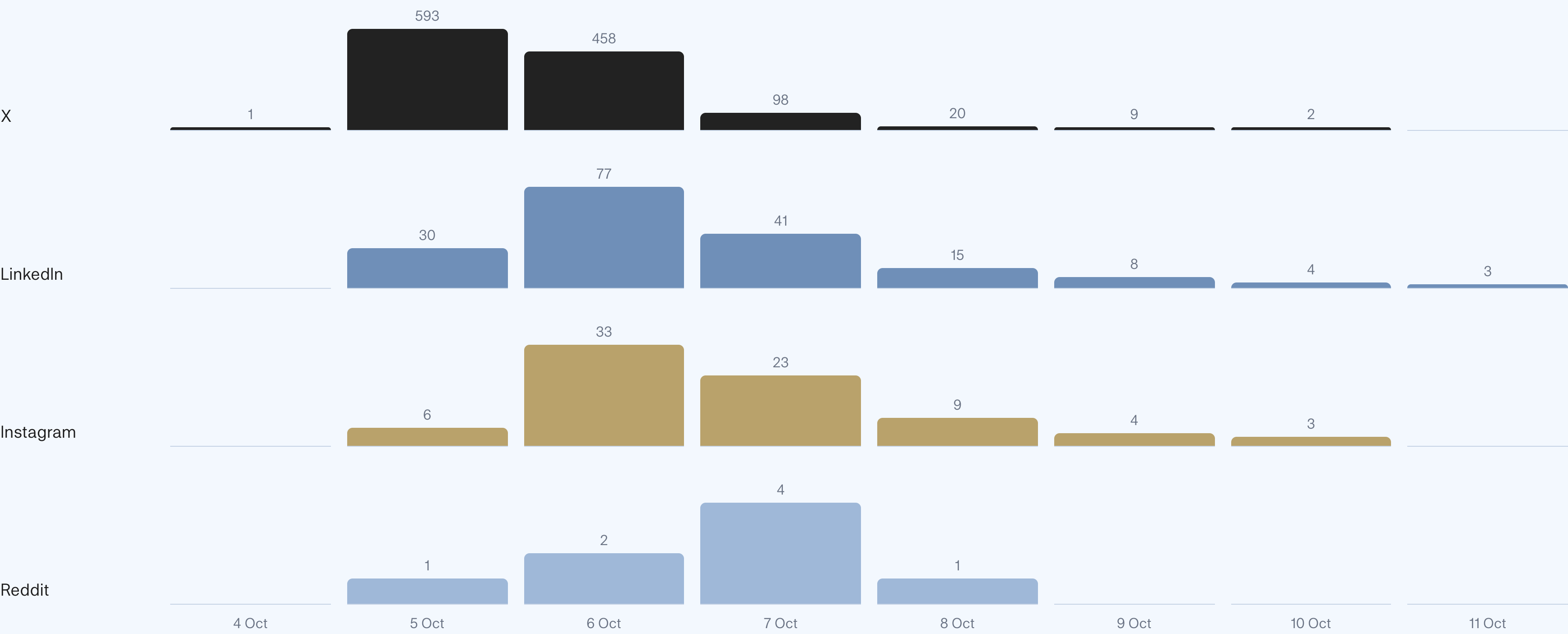


Ghost: one exclusive, 9 million views, 7 days

Ghost came out of stealth on Monday 5 October 2026 with an \$11M seed led by Andreessen Horowitz and its first product, Core, a \$3,499 computer that runs personal AI agents at home. Genius PR ran the launch announcement and placed the TechCrunch exclusive under embargo. This is everything that happened across press, X, LinkedIn, Instagram and Reddit in the week that followed.



How the week unfolded: posts per day



Bars are scaled per platform, so heights compare days within a platform, not platforms with each other. X peaked on launch day; Instagram and LinkedIn peaked a day later, once the TechCrunch story had been rewritten into posts.

One story, placed once, built to be retold

The fundraiser was the news. The work was making sure one tier-one outlet had it first, with everything the rest of the internet would need to retell it within hours.

1

Launch announcement and press materials.

Messaging, the founder's story (a 19-year-old former quant who left trading for personal AI), product imagery and a written Q&A, prepared ahead of the embargo.

2

An embargoed exclusive at TechCrunch.

Pitched as an exclusive, held to 9am Pacific on 5 October, with answers and imagery supplied the day before so the reporter had nothing left to chase.

