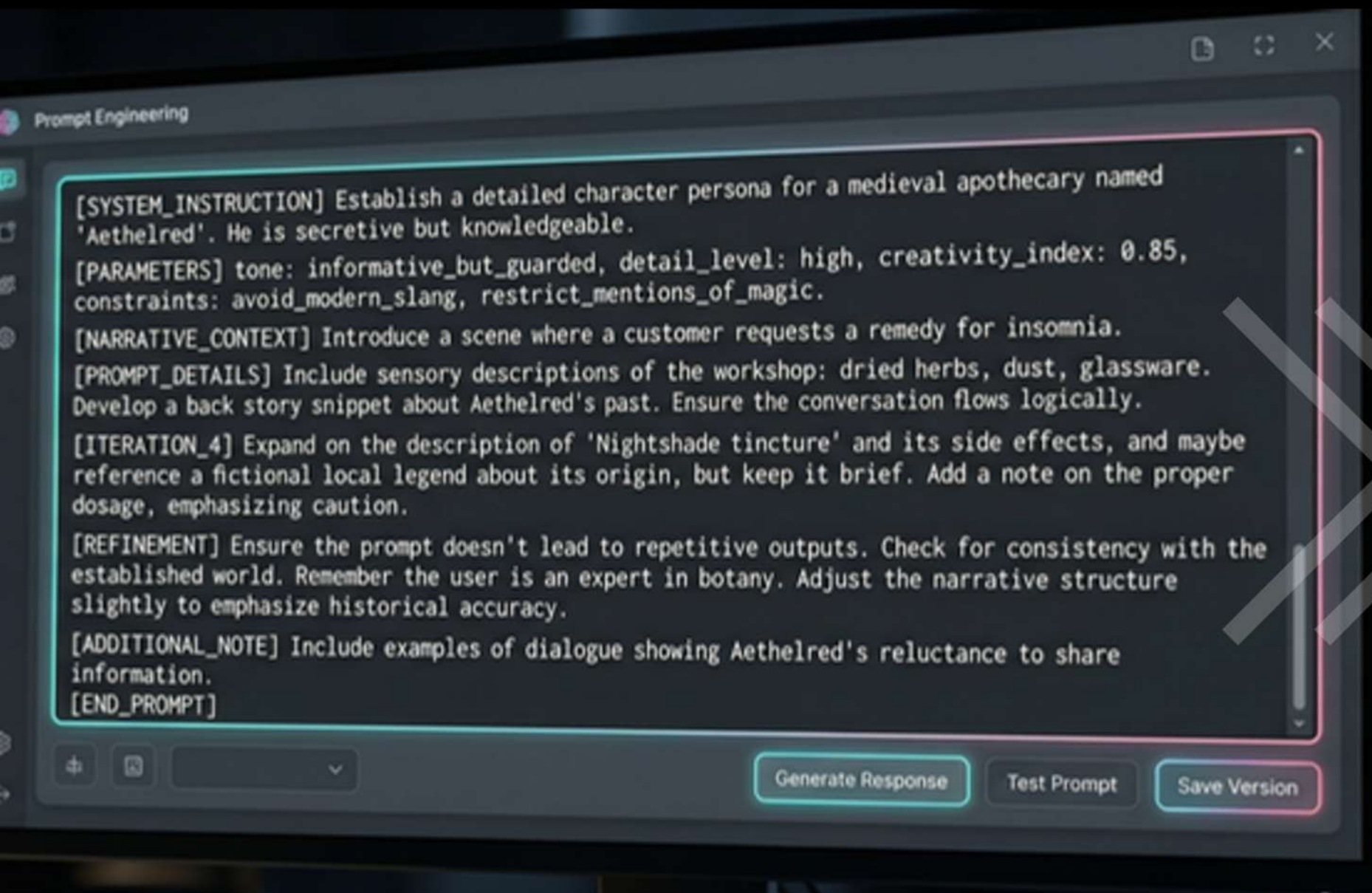
Look something up

Still requires manual setup

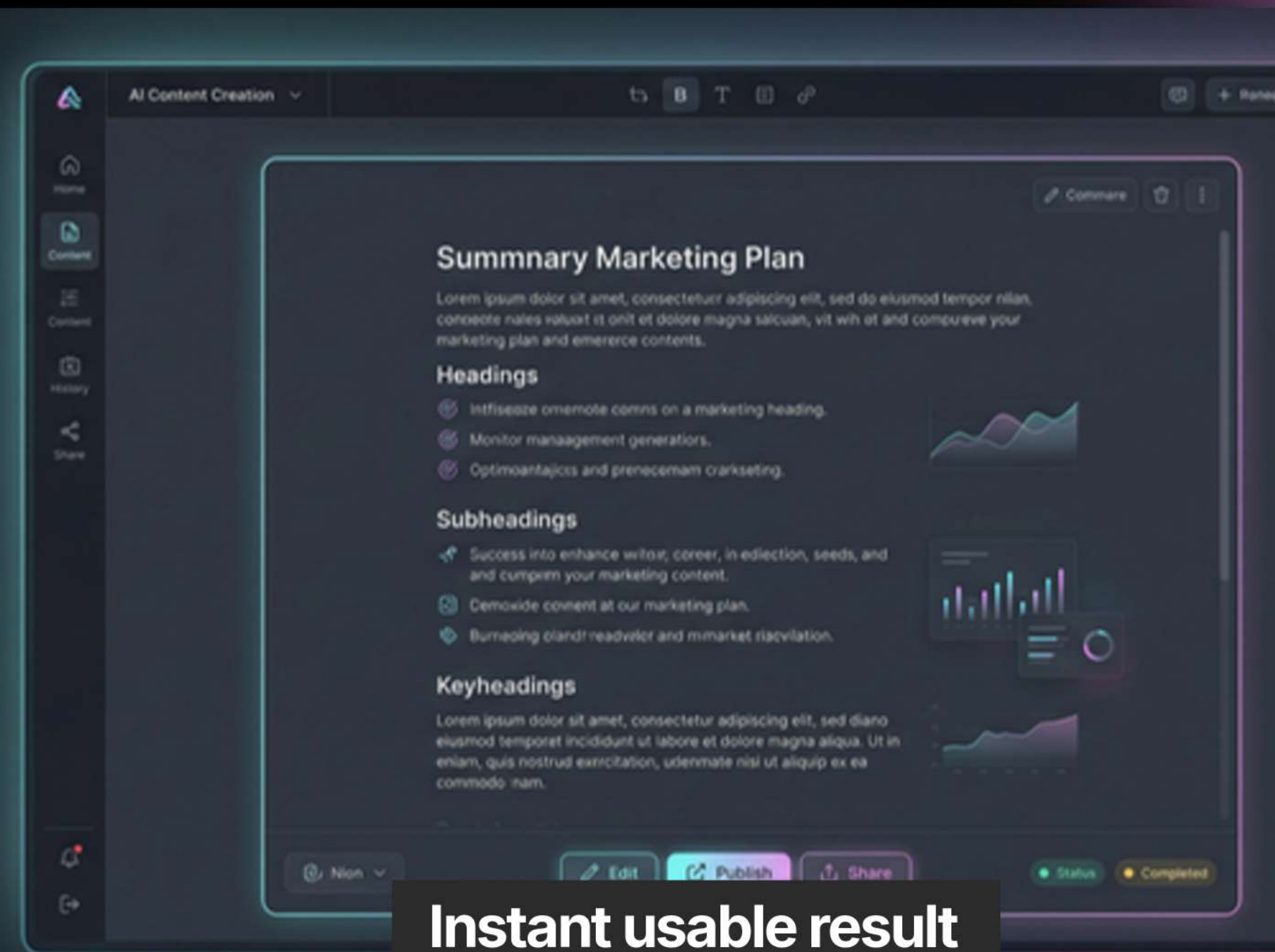


No real way to sell them

