1865 CALLED · IT RECOGNIZES THIS BUSINESS MODEL

Named after a 160-year-old paradox. That's the pitch.

This week's 444×-cheaper AI is named "Jev" — after an economist. The name is a business plan. Six slides.

Read the name.

1865

The coal question.

William Stanley Jevons noticed: **more efficient steam engines didn't reduce coal consumption — they exploded it.**

Cheaper energy got used for **more things**. Total consumption went up. Every time. Since 1865.

Efficiency invites volume.

The chain.

1 Decisions get **444× cheaper**

↓

2 You make **100× more** of them

↓

3 Your AI bill goes **up**, not down

Nobody shrinks their AI budget.

When decisions get cheap, you don't save — you **classify everything, route everything, guardrail everything.** The volume swallows the savings.

I've seen it for 18 years: a nearly-free resource is **a gift or a flood**, and architecture decides which.

The model is the demo. The name is the business model.

The architecture is the job.

Plan for the flood.

YOUR TURN

What will you do with 100× more decisions?

Sources in the first comment: typesafe.ai launch · Jevons, The Coal Question (1865).

Erkin Tek · ships AI