

Your Product Will Be Commoditized. But your **Distribution Won't**

April 29th, 2026
Tomer Dean

Google for Startups
AI & Vibe Coding Bootcamp for Builders

**AI has gave us a magic wand.
Now everyone can build. It's fun.**



50 Competitors, Same Product.

How will the customer choose?

Your product

A person with their back to the camera, wearing a purple hoodie, stands in a brightly lit aisle of a store. The shelves on both sides are filled with numerous colorful boxes of candy, representing 50 different competitors. The person's hands are outstretched in front of them, suggesting a state of indecision or being overwhelmed by the choice. The perspective is from behind the person, looking down the aisle.

The graveyard is full of great products nobody ever used



Let's make sure your company doesn't die

(for not having users)

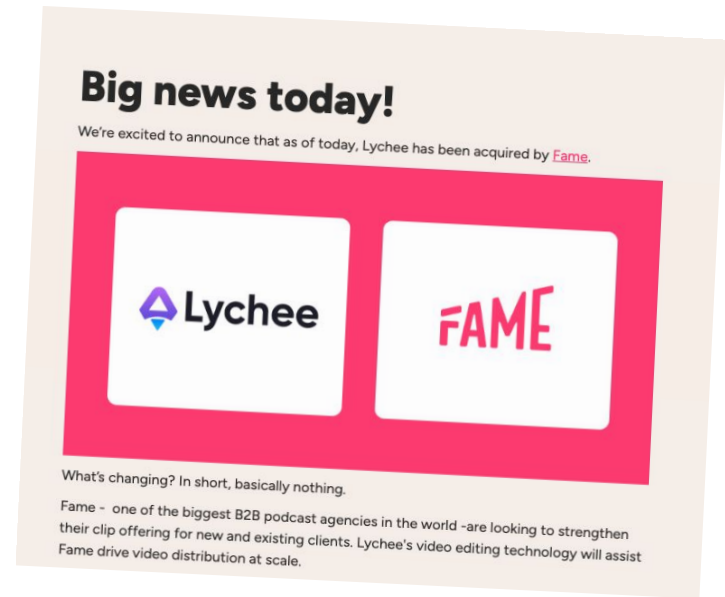
1. How buyers will find your product?
2. Where you should focus your efforts?
3. Which platforms gives the fastest ROI?

My examples will be most relevant for B2B/SaaS (!)

I've learned the hard way

1. Building software since age 13
2. Launched 50+ products
3. Raised VC funding a few times
4. Sold several companies
5. Seen it all: CTO > CEO > CMO

Most importantly: I've failed MANY times and learned the HARD way



blush

MINDSHARE AI



ZELL
Entrepreneurship Program







ראש ממשלת ישראל
THE PRIME MINISTER OF ISRAEL

The 3 pillars that will be the most important battle grounds

1. GEO & Agent Discovery
2. Google is still the OG
3. Community & earned media

#1 GEO & Agents

Being mentioned #1 in your market is your main goal

 ChatGPT	 AI Overview
 Claude	 Gemini

ChatGPT ▾

↑ Share

Who is the best pre-seed VC in Israel?

"Best" doesn't exist at pre-seed in Israel. The market is fragmented and founder-fit dominates. What matters is **check size, speed, operator value, and network relevance to your domain**.

The actual top tier splits into three categories:

1) True pre-seed specialists (first check, fast decisions)

These are the closest thing to "best" if you're very early (idea / no traction):

- **Fusion VC**

Structured program + ~\$150K initial checks, highly selective, designed specifically for zero-to-one founders fusion-vc.com

- **F2 Venture Capital**

Known for being **first-check investors** in Israeli startups, especially infra/cloud

f2vc.com

- **Off The Grid Ventures**

Micro-checks, strong in SaaS and operator-led backing [Signal](https://signal.vc)

These win on **speed + willingness to invest before product-market fit**.