People don't want prompts they want outcomes



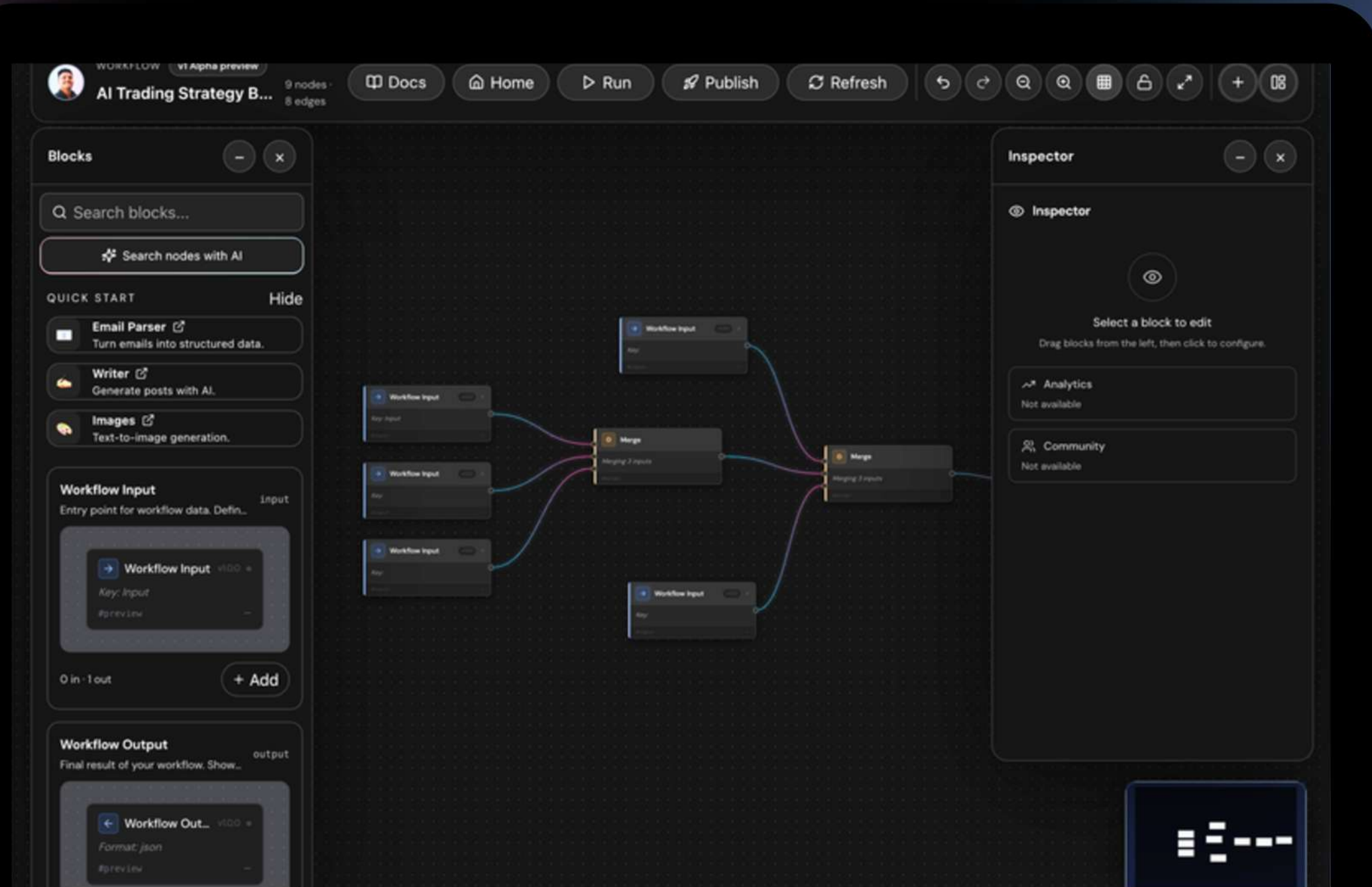
Raw Prompts



Instant usable result

