

AISA

Published: July 2026 | Report Date: July 5, 2026

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THE COMPANY

Aisa is a San Francisco payments startup building a unified transaction layer that lets AI agents discover, access, and pay for APIs, data, and software — a self-described "Amazon for agents." It just closed a \$6.5M seed round led by Alibaba and Tribe Capital, and has onboarded 20,000+ registered agents with no paid marketing to date.

WHAT THE GROUP LIKED

- Strong organic pull: 20,000+ agents onboarded with zero paid marketing spend.
- High-credibility backers: Alibaba, Tribe Capital, Draper Associates, and others.
- Founder-market fit: prior payments/wallet builder, early leader in x402.

MARKETING: WHAT THEY MUST DO

- Institutionalize GEO/AEO so AI assistants cite Aisa by default.
- Publish LLM-readable docs (llms.txt-style) for agents.
- Build Aisa-vs-Skyfire and Aisa-vs-Payman comparison content.
- Test Google Ads on "agent payment API"/"x402" with holdouts.
- Launch LinkedIn + LinkedIn Ads to startup finance/DevOps leads.
- Formalize recurring developer hackathons and SDK bounties.
- Publish an annual "State of Agentic Payments" data report.
- Raise press cadence beyond funding news — usage stories.
- Turn podcast/conference appearances into a content pipeline.
- Build 3–5 named agent/customer case studies for enterprise.
- Stand up a public trust, security, and compliance page.
- Build a fee-savings calculator vs. traditional card rails.
- Launch a developer referral/affiliate program for integrations.
- Pursue co-marketing with major agent/model framework makers.
- Professionalize @AisaOneHQ with a steady commentary cadence.
- Localize materials for priority international markets.
- Keep the "Amazon for agents" framing consistent everywhere.

HIRING: TIMING MATTERS

- If not yet hired, hire a Head of Marketing / VP Growth — now, this cycle.
- Do they have a dedicated DevRel lead? If not, within 2–3 quarters.
- If not yet in place, add compliance counsel before enterprise scale-up.

PANEL QUOTES (UNATTRIBUTED — FOR ENTERTAINMENT PURPOSES ONLY)

"A ledger nobody trusts is just a rumor with better formatting." "The company that names the category owns the traffic." "20,000 agents signed up with no ads — imagine that with a budget."

TOP 3 COMPETITORS

Skyfire • Payman • Nevermined

SAMPLE TWEET (205 CHARACTERS)

Aisa should double down on GEO/AEO + dev-community marketing, and consider a Head of Marketing hire. Watch competitors Skyfire & Payman. FOR ENTERTAINMENT PURPOSES ONLY. no-position/no-compensation/no-MNPI

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