#1 GEO & Agents

GEO is the outcome of your marketing activities

Breaking myths: GEO is not SEO 2.0

GEO = website + PR + social + reviews + publishers

Recommended platform to check your GEO citations























Task Management Updated 4 days ago

Top Task Management Citations



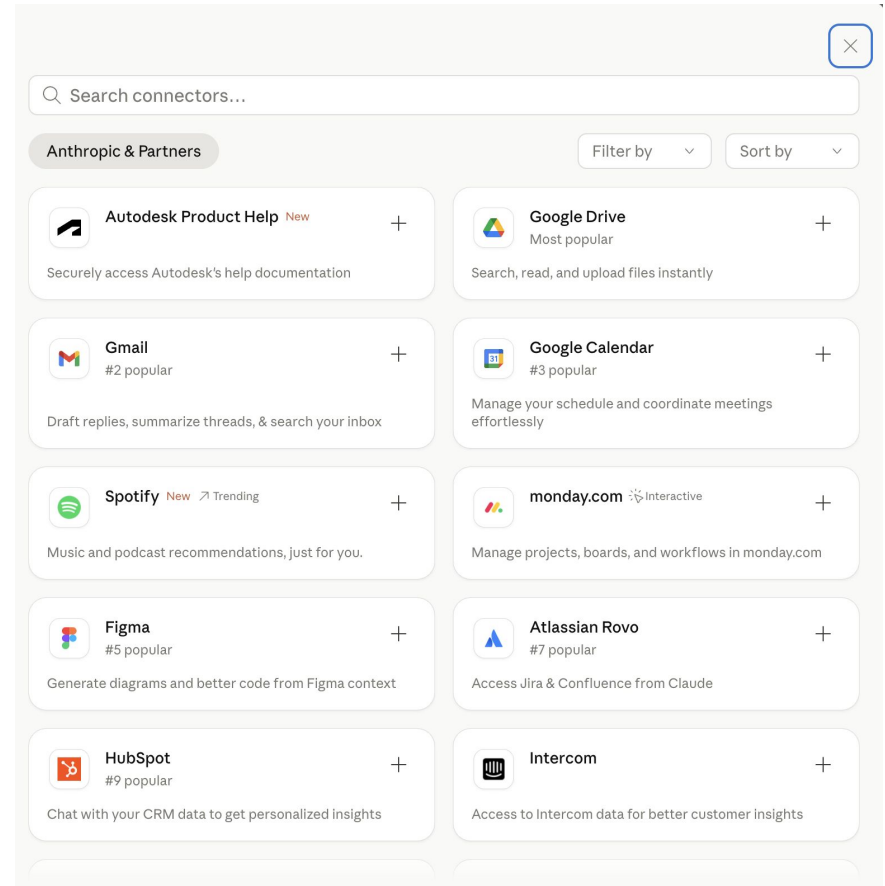
Which domains appear in the most task management citations on ChatGPT

DOMAIN	TYPE	IMPACT ?	# CITATIONS ?
 reddit.com	UGC	34% 	206
 getapp.com	Reviews	18% 	106
 thedigitalprojectmanager.com	Editorial	17% 	104
 youtube.com	UGC	14% 	81
 wikipedia.org	UGC	13% 	75
 forbes.com	Editorial	11% 	68
 techradar.com	Editorial	11% 	64
 techrepublic.com	Editorial	9% 	55
 fitgap.com	Reviews	8% 	47
 capterra.com	Reviews	7% 	43