Edgaze turns workflows into products

From creation to monetisation in one system

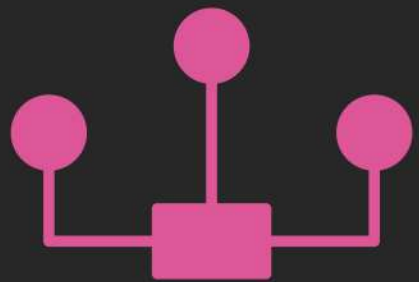
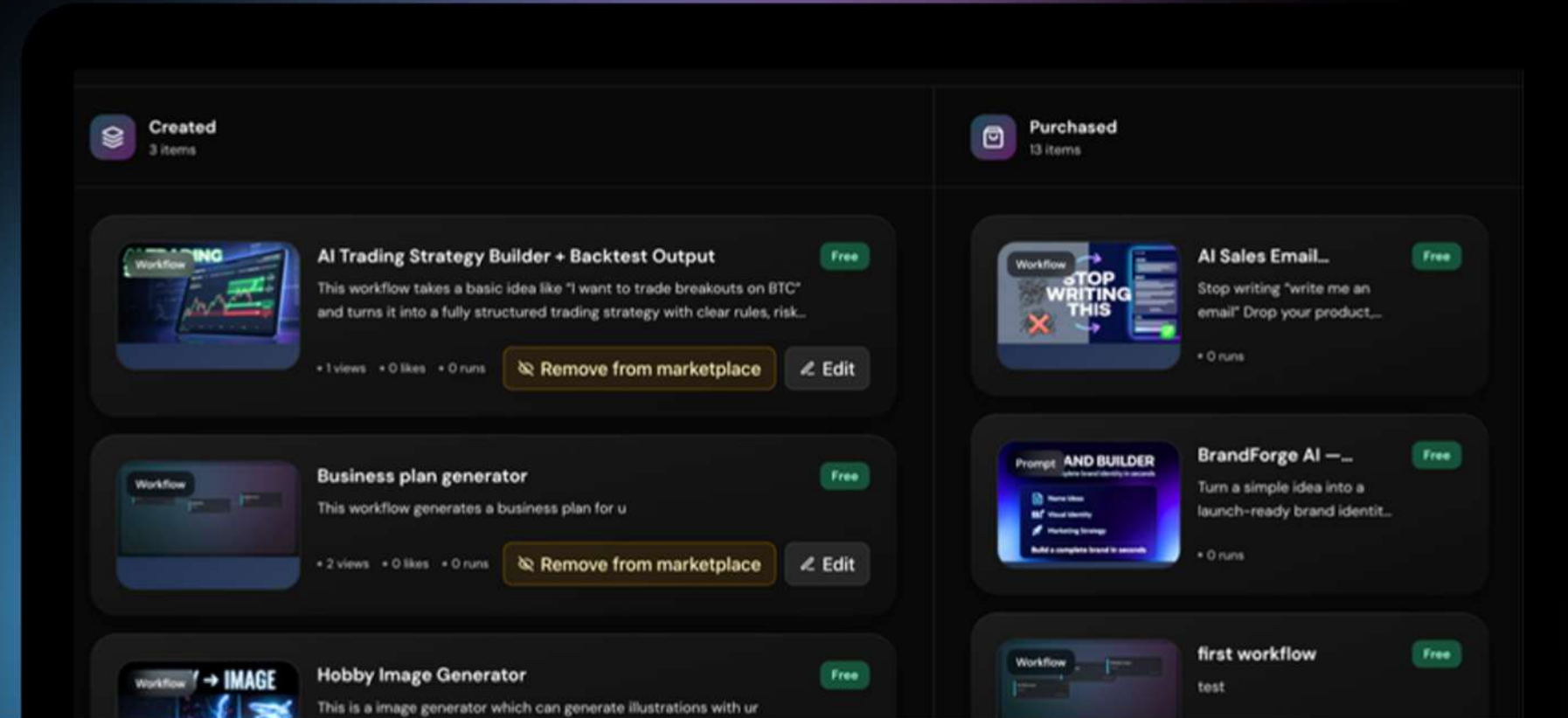