3

The founder's launch film went out on X at the same moment.

Produced by Hard Launch and coordinated with the embargo, so the press story and the product video reinforced each other on day one.

4

Investors and the team amplified within minutes.

The a16z partners, angels and Ghost's own team quote-posted the launch, which carried it into much larger networks.

5

Second-day coverage and inbound handled.

Columnist questions, a New York Sun review-unit request and a TBPN guest pitch, all routed through the same team in the first week.

Where the views came from

- **The founder's launch post on X: 4.25M views**, 47% of everything measured. The exclusive gave the post a story to point at.
- **257 quote-posts of the launch: 2.98M views.** The argument about price and whether it would ship carried it further than the praise did.
- **Ghost and its team: 4.49M of 7.80M X views (58%).** The other 3.31M came from accounts with no connection to the company.
- **Instagram was entirely third-party.** Ghost has no Instagram account. 78 posts from 78 accounts, most of them rewriting the TechCrunch story, reached the audiences of pages with 10.72M followers between them.

What the exclusive did

- **46 articles** followed in seven days, including TechRadar (twice), Times of India, The Economic Times, India Today, SiliconANGLE, Yahoo Tech and a Techmeme front-page headline.
- **The headline travelled intact.** "At 19, founder raises \$11M" became the framing on Instagram, LinkedIn and Reddit. A story that survives being rewritten by strangers is what drives a week like this.
- **Coverage reached 8 countries**, including India, Taiwan, Pakistan, Kenya and Hungary.

Every outlet that covered the launch

46 articles found in the seven days after launch. TechCrunch had the exclusive; the rest followed it, most within 48 hours. Dates are approximate to the day.

The exclusive 1

OUTLET	COUNTRY	DATE	HEADLINE	NOTE
TechCrunch	US	5 Oct	At 19, founder raises \$11M for Ghost, maker of a \$3,499 computer for personal AI	Genius PR exclusive, embargoed to 9am PT

Major outlets 12

OUTLET	COUNTRY	DATE	HEADLINE	NOTE
Yahoo Tech	US	5 Oct	At 19, founder raises \$11M for Ghost, maker of a \$3,499 computer for personal AI	Syndicated TechCrunch
Techmeme	US	5 Oct	Front-page headline linking TechCrunch	Headline
SiliconANGLE	US	5 Oct	AI agent hardware startup Ghost, led by its 19-year-old founder, raises \$11M	
TechRadar	UK	6 Oct	Teen founder reveals 'personal AI computer' for running local agents	
TechRadar Pro	UK	6 Oct	Buy this 24GB Nvidia RTX 5080-class GPU and get a 'free' AI PC	Second TechRadar piece
Times of India	India	6 Oct	At 19, he raises \$11 million for a \$3,499 personal AI computer	
The Economic Times	India	6 Oct	19-year-old Zain Javaid's startup called Ghost builds an AI computer without screen	
India Today	India	6 Oct	Meet 19-year-old Zain Javaid and his Gen-Z team building the Mac Mini of AI agents	
Education Times	India	7 Oct	Meet 19-year-old Zain Javaid and his Gen-Z team building a \$3,499 'Mac mini for AI agents'	
HackerNoon	US	6 Oct	Which Startup Is the Real Ghost? Ghost.ai vs. Ghost.org vs. DrinkGhost.com	
Crypto Briefing	US	5 Oct	Ghost emerges from stealth with \$11M seed round for a personal AI computer	
TechNews (科技新報)	Taiwan	8 Oct	19-year-old founder raises \$11M; Ghost launches \$3,499 AI PC	Also syndicated on LINE Today

