THE QUESTION

Should ForgeGrid scale now, or earn the right first?

ForgeGrid: an open platform for AI coding agents · An AI coding editor with an open marketplace where developers publish and sell agents

THE OUTCOME

Approve with conditions

THE MONEY

No amount named; growth capital held back

THE ADVICE

If ForgeGrid takes this road, it seeds the marketplace and proves its coding speed before it spends growth money. Scaling early would bring people who try it and do not become customers.

THE TRUST GAP

46%

distrust the accuracy of AI tools, and 33% trust it

More developers distrust AI tools' accuracy than trust it, in Stack Overflow's 2025 survey.

Stack Overflow Developer Survey, 2025

FAVOURABLE VIEWS

72%

of developers viewed AI coding tools favourably

In Stack Overflow's 2024 survey, most developers viewed AI coding tools favourably.

LOCKED IN

70%

of AI-native developers feel locked into closed tools

Most AI-native developers feel locked into closed tools, by our estimate.

Two unknowns decide which future comes. Seeding the marketplace wins in two, and stops the launch in two.

Will developers publish and sell agents on it? And can the coding tool match the leaders' speed?

→ THE TOOL KEEPS UP

→ THE TOOL LAGS BEHIND

↓ BUILDERS PUBLISH AND EARN

01 LOOK HERE FIRST

The open alternative

Builders publish and earn, and the tool keeps up. Developers come for speed and stay for the marketplace.

02 LOOK HERE FIRST

A marketplace without the tool

Builders publish agents, but daily coding stays on closed tools. The marketplace and its audit trail carry the value.

↓ THE MARKETPLACE STAYS EMPTY

03

One more fast tool

The tool keeps up, but few builders publish. It competes with closed tools on speed alone.

04

The cold start confirmed

Few builders publish and the tool lags. An empty marketplace would confirm the problem in public.

If ForgeGrid takes this road, three phases lead from approval with conditions to full approval, each with a measured output.

50+	1,000	Full approval
PHASE 01 · CURRENT PHASE	PHASE 02	PHASE 03
Seed and validate	**Prove the model**	**Scale on proof**
ForgeGrid runs the builder programme, seeds 50 or more agents, matches the leaders' speed and runs a closed beta with 500 developers. Agents are live, with benchmarks and retention data.	ForgeGrid opens the marketplace, measures transactions and tests pricing. Builders are active, and revenue per developer is measured.	ForgeGrid puts growth spend behind a platform that has proved itself. A scale commitment you can defend.
If fewer than 50 agents are live when the builder programme ends, ForgeGrid keeps the beta closed and spends nothing on growth.		

WHO SAYS YES

Three buyers weigh the same tools, and each needs a different proof.

The pragmatic accelerator

Senior developer or tech lead

Benchmarks are run on their own daily work, with no ideology in them.

The agent builder

Agent developer or open-source contributor

The marketplace works, and they can publish an agent and earn within a week.

The sceptical verifier

Engineering manager or platform lead

Each agent has an audit trail and an outside security review.

WHAT IT CANNOT ANSWER

01 **The USD 2 billion gap is an estimate.**
It is drawn from neighbouring AI software markets, so it is only a rough size.

02 **The developer data comes from general surveys.**
None of it comes from ForgeGrid's own users, so friction is estimated and not measured.

03 **The first phase has no budget yet.**
The cost and the time needed to fill the marketplace are still open. The builder programme would give the first figures.

Sources: Stack Overflow Developer Survey, 2024 and 2025 · Arcade.dev developer statistics · the platform's own documentation · market research. The competitors are counted, not named.
An analysis by Validatus, a strategic evaluation platform for the decision economy. First published in The Decision Layer, edition 3, 7 May 2026.

The whole case, with every future and gate:
validatus.net/case-studies/ai-coding-agents