

# **YOUR AI STARTUP COULD BE GROWING FAST... AND STILL BE ON THE ROAD TO BANKRUPTCY**

**THE HIDDEN COST CRISIS NO ONE'S  
TALKING ABOUT.**

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# NEGATIVE MARGINS

For many AI coding startups, running costs are higher than what users are willing to pay.

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# LLM COSTS

Advanced large language models from OpenAI, Anthropic, etc., are expensive — and upgrades burn through revenue.

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