< Prev 1 2 Next >

Build plugins in marketplaces & get installed on LLMs

- Adopt new customer workflow
- Opp = “AppStore in 2008”
- Window of 3-5 years

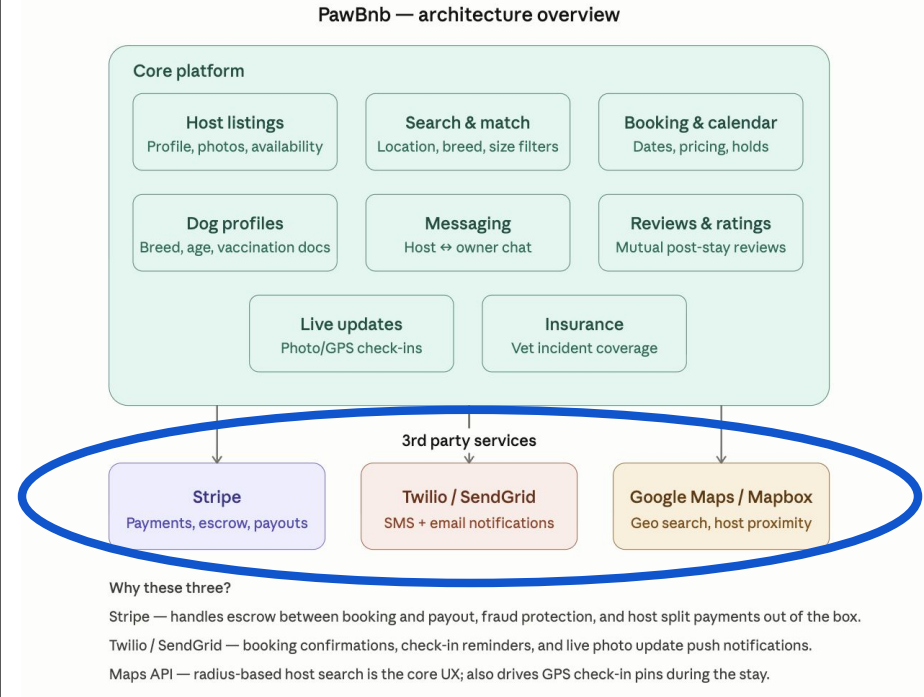


Build tools that agents will install

- Agents taking more actions
- Soon will get credit cards
- Don't buy like humans do
- Warning: very new. No playbook.

Plan an AirBnb website for dogs. List which 3rd party services you will need to utilize to build this

Here's the plan:

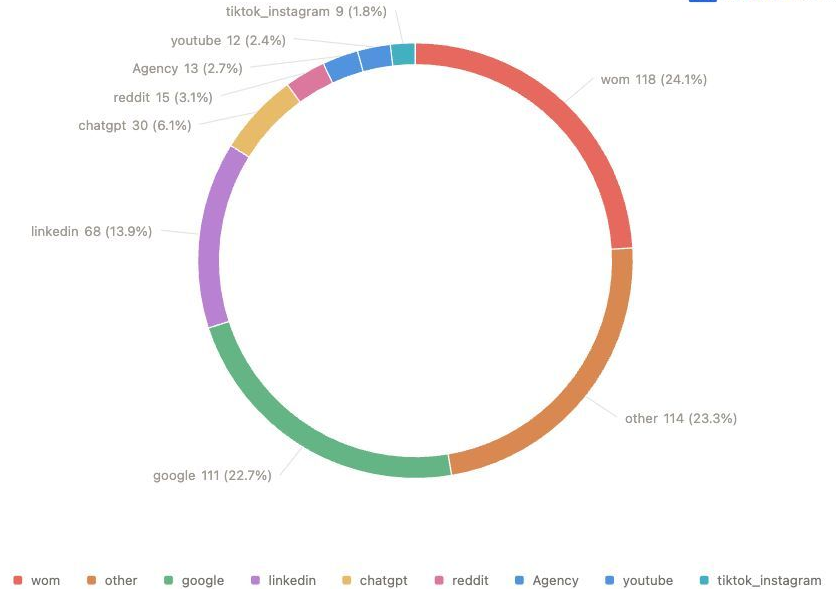


#1 GEO & Agents

GEO is getting harder, and is challenging for startups to compete

- Can be time-consuming (Reddit)
- Other require high budgets (PR)
- Attribution almost non-existent

“How did you find us?”

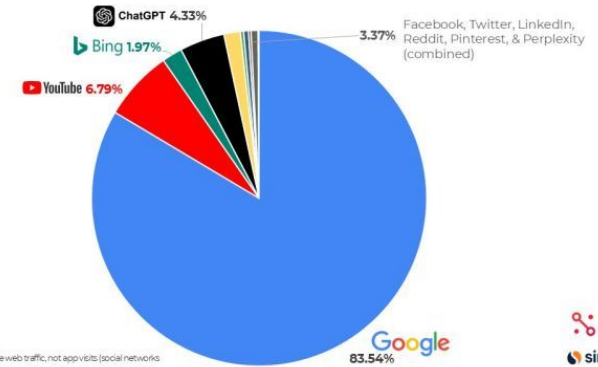


#2 Google is still the OG

- Don't neglect traditional SEO
- Be creative to getting indexed (pSEO)
- Tools/calculators still work (!)