Startup, VC and AI trade 28

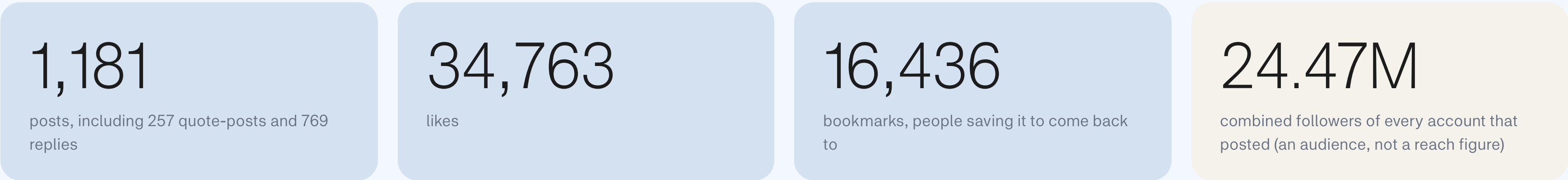
OUTLET	COUNTRY	DATE	HEADLINE	NOTE
Dealroom	EU	5 Oct	Ghost raises \$11M for a \$3,499 computer built for personal AI	
Traded	US	5 Oct	Ghost Secures \$11 Million Seed Funding Led By Andreessen Horowitz	
Value Add VC	US	5 Oct	Ghost raises \$11M seed for Core AI computer	Plus a follow-up comparison piece
AI Weekly	US	5 Oct	Ghost Raises \$11M to Sell \$3,499 Core PC Running Local AI Agents	Also in issue #536
daily.dev	Global	5 Oct	At 19, founder raises \$11M for Ghost	
Ground News	Global	5 Oct	At 19, Founder Raises \$11M for Ghost	Aggregator
inkl	Global	6 Oct	19-Year-Old Raises \$11M to Launch Core	Aggregator, 2 stories
Superpower Daily	US	7 Oct	Ghost Raises \$11 Million for a \$3,499 Computer Built to Run Personal AI	
Latent Digest	US	5 Oct	Ghost raises \$11M for \$3,499 personal AI computer Core	
Kepler Oates	US	9 Oct	Two 19-year-old founders, two bets on personal AI hardware	Analysis
Startup Researcher	US	6 Oct	Ghost AI Raises US\$11 Million Seed Round for Core Computer	
SSBCrack News	US	6 Oct	Teen-Led Ghost Exits Stealth With \$11M From a16z	
FRNT	US	7 Oct	Startup Ghost Sells Out of \$3,499 AI Computer as Google Debuts Android Laptops	
Renascence	US	6 Oct	Ghost Raises \$11M for \$3,499 Core AI Agent Computer	
i-SCOOP	EU	8 Oct	Ghost AI PC Core and the case for a computer that works while you sleep	Analysis
Wisevoter	US	5 Oct	Ghost Secured \$11 Million for Personal AI Computer	
SVTR	US	6 Oct	Ghost company profile	Database profile
Signalbase	US	6 Oct	Ghost AI Raises \$11.0M for AI	

OUTLET	COUNTRY	DATE	HEADLINE	NOTE
Relve	US	6 Oct	Ghost AI raises \$11M to launch local agent PC Core	
CellCog	US	5 Oct	Ghost Core: \$3,499 Personal AI Computer and \$11M Seed	
AiByts	US	5 Oct	At 19, founder raises \$11M for Ghost	
SharePlus AI	US	6 Oct	At 19, founder raises \$11M for Ghost to build AI personal computers	
Foundra	US	5 Oct	At 19, He Raised \$11 Million To Build A Computer For AI	
Aadhunik AI	India	6 Oct	19-Year-Old's Ghost Startup Raises \$11M for AI Computer	
AI Finderz	US	6 Oct	Ghost Core AI: The \$3,499 Personal AI Computer Explained	
AI Miracle	US	6 Oct	Ghost Computer AI: Inside the \$3,499 Core for AI Agents	
Entrepreneur Loop	US	6 Oct	Does Ghost Core's \$3,499 Price Tag Actually Make Sense?	
Silicon Valley Brief (ClawGuard)	US	5 Oct	Ghost raises \$11 million seed for a \$3,499 personal AI computer	Daily brief

International 5

OUTLET	COUNTRY	DATE	HEADLINE	NOTE
TechJuice	Pakistan	6 Oct	19-Year-Old Raises \$11M to Build a \$3,499 Personal AI Computer	
Streamline Feed	Kenya	6 Oct	Teenage Founder Raises \$11 Million to Build \$3,499 Personal AI Computer	
LaVX News	Hungary	6 Oct	19-year-old founder raises \$11M for Ghost's \$3,499 personal AI computer	
KRATKO.news	Global	6 Oct	19-Year-Old Founder Raises \$11M to Build a \$3,499 PC for Your Personal AI	
WN.com	Global	6 Oct	19-year-old Zain Javaid's startup called Ghost builds an AI computer	Aggregator