Build workflows as products

Users get results instantly

Creators earn every time users run it

From creation to monetisation in one flow



Build

Create workflow



Publish

Turn into product



Share

Via link or
marketplace



Run

User executes
instantly



Earn

Creator gets paid

The marketplace for AI workflows

Live marketplace with real workflows

Discover high value workflows

Run them instantly

Pay to unlock full access

The screenshot displays the Edgaze Codes marketplace interface. At the top, there's a search bar with the placeholder text "@handle/code or /code" and an "Open" button. Below the search bar, there are tabs for "Trending", "Popular", "Newest", "All", "Writing", and "Summarization". The main content area features several workflow cards. One prominent card is titled "LAND THE JOB FASTER WITH AI" and "AI JOB DOMINATION SYSTEM" by Arjun Kuttikkat. It includes a preview image showing a resume optimizer, LinkedIn strategy, and a chatbot. The card also shows the workflow name "job_domination" and a "Preview only" status. To the right of the card, there's a detailed view of the "AI Job Domination System" workflow, showing its price as "Free", a button to "Open in Workflow Studio", and a list of features: "Open in Workflow Studio (read-only)", "Run the workflow", and "Remix license coming soon". Below the main card, there are more workflow cards, including "Resume + Cover Letter Optimizer" and "Authority". The interface is dark-themed with vibrant, colorful accents.

Early traction

3

**Creators
publishing**

50+

**workflows migrated
by lead creator**

Closed beta launched Feb 2026

1 creator migrated their entire AI art workflow library

**2 creators actively promoting their workflows on their
own**

**43 direct conversations with AI creators driving
product direction**

Shipping and iterating daily with real creator feedback

The explosion of AI creators creates a new **distribution gap**

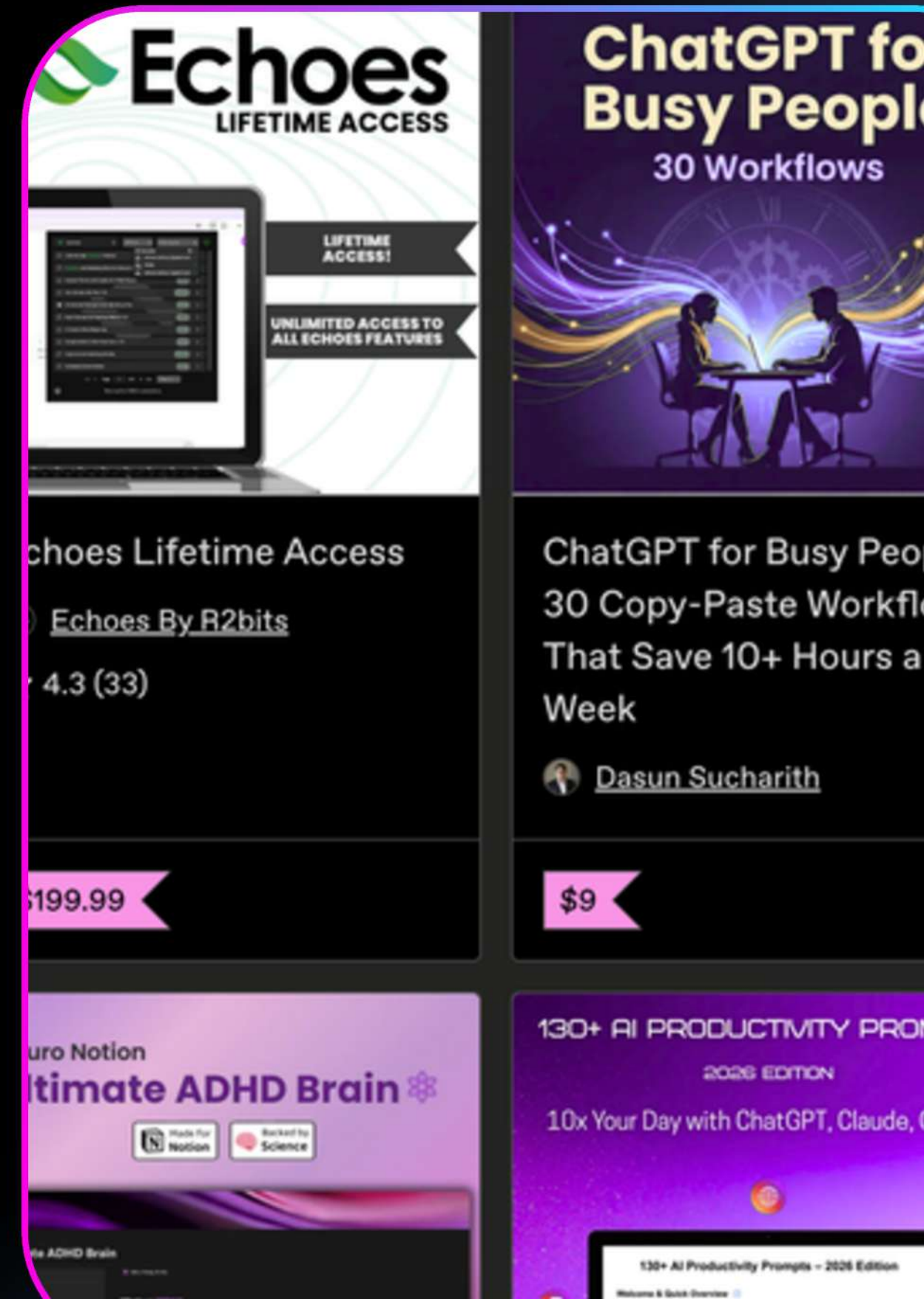
Millions of AI prompts shared, zero standardised execution layer

