15 min · 1 free giveaway

Surfaces

The growth channels (kinda) hiding inside other people's products

Free giveaway at the end → connect now, I'll send it on LinkedIn

Tom Granot · Becoming 10x · Tel Aviv · 26 Nov 2026

Connect + DM me
'surfaces'

RIGHT NOW

Every tool your buyers use is opening a storefront

900M+

ChatGPT weekly users

2,000+

plugins & connectors in Claude Marketplace

121,399

MCP servers

69,000+

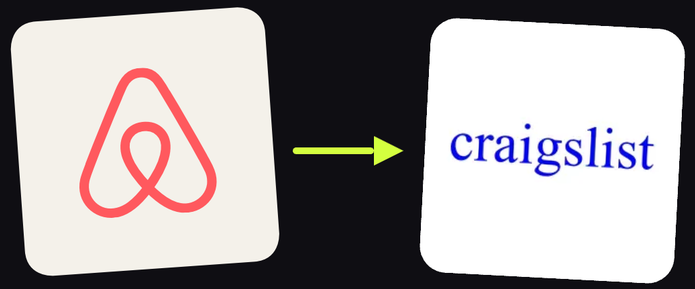
agent skills

OpenAI, Mar 2026 · Anthropic, 23 Sep 2026 · Glama, 15 Nov 2026 · Vercel, 20 Feb 2026

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MEET THE ORIGINAL SURFACE HACK

Airbnb didn't buy Craigslist ads. It built a button



Hosts cross-posted listings to Craigslist in one click. No public API. They reverse-engineered the form.



"A platform with 10s of millions of users where relatively few automated tools exist."

Andrew Chen, 2012

TODAY'S CRAIGSLIST

Today it's inside your buyer's AI and SaaS



Go where buyers already are → Do one job for them → **Build the bridge back to you** → you

CHANNEL

Everyone has the playbook - SEO, paid social, field....

SURFACE

Your buyers are already there - but most marketers don't have a playbook yet.

Once the playbook exists, it's a channel

pick one



Fighting everyone for the same SEO keywords

Showing up where nobody has a playbook yet

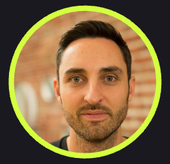
OTHER PEOPLE'S MAPS

Growth people keep pointing at the same thing



Tom Orbach · Marketing Ideas, 120K+ subscribers · quoted in Lenny's Newsletter (1M+ subscribers)

"Surfaces that we all touch every day but... don't consider to be platforms."



Brian Balfour · Founder, Reforge · 57K+ subscribers

"Every platform followed the same brutal pattern: open, grow, close, monetize."

Platforms open up to outside builders to grow, then close the door and charge. Early = free distribution.



Elena Verna · Growth at Lovable · 102K+ subscribers

"Constantly watching for new distribution windows opening."



Gabriel Weinberg (DuckDuckGo founder) & Justin Mares · Traction

"Existing platforms: app stores, extension portals, marketplaces."

My version: the surfaces inside AI tools and the SaaS your buyers already pay for.

5 SURFACES OPEN TODAY

Where your buyers already are

01	**SaaS marketplaces**	Shopify 16,000+ apps · HubSpot 1,900+
02	**Template galleries**	Airtable, Notion, Canva
03	**AI app directories**	ChatGPT ~2,300 apps · Claude 2,000+
04	**Skills & MCP registries**	69,000+ skills · 121,399 MCP servers

Other brands' search results — my side project ranked for 684 searches about other companies' changelogs

Shopify, HubSpot live pages 14 Nov 2026 · third-party audit Aug 2026 · Anthropic · Vercel · Glama · Google Search Console

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THE UNLOCK

It doesn't have to be your product

Build the adjacent thing your buyer needs: template, app, skill, tiny integration. List it where they work. Give value free. Earn trust.

HubSpot's free Website Grader — the side tool behind most of its 50,000+ monthly leads

Traction, Weinberg & Mares

My HubSpot Admin Skills — not my product. My credibility.

Airbnb's 'Post to Craigslist' button — a feature, not the product.

Now is the window: the shelves are empty, the surfaces are new.

SURFACE #1

Other people's marketplaces

SURFACE #1 · THE MAP

I mapped 169 marketplaces in 8 categories

Map
Perplexity Deep Research

→

Scrape
Firecrawl

→

Rank
Claude: buyer fit × route × effort

→

Build
one marketing integration



88 self-serve listing
42 build a connector
35 partner program
4 no route yet

SURFACE #1 · THE RANK

Rank by where your buyers work, not by size

MARKETPLACE	HOW YOU GET IN	WHY IT FITS
Zapier	Self-serve listing	Broad discovery, every category
Shopify App Store	Self-serve listing	Merchants install daily
QuickBooks App Store	Self-serve listing	SMB finance teams
HubSpot Marketplace	Self-serve listing	SMB sales & marketing
n8n	Build a node	Technical operators
Salesforce AppExchange	Listing + security review	Enterprise buyers

Before you build: can you list it yourself? What API access? How long is review?