7.80M views from 1,003 accounts



Top posts by views

ACCOUNT	FOLLOWERS	VIEWS	LIKES	TYPE	POST
@zainmfj	13,636	4,250,221	12,322	post	Introducing Core, The Personal AI Computer The most powerful technology humanity has built should belong to y
@notolegv	766	308,970	1,618	quote	This might be end game consumer
@0xSero	74,521	258,882	1,949	quote	Btw the GPU alone is worth 3200\$ and you get 64gb ddr5 + nvme + all the software pre configured
@ziwenxu_	18,645	244,939	1,221	quote	Infinite money glitch here. Ghost's new Core AI computer is \$3,499. The RTX PRO 4000 Blackwell + AMD Ryzen 5
@ronaldmannak	6,794	199,474	740	quote	Someone explain this to me. They sell this local AI machine for \$3500, which is less than the individual compo
@jamdac	18,850	165,177	1,113	quote	- Be Zain - Start investing at 7 with \$100 from your parents - Begin coding at 9 after learning about Jim Simo

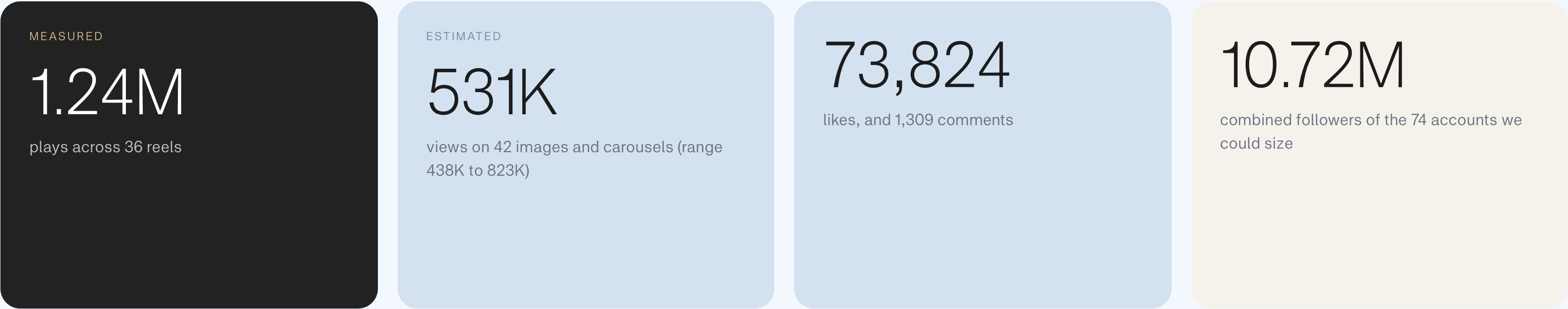
ACCOUNT	FOLLOWERS	VIEWS	LIKES	TYPE	POST
@rileybrown	254,358	158,334	745	quote	This is awesome...
@maxifirtman	85,632	94,087	515	quote	3500 dólares una "computadora IA personal" que ejecuta todo local.
@superalesha	7,669	80,869	504	quote	I have been building my own PCs for about 20 years, so I looked at this one like a builder. RTX PRO 4000 Blac
@katiekirsch	21,379	79,957	238	quote	three letters: w o w
@RussellQuantum	7,761	69,840	385	post	A 19-year-old just raised \$11 million from a16z to sell a \$3,499 screenless computer that runs AI models insid
@0xSero	74,521	68,799	600	quote	Grateful for the unit. I looked at the stats and the price is very food. NVIDIA RTX PRO 4000 Blackwell, 24
@jun_song	46,129	62,154	573	quote	Are people actually being serious right now? People are losing their minds over a basic PC build just because
@tomgreenwald	3,477	58,512	183	quote	The hardware is clearly meant to be a loss leader. \$3.5k is at or below the market price of the parts, before
@zainmfj	13,636	58,155	424	quote	Batch 1 of Core has sold out! We're excited to start shipping units out in the next few weeks. Register inte

Largest accounts that posted about Ghost

Excludes automated replies from AI bots such as @grok.