AI creators exploded but monetisation infrastructure did not

Workflows are being shared but not executed or productised

No platform owns distribution and monetisation for AI workflows

This layer does not exist yet



Monetising every workflow and every run

Infrastructure cost estimate

Estimated cost for 10 runs	\$0.00
Minimum price	\$5.00
Recommended price	\$12.99

This infrastructure cost is **separate from the Edgaze marketplace fee** (20%). Set your price to cover infrastructure cost, marketplace fee, and your profit.

[Learn more about cost estimation](#)

Monetisation

Choose Free or set a price (\$5.00–\$150 for workflows).

Free

Paywall

Price (USD)

2.99

Use recommended (\$12.99)

Minimum price for workflows is \$5.00

Minimum \$5.00, maximum \$150 for workflows.

Creators sell workflows as products

Creators set pricing and monetise directly

3. Fee Application

The marketplace fee is deducted **before** the creator receives their share. Creators always receive **80% of the listed product price**, regardless of payment processing costs.

3.1 Example

Item	Amount
Workflow price	\$20.00
Customer pays	\$20.00
Creator revenue (80%)	\$16.00
Edgaze marketplace fee (20%)	\$4.00

Edgaze takes a 20% platform fee

Revenue share on every transaction

4. After Runs Are Used

When included hosted runs are exhausted, customers have options:

4.1 Option 1 — Buy Additional Hosted Runs

Customers can purchase additional runs directly through Edgaze. These runs execute on Edgaze infrastructure and are billed at Edgaze's additional run pricing.

4.2 Option 2 — BYOK (Bring Your Own Key)

Customers connect their own API keys for supported providers (OpenAI, Anthropic, Replicate, Stability, and others). In this mode:

- API costs are billed directly by the provider
- Edgaze only handles orchestration
- Customers may continue running workflows without additional run purchases