Cross-Platform Share of Search (Oct. 2024)

using a select group of traditional, social, and LLM tools on desktop + mobile web



Includes desktop and mobile web traffic, not app visits (social networks included). Assumes all LLM requests are "searches." Uses a mix of data from both SimilarWeb (visits) and Datas (searches/visits)

#2 Google is still the OG

Real example: PLG Tool

The screenshot shows a presentation slide on the left and a control panel on the right. The slide has a dark blue background with white text. The title is "Download Twitter Spaces as MP3". Below it, it says "IDEAL FOR: REPURPOSING TO PODCAST AND OFFLINE LISTENING". The right side of the slide features a white background with a list item "1 → Recorded Space Link (Up to 3h) *". Below this, there is a text prompt "Click on the recorded space" followed by "share" and "copy link" icons. A URL input field contains "https://". At the bottom of the control panel, there is an "OK" button with a checkmark and the text "press Enter".

Apr 3, 2023 - Today × All devices ▾

Download Twitter Spaces as MP3

IDEAL FOR:
REPURPOSING TO PODCAST
AND OFFLINE LISTENING

1 → Recorded Space Link (Up to 3h) *

Click on the recorded space share copy link

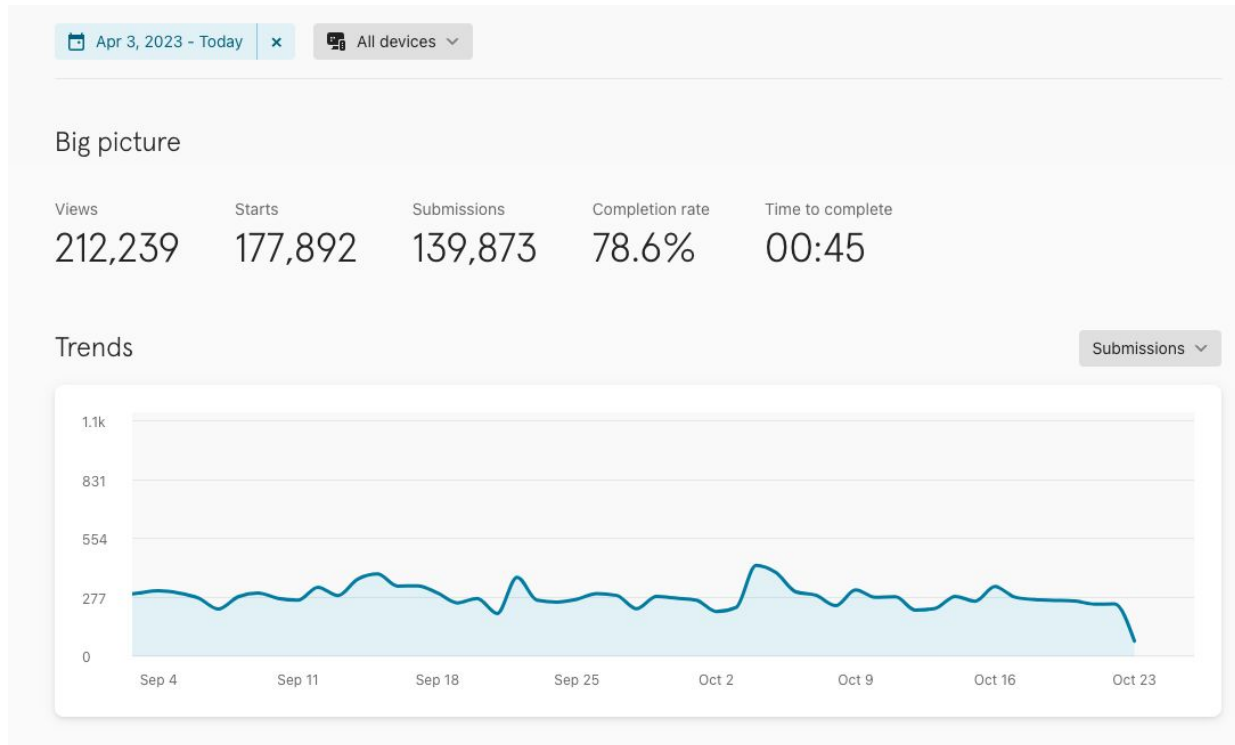
https://

OK ✓ press Enter ↵

Sep 4 Sep 11 Sep 18 Sep 25 Oct 2 Oct 9 Oct 16 Oct 23

#2 Google is still the OG

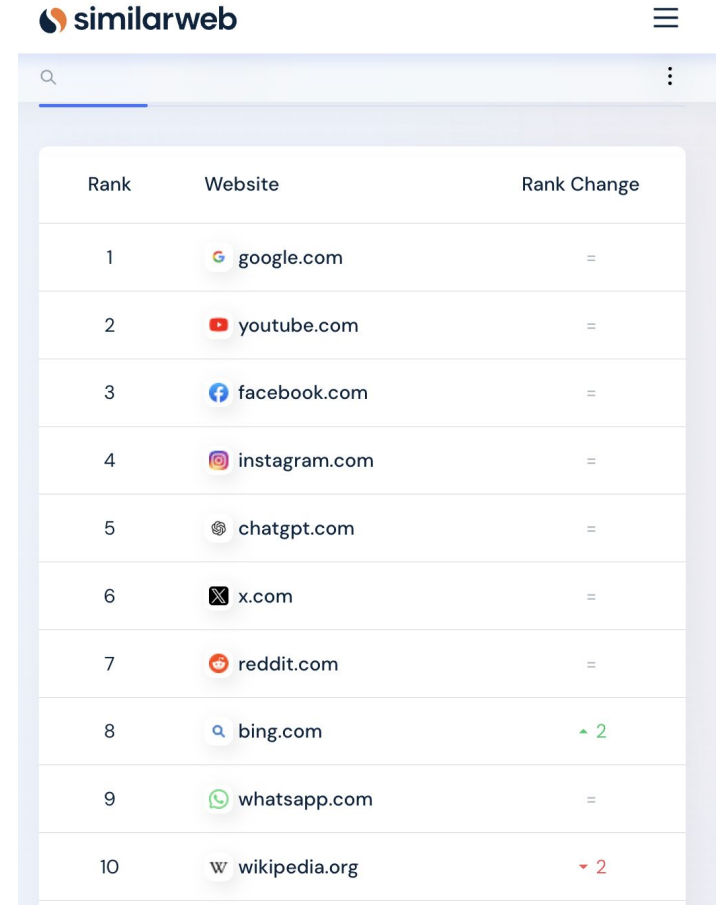
Real example: PLG Tool



#2 Google is still the OG

What about content marketing?

- Skip regular generic blog posts
- Listicles “kinda” work, but not for long
- Unique datasets = source of truth