ACCOUNT	NAME	FOLLOWERS	VIEWS ON THEIR POSTS
@bryan_johnson	Bryan Johnson	2,189,733	4,972
@YahooFinance	Yahoo Finance	2,067,318	17,984
@andrewchen	andrew chen	446,964	3,589
@Techmeme	Techmeme	426,253	5,361
@EvanKirstel	Evan Kirstel #B2B #TechFluencer	385,965	200
@NWischoff	Nichole Wischoff	344,958	186
@cory	Cory Levy	316,557	31,470
@beffjezos	Beff (e/acc)	309,159	9,764
@_morkie	Morkie	293,830	2,399
@Max	Max Mullen	288,229	9,599
@teneo_protocol	Teneo Protocol	285,681	3,001
@signulll	signüll	270,687	6,179

78 posts, 78 accounts, none of them Ghost's



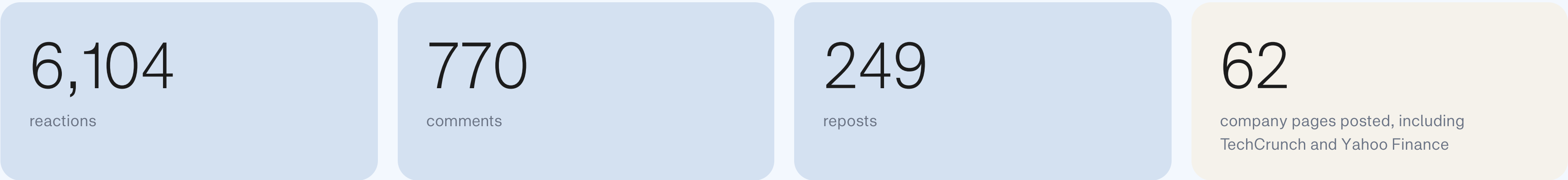
Instagram shows view counts publicly on reels only. Image and carousel views are estimated from their 15,981 likes using the plays-per-like ratio of this launch's own reels (27.4 to 51.5 plays per like, 16 reels). Carousels usually earn more likes per view than reels, so the true figure is more likely at the low end. Estimated and measured views are never added together without saying so.

Accounts that covered it, by reach

ACCOUNT	FOLLOWERS	REEL PLAYS	LIKES	COMMENTS
@socket.ai	6,157	527,194	18,067	142
@iamwillcannon	98,458	365,771	27,981	180
@theartificialintelligence	1,341,366	image / carousel	5,592	287
@thebillionetai	37,405	127,777	5,404	90
@techbrew	45,992	image / carousel	2,829	160
@atlasberry008	395,007	92,911	3,070	124
@artificialintelligenceee	1,061,446	71,608	2,207	58
@yahoofinance	1,823,232	image / carousel	2,033	25
@metav3rse	1,558,049	image / carousel	1,468	69
@_theresidency	32,315	image / carousel	997	7
@tnn_tech	46,320	image / carousel	904	2
@akka.app	13,487	image / carousel	781	11
@artificialIntelligence	1,524,189	image / carousel	545	6
@vesting	80,217	image / carousel	411	4
@uncover.ai	789,675	image / carousel	281	25

Eight posts were in Thai, Indonesian, Spanish, Turkish and Hindi within two days of launch.

178 posts and 6,104 reactions



LinkedIn shows impressions only to the person who posted, so there is no public view count to add to the total. Engagement is reported as it stands.

Top posts by reactions

AUTHOR	REACTIONS	COMMENTS	REPOSTS	POST
Zain Javaid Founder @ Ghost Z Fellow	3,196	372	153	We raised \$11 million from Andreessen Horowitz to build Core, the personal AI computer. The most po
Katie Kirsch startup stuff @ a16z	595	42	10	Today Zain Javaid (who just graduated high school / is 19yo) came out of stealth with \$11M for Ghost
Nicholas Chua Growth @ Ghost	375	80	2	I'm incredibly excited to finally launch Ghost! Since leaving the consumer giants of growth at Wisp