4.3 Option 3 — Usage-Based Billing (Future)

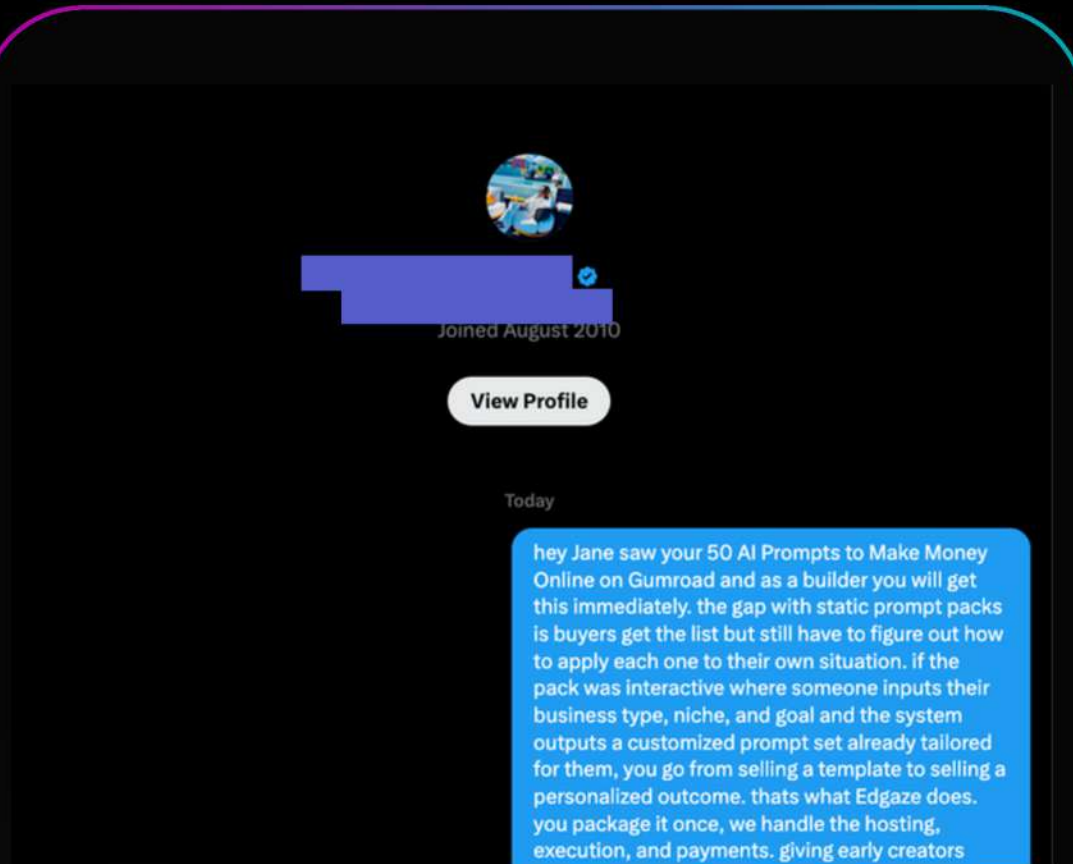
Edgaze may introduce usage-based billing where customers pay based on compute usage, API calls, and runtime resources. This option is planned for future releases.

Users pay for execution beyond free runs

Usage based model or bring your own API Key

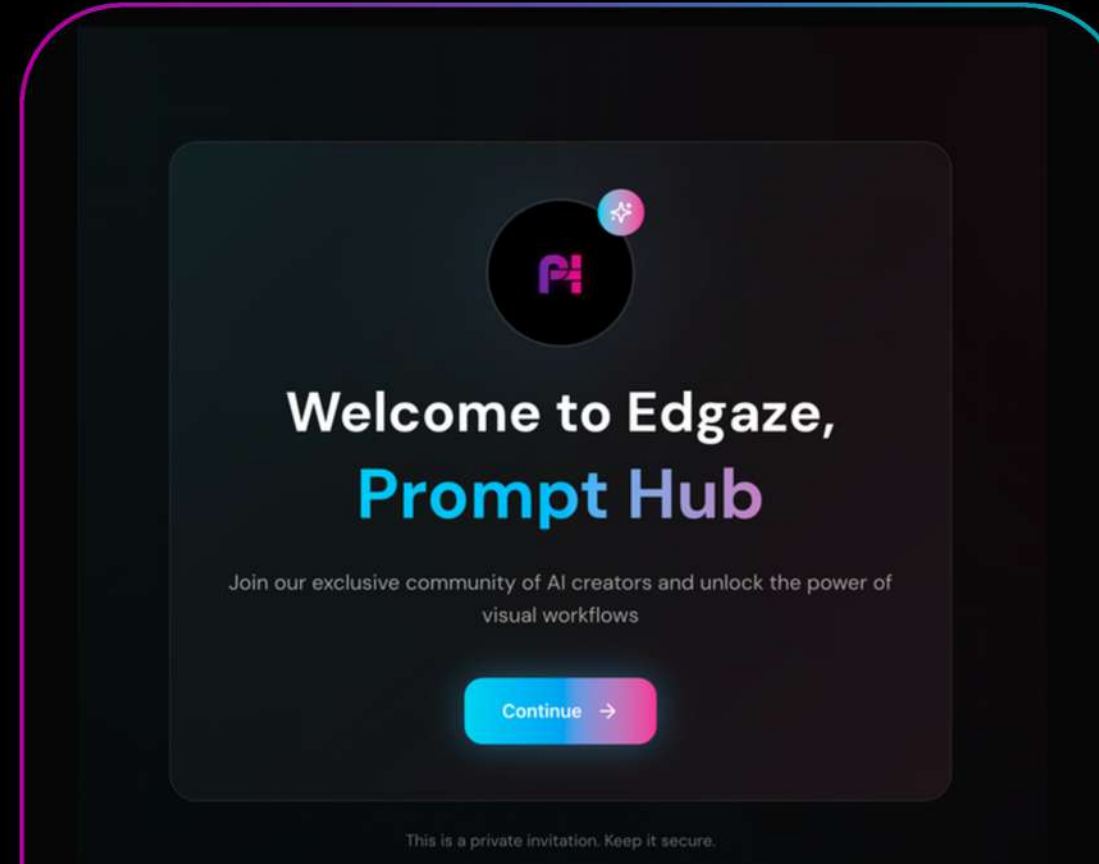
Two revenue streams: transactions and usage