The image shows a screenshot of the Similarweb website ranking tool. The interface includes the Similarweb logo at the top left, a search bar, and a menu icon at the top right. Below the search bar is a table displaying the top 10 websites ranked by Similarweb. The table has three columns: Rank, Website, and Rank Change. The websites listed are google.com, youtube.com, facebook.com, instagram.com, chatgpt.com, x.com, reddit.com, bing.com, whatsapp.com, and wikipedia.org. The rank change for bing.com is +2 and for wikipedia.org is -2.

Rank	Website	Rank Change
1	google.com	=
2	youtube.com	=
3	facebook.com	=
4	instagram.com	=
5	chatgpt.com	=
6	x.com	=
7	reddit.com	=
8	bing.com	+ 2
9	whatsapp.com	=
10	wikipedia.org	- 2

#3 Community & earned media

- Great for first 1000 users
- Relatively fast (weeks/months)
- Value compounds overtime
- Trusted by LLMs (for now)




Reddit

Pros	Cons
Direct traffic	Very complex to scale
Google traffic	Expensive to outsource
LLM traffic	No guarantees
Lives forever	

 colorful sisters
https://colorfulsisters.com › ... › Israel › Tel Aviv/Jaffa

24 Best Cafes in Tel Aviv | Coffee Shops to Work From


16 Aug 2021 — A relaxed vibe for workers, it has become a regular spot for me and my laptop. Cafe Coffee Shop Tel Aviv. Score. Food/Drinks – 10/10 (BEST ... [Read more](#)

 Reddit · r/telaviv
10+ comments · 3 months ago

Best cafes to work with a laptop in Tel Aviv? : r/telaviv

Eazy Cafe "The traditional good ol neighbourhood cafe." Arlozorov St 76. Landwer Sarona "Centrally located in the heart of the startup nation." ... [Read more](#)

Best coffee shop to work in with a teudat kashrut in ... 17 posts 10 Nov 2024
best *air conditioned* cafes / work places in tlvv?! : r ... 9 posts 3 Jun 2024
More results from www.reddit.com



Best cafes to work with a laptop in Tel Aviv?

