

POLLINATIONS

The Open-Source AI Platform for Creators

Community-driven · One API, all models · 1,000+ apps · 3M+ end-users/month
pollinations.ai · hello@myceli.ai · Discord (17K+) · GitHub (3.9K ★)



3M+ end-users/mo*

1,000+ live apps

600+ new creators/day

17K+ Discord

3.9K GitHub ★

■ Team

Thomas Haferlach (CEO) — Amazon AI. Published neural networks researcher. Edinburgh AI, top of class. 9 years building creative tech communities in Brazil and Berlin.

"I built this because I needed it at 16. No credit card, no access — so the next generation doesn't face those barriers."

Elliot Fouchy (CPO) — Full-stack engineer. Infrastructure at scale. Shipped and runs the entire backend from day one.

■ The Problem

Every week, a new wave of creators ships AI-powered apps — Discord bots, browser tools, game mods, image generators. They build with prompts, ship on GitHub, find users overnight.

But the moment an app gets traction, they hit a wall: **API keys they can't afford. Billing systems they can't build. Costs they can't predict.**

The ecosystem is fragmented. Enterprise AI requires complex backends and billing. Consumer tools are walled gardens — no way to build on top of them.

For creators: infrastructure they can't afford.

For users: subscription hell.

■ Pollen — One Currency for All AI Apps

1 Pollen = \$1. Think of it like electricity. We power the apps. Users pay for the electricity. Creators share the revenue.

**Creator builds free → App goes live → Users buy Pollen
→ We take a cut, creator gets the rest**

Creators are our distribution. Every app is a storefront we didn't have to build. Creators earn on every Pollen spent — and can cash out to their bank.

■ Why Now

Natural language is the new programming. "Vibe coding" is Collins Word of the Year 2025. Models are commoditizing — value is shifting to distribution. The winners will be platforms that turn creators into distribution channels.

■ Business Model

Users buy Pollen once and spend it everywhere. More apps = more reasons to buy. More users = more revenue per app.

Unit Economics

Take rate: 4% of GMV · Gross margin: 75% · CAC: ~\$0

Proof: One creator-built game — 51M visits, \$12K/month in user spend. We earn on every transaction. No outbound sales.

■ Why We Win

We sell through creators, not to them. Fal, OpenRouter, and others charge developers. We let creators build free, then monetize the end users they bring.

Self-scaling distribution. Every app is an acquisition channel we didn't pay for.

Community that compounds. 17K Discord members shipping starter kits, onboarding new creators. Zero support cost at scale.

Defensibility. 1,000+ apps in production — switching means breaking live products. Network effects: more apps → more users → more revenue → repeat.

■ Market Position

	HuggingFace	fal.ai	OpenRouter	Pollinations
Role	Model hub	API provider	LLM router	Distribution layer
Customer	Researchers	Enterprise	Devs/Startups	Creators
Entry	Use models	Pay-per-use	API key	No signup
Revenue	Enterprise	Contracts	Usage fees	End users buy Pollen

Fal (\$4.5B) and OpenRouter (\$500M, ~small team) charge developers. We charge their users.

■ The Ask

€2.5M Seed

50% Compute & Infrastructure
30% Engineering · 20% Community

Milestones:

- Q1 In-app Pollen payments live
- Q2 Creator rev-share — creators earn, cash out
- Q3 App discovery + curation

Power the long tail of AI apps.

pollinations.ai