Introducing creator monetization on Poe

Poe <product-updates@poe.com>   Tue, Oct 31 at 8:31 AM
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Hi Everyone,

This week we launched the ability for any bot creator on Poe to generate revenue. This is a major step forward for the platform, and we are very excited to see what it encourages everyone to create! The program will support both prompt bots created directly on Poe, and server bots created by developers who write code and integrate with the Poe API.

Our monetization structure has two components, and we will be extending it over time:

- *Available immediately-* If a bot causes a user to subscribe to Poe (measured a few ways), we'll share a cut of the revenue they pay
- *Starting soon-* You can set a per-message fee and we'll pay that on every message (We are working on the system to manage this)

Creator monetization is currently available to US residents, but will be expanding to other countries soon. You can get started at poe.com/creators, or learn about creating a bot at developer.poe.com.

With this latest launch, we believe we are fulfilling our goals for Poe to greatly reduce the amount of work needed for any AI developer to reach a large audience of users.

Since February, we have worked very hard to deliver on this promise, including:

- Supporting iOS, Android, web, and MacOS
- Ability for anyone to create bots with a prompt
- An API for more sophisticated developers
- Ability to build on top of other bots without needing to pay for access
- Variety of features, like threading, file uploading, image generation, ++

The result of all this is that Poe has millions of users around the world who come to chat with a wide variety of bots that we help them discover.

Now, we are launching the final critical component of this ecosystem: the ability for bot creators to generate revenue. With this, we hope Poe unlocks a thriving economy with a wide diversity of AI products. We expect all kinds of bots to do well, across areas like tutoring, knowledge, therapy, entertainment, assistants, analysis, storytelling, roleplay, and image, video, music, and other media generation. Since this is the beginning of a new market, there are lots of opportunities to provide a valuable service for the world and make money at the same time.

We are especially excited about enabling a new class of smaller AI research groups or companies to reach a large audience, those who have unique talent or technology but don't have the resources to build and market a consumer application to mainstream consumers. This should help access to AI diffuse throughout the world more quickly, and help those smaller researchers generate the large amounts of revenue that are needed to train bigger models and further fund their research.

If you are located in the SF Bay Area, we are hosting a hackathon at AGI house on 11/4 for people to experiment with creating bots that will be monetized. If you'd like to join, you can apply here.

Please share any feedback with us at feedback@poe.com. And feel free to join our Discord and ask any questions in the #creator-monetization channel.

Thank you!

The Poe team

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