SURFACE #1 · THE BUILD

Ship a marketing integration, not a product integration

- Does one job your buyer does daily
- Free. Useful without you.
- One light link back to you

65%

of sales leaders say leads that come through partners close better than average

58%

less churn among customers who use integrations in your product (Crossbeam, 2023, company-reported)

Partnership Leaders, State of Partner-Led Growth 2023

SURFACE #2

Skills inside your buyer's AI

SURFACE #2 · MY EXAMPLE

I published 40 HubSpot skills on GitHub

HubSpot Admin Skills

Claude Code skills that audit, clean and automate a HubSpot CRM.

81

GitHub stars, no promotion

INBOX · EVERY MONTH

2–3 inbound requests a month from teams asking me to fix their HubSpot

github.com/TomGranot/hubspot-admin-skills

The skill finds the buyers for me

SURFACE #2 · THE RECIPE

One job. One skill. One nudge

01

Pick one job your buyer does every week

→ audit a messy HubSpot CRM

02

Package it as a free skill

→ SKILL.md + script, public on GitHub

03

Add one nudge

→ README: 'Want this done for you? granot.io'

04

List it where agents look

→ Claude plugins · Cursor · skills.sh

PROOF IT SCALES

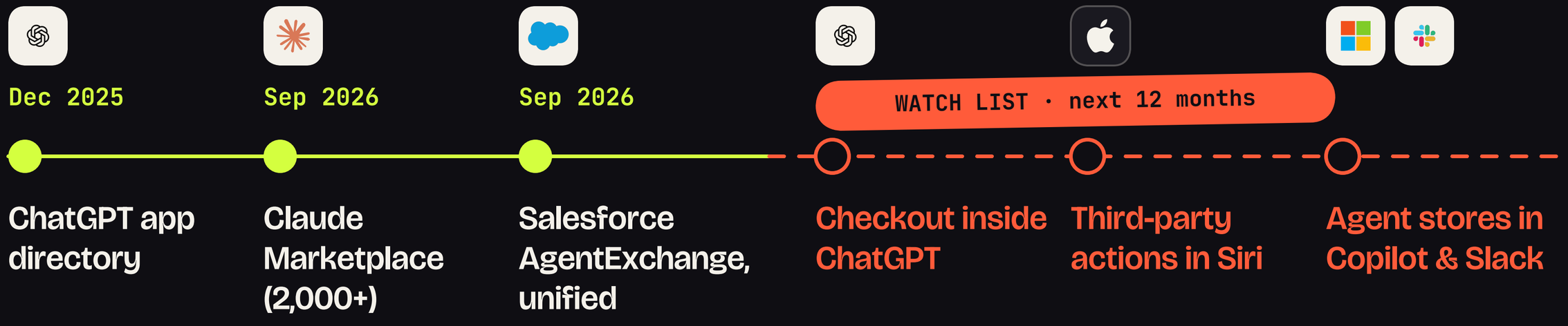
400,000+ installs of Firecrawl's free MCP server

2M installs via Vercel's skills CLI

firecrawl.dev, 15 Nov 2026 · Vercel, 20 Feb 2026

SURFACES CLOSE

Open, grow, close. Get in while it's opening



When the playbook shows up, it's a channel. Move on

OpenAI · Anthropic · Salesforce · Brian Balfour, Jun 2025

granot.io

the cycle

A new AI surface opens	
You ship a free tool there first	
12 months later: it's a channel	

FREE · TAKE IT

The Surface Map

169 SaaS marketplaces
category, how you get in, link

51 AI agent surfaces
what you publish, first step, link

Filter by where your buyers work. Keep 10.

surfaces.granot.io

surfaces.granot.io

granot.io

PASTE THIS INTO CLAUDE TONIGHT

prompt.txt

Here's my product: [one line]. I sell to: [who, in a few words].

Use the Surface Map at surfaces.granot.io.

Pick the 10 marketplaces and AI directories my buyers use every day. For each, propose one free integration, template or skill that does one job for them. Rank by buyer fit × effort. Tell me the one to ship this week.

Scan → copy this prompt

One surface by Friday

Tom Granot · granot.io

thank you, Tel Aviv



Surface Map + prompts

surfaces.granot.io