TLDR: I'm a local Tel-Avivian, many friends visiting from abroad or even Israelis regularly ask me best spots to work with a laptop, including places you can chill for 4+ hours without being pressured to leave. Have any other recs to add to the list? Comment below.

Top 5 Laptop-Friendly Cafes in Tel Aviv

1. **Cafe Zorik** "Your friendly neighbourhood cafe." Yehuda HaMakkabbi St 4x.
2. **Eazy Cafe** "The traditional good ol neighbourhood cafe." Arlozorov St 76.
3. **Landwer Sarona** "Centrally located in the heart of the startup nation." Arania Osvaldo St 13.
4. **Nabi Yuna** "Relaxed hipster cafe near the beach frequented by younger folk." Yona HaNavi St 43.
5. **The Streets** "Iconic cafe with a whole 2nd floor dedicated to laptop users." King George St 70.

Source: <https://www.tlvedit.com/vibe-working-laptop>

13 18 Share

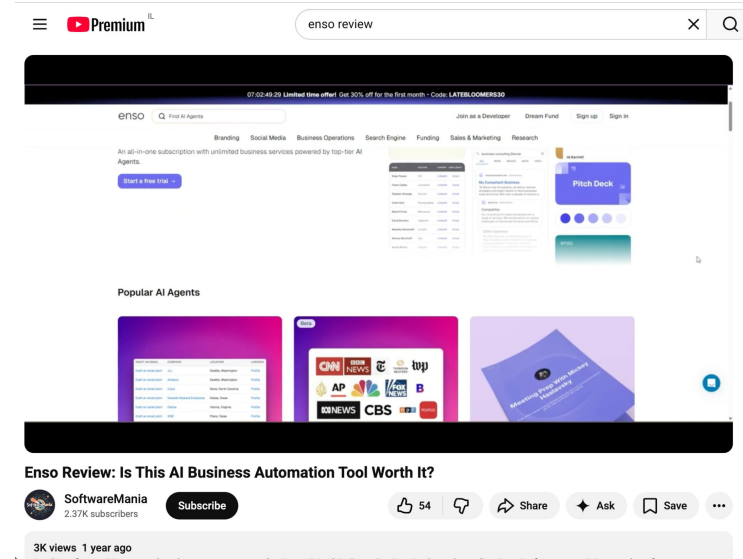
6.4K views See More Insights

#3 Community & earned media

YouTube

Pros	Cons
YouTube traffic	Requires time to produce
Google traffic	Or budget to pay creators
LLM traffic	
Easier to scale	
Lives forever	

Platform I recommend to find B2B YouTubers:



#3 Community & earned media

LinkedIn

Pros	Cons
Easiest to start	Your network != your ICP
Your ICP is active there	Need budget to pay infl.
Can scale nicely	Need to “crack the algo”



Amos Bar-Joseph · 1st
CEO @ getswan.com | hire your AI GTM Engineer
[Visit my website](#)
3w ·

our AI bill just hit \$113k in a single month (we're a 4 person team). i've never been more proud of an invoice in my life. here's why... ..more

Anthropic, PBC

Invoice from Anthropic, PBC

\$113,421.87

Due April 15, 2026



↓ Download invoice

To Swan AI
From Anthropic, PBC
Memo While we prefer electronic payment methods, any checks must be sent to the address below, NOT to our San Francisco office.

PAYMENT ADDRESS:
Anthropic, PBC
P.O. Box 104477
Pasadena, CA 91189-4477

Schedule or pay now



Gilad Shoham and 1,473 others

359 comments · 49 reposts

Newsletters

Pros	Cons
Highly targeted ICP	Requires >some< budget
Fast to deploy	Has limits to scale
Used by LLMs (often)	

Platform I recommend to find B2B newsletters:

passionfroot

Marketing Is the New Bottleneck

The one thing you need to know in AI [today](#) | AI-Ready CMO

TORSTEN SANDOR AND PETER BENEI

APR. 28 · PREVIEW



READ IN APP ↗

This is about to become awkward for every company that adopts AI seriously: the marketing team will be the slowest team in the building.