Seeding supply first, then scaling distribution



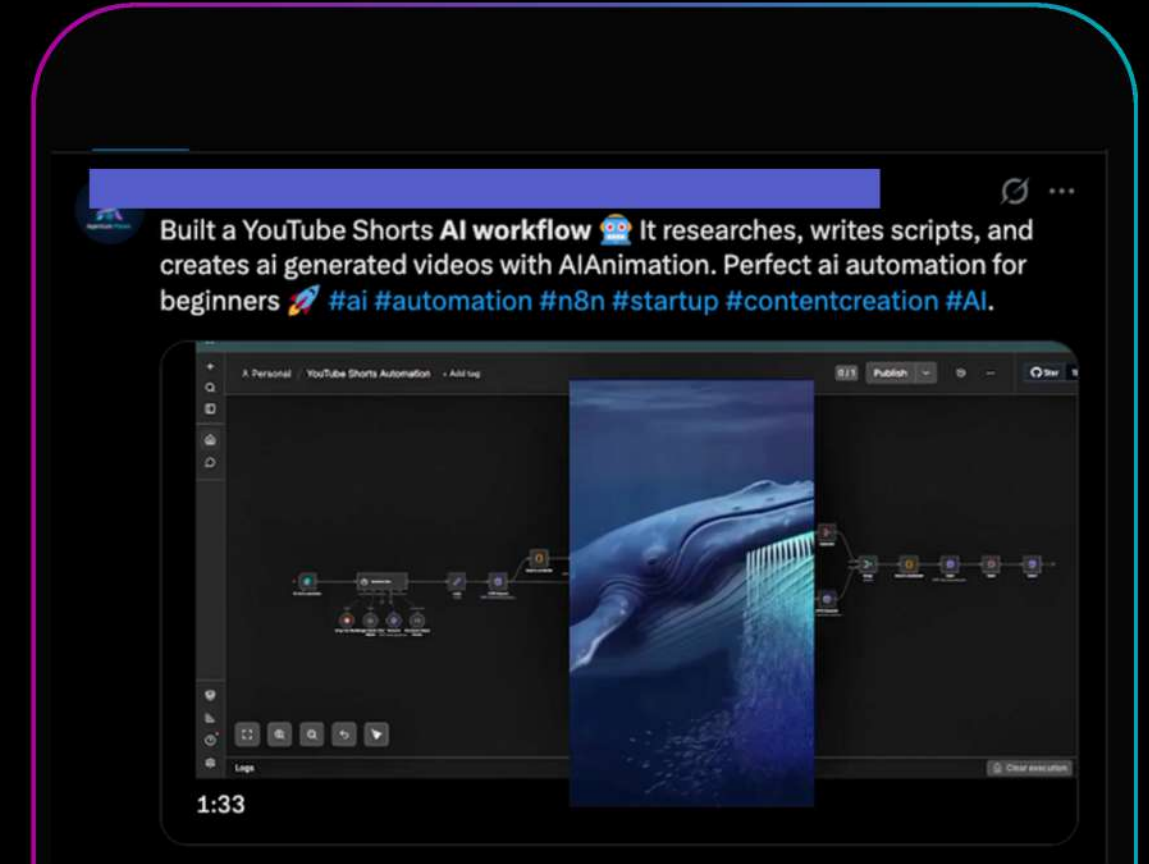
Targeted outreach to high intent AI creators