AUTHOR	REACTIONS	COMMENTS	REPOSTS	POST
LD EOS 4,496 followers	327	36	13	A 19-year-old former quant trader named Zain Javaid just walked out of Andreessen Horowitz with \$11
Future AI 293,636 followers	146	17	19	Zain Javaid, the 19-year-old CEO of Ghost AI, has announced Core, a screenless personal AI computer
Rylee Stanton Video & Creative @ Hard Launch NYU Film	135	19	2	This summer, I commuted two hours every single day to the Ghost office. Between California gas price
Le Perspective 18,011 followers	123	4	0	Ghost has emerged from stealth with an \$11 million seed round led by Andreessen Horowitz, with Abstr
Geet Govil I dissect startups. Then I ask: would I build this? Founder	85	11	0	A 19 year old just raised \$11M to build a computer you're not supposed to use. Ghost's Core is a \$3
Lucas Quan Hard Launch Vanderbilt	82	19	2	Zain Javaid from Ghost is the most compelling founder I've ever met. Our first conversation was a ki
Shella Idrees 101K+ Impact 🌟 AI & Future-Tech Influencer LinkedInner & G	78	28	10	What if your AI belonged to YOU, not a tech company? A 19-year-old founder in San Francisco is buil
Sammi Wang Triple-Degree World Bachelor in Business Presidential Schola	77	7	1	When I first met Zain Javaid three months ago, I asked him questions about life philosophies that ha
The Residency 21,877 followers	71	0	3	residency alum zain javaid just launched core, the personal AI computer after an \$11m seed round led
Dr. Martha Boeckendorf AI Governance & Quantum Keynote Speaker Board Director & A	59	25	4	A 19-year-old quant analyst walked away from Millennium, turned down Yale, and moved into a \$35-a-ni
Carson Packard Symbolic Systems @ Stanford	51	10	2	Two months ago, after an hour and a half of grilling me about my purpose, motivations, and aspiratio
TechCrunch 2,985,088 followers	48	3	3	At 19, founder raises \$11M for Ghost, maker of a \$3,499 computer for personal AI. Plus: Hot Girl Hot

8 threads, and the toughest crowd of the week

Reddit is where the launch was argued about rather than shared. The thread that worked was organic: someone in r/LocalLLM reposted the founder's X post on launch day and it drew 148 comments. In the general-audience subreddits the story was voted down.

SUBREDDIT	MEMBERS	SCORE	UPVOTED	COMMENTS	DATE	LINKED TO
r/LocalLLM	241,791	203	91%	148	10-05	x.com
r/technology	20,577,089	0	12%	21	10-07	tech.yahoo.com
r/accelerate	99,154	0	34%	20	10-07	v.redd.it
r/ABoringDystopia	769,873	5	66%	3	10-08	techcrunch.com
r/realtech	12,840	1	100%	1	10-07	tech.yahoo.com
r/Superframeworks	3,710	6	100%	1	10-07	self.Superframeworks
r/RuntimeWire	163	1	100%	0	10-06	runtimewire.com
r/Aldaily_news	n/a	n/a	n/a	n/a	10-06	self

What the 191 comments were about

- **76** comments: Price and value against building it yourself
- **14** comments: Privacy and running AI locally
- **13** comments: Doubt it will ship, or that it's real
- **12** comments: The founder's age and the VCs

Comments can fall under more than one theme; the rest were side conversations.

What it tells you

- **The price was the story.** The GPU alone retails for close to the price of the whole box, and that argument drove most of the comment volume on Reddit and the quote-posts on X.
- **Specialist communities engaged; general ones didn't.** r/LocalLLM upvoted it 91%. r/technology, with 20.6M members, 12%.
- **Reddit is the honest read on a launch.** Answering the price and shipping questions there in the first week is the cheapest way to turn scepticism into credibility.

How these numbers were counted

- **Window:** 4 to 11 October 2026. Collected on 11 October 2026.
- **X:** keyword and account searches for Ghost, Core, Zain Javaid, ghost.ai, @ghostai and quote-posts of the launch post. View counts are X's own public figures. Replies under the launch post are included (769 replies, 422K views).
- **Instagram:** web search, hashtags and a sweep of 135 accounts (2,046 posts read). A post counts only if it names Core, Zain Javaid, the \$11M round, the \$3,499 price or a personal AI computer, because "Ghost AI" is shared with several unrelated products.
- **LinkedIn:** post search across six queries plus the founder's own profile. Engagement only; impressions are not public.
- **Reddit:** thread search plus every comment on the matching threads. Reddit shows no view counts.
- **Press:** web and news search. Organic editorial coverage only; social posts, the company's own pages and directory listings without editorial text are excluded.
- **Views are not people.** Someone who saw the launch on X and again on Instagram counts twice, and X counts a view each time a post loads in a feed. Follower totals describe the size of the audiences reached, not how many people saw the launch.
- **Coverage is near-complete, not guaranteed.** Stories, private accounts and deleted posts can't be counted.