Andrew Ng (founder of Google Brain and AI legend) **wrote about this** last week, almost in passing. When AI-native engineering teams ship 10x or 100x faster, every adjacent function suddenly looks slow. He calls out marketing specifically — features built in a day, then weeks of scrambling to figure out how to communicate them. He even has a name for it:

— The Marketing Bottleneck. That's a bit of a pinch in the gut.

For most of the last twenty years, engineering took six months, marketing took six weeks, and nobody worried about who was slower because the math worked. The math doesn't work anymore. If your eng team is shipping features faster than your CMS can publish a landing page for them, no amount of "we need a better campaign brief template" is going to fix it.

In Partnership with **Am I on AI**



What channels didn't I mention?

Channel	Comments
F2F events	Good for very high ACV's that require trust
Podcasts	Can take a long time (>1 year) for ROI (not yet used by LLMs)
Digital PR	Large upfront budgets, slow ROI
TikTok/Reels	Noisy, hard to "hack", not great for B2B
Cold emails/DMs	AI will soon be used to read emails...
Paid ads (PPC)	Works short-term, but ROI decreases over time

TLDR: best channels to invest in?

For early stage startups without millions in funding

Invest here	"It depends..."	Risky to rely on long-term
YouTube	F2F events	Paid ads
Reddit	Podcasts	Cold emails
SEO/GEO	Digital PR	LinkedIn DMs
Newsletters & Creators	TikTok/Reels	Blog posts
AI Agents (MCP/Skills)		

Warning: don't do them all! Choose at most 2-3

Why do I like these?

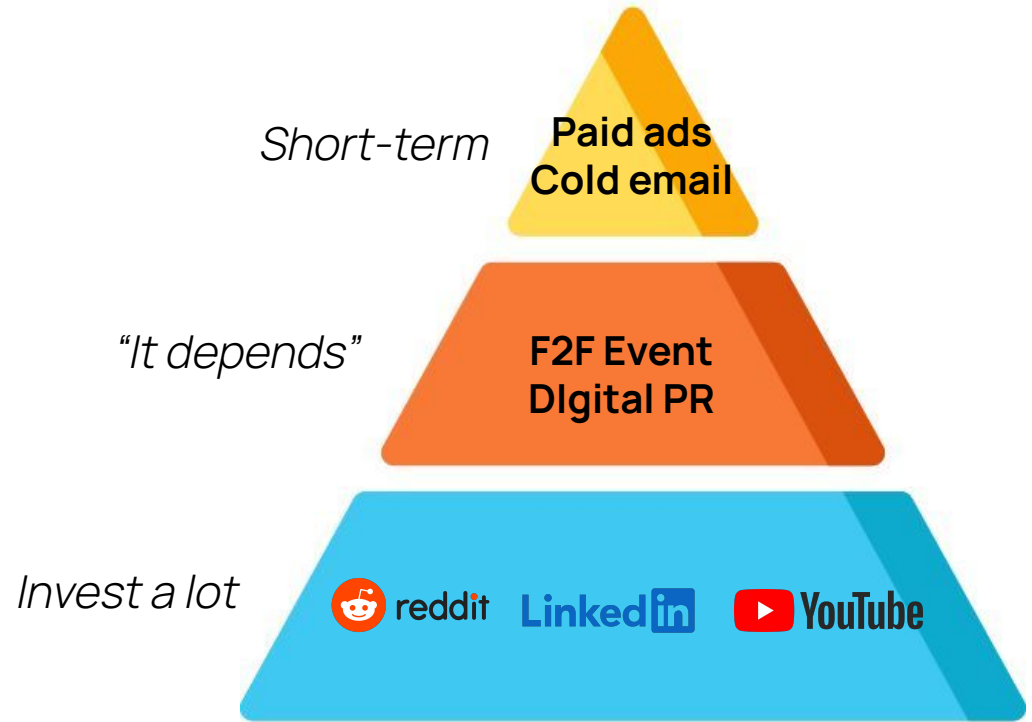
They are assets that compound overtime

Compounding value



No long-term value

**Supplement “risky”
initiatives together
with compounding
ones**



Thank you