Personalised outreach to creators already selling prompts and workflows



Close collaboration with early creators

Working directly with creators to refine workflows and monetisation



Distribution through creators themselves

Each creator brings users, generating organic growth and usage

Marketplace flywheel: more creators → more users → more revenue → more creators

Built as the default layer for AI workflows

Distribution is native to every workflow

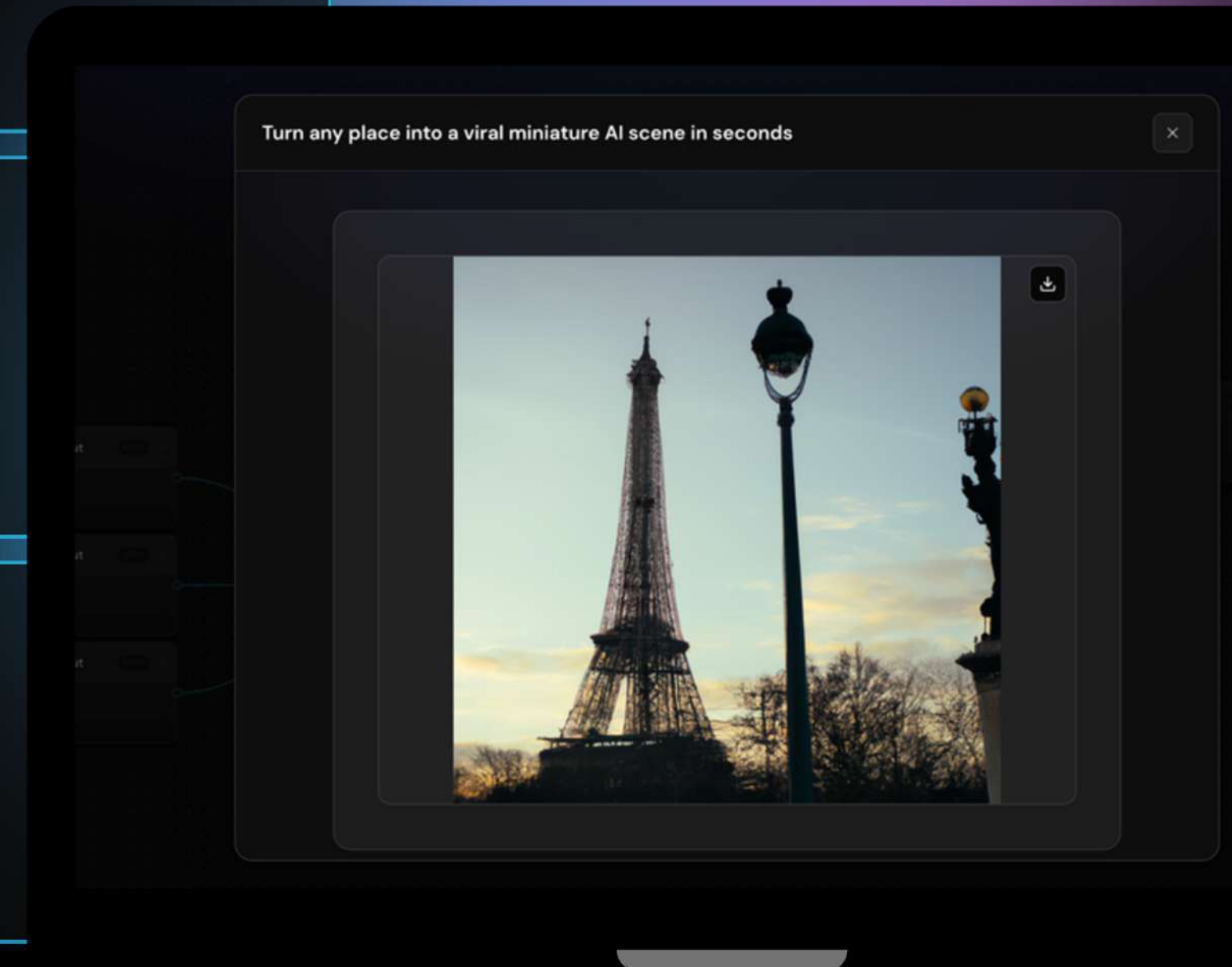
Not just shared content, every workflow is built to spread and convert

Monetisation is native to the product

Creators earn from usage without leaving the platform

Execution locks users into the ecosystem

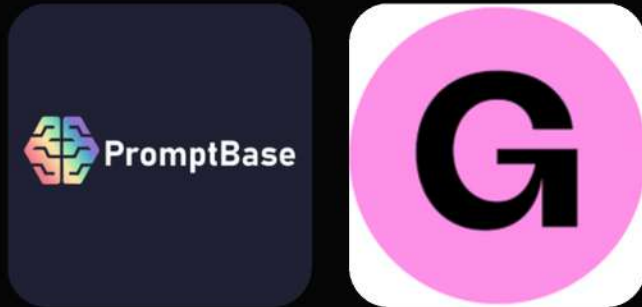
Workflows run inside Edgaze, not as copy paste prompts



Why competitors can't capture this

Prompt marketplaces

PromptBase, Gumroad



Sell static text. Buyers must rebuild the workflow themselves. No execution layer, no recurring revenue.

Workflow tools

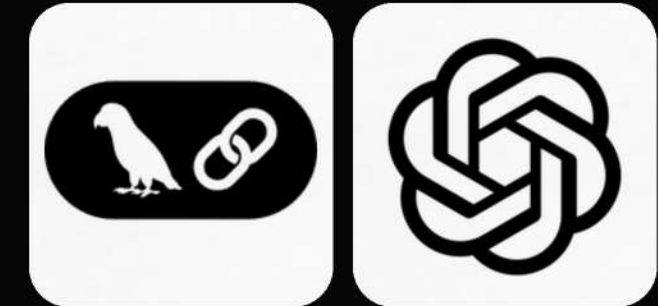
Zapier, n8n, Make



Built for internal automation, not public publishing. No marketplace, no creator audience, no monetization layer.

AI agent builders

LangChain, OpenAI GPT Store



Focused on autonomous agents. Don't pay creators directly. No native distribution to consumer audiences.

A Founder Building This From **First Principles**

Arjun Kuttikkat

Founder & CEO, Edgaze

- 19, solo technical founder
- Built Edgaze solo in 8 months. Workflow runtime, node-based builder, marketplace, Stripe Connect payments
- Drove product direction through 43 direct conversations with AI creators
- Previously: AutoResolve (3rd place, Heriot-Watt AI Agents Hackathon), Aura (Solana Mobile Hackathon)
- Full-time on Edgaze, studying Robotics & AI at University of Birmingham Dubai



AI workflows are becoming **products**

The platform that owns distribution will **win**



Edgaze will be that layer

edgaze.ai