



KYLE KANE

Founder of onSpark, #14 Fastest Growing AI Company in America (*Inc. 5000, 2026*)

Kyle Kane is the Emmy-winning founder and CEO of **onSpark**, the AI-powered operating system for the partnership economy, which debuted at **No. 180 on the 2026 Inc. 5000** and **No. 14 in AI and Data** and was named to TechCrunch's Startup Battlefield 200. Signed to Universal as a songwriter at 17, he spent 18 years brokering partnerships for Katy Perry and Samsung, Rihanna and Vita Coco, and Kylie Jenner and Daniel Wellington, driving more than **\$2 billion in partner revenue**. After his best friend lost his business, and then his life, Kyle set out to put the Fortune 500 playbook in the hands of founders who could never afford it. He keynoted CES with Amazon, has given two TEDx talks, and is finishing *Borrowed Gravity* (Aevitas Creative Management), the book that tells founders to stop networking, kill the pitch, and borrow trust. He is also leading The Grounds, a privately funded \$120 million, 50,000-capacity festival campus planned for Jacksonville.

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borrowedgravity.com

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BY THE NUMBERS

\$2B+

CAREER PARTNERSHIP
VALUE DRIVEN

1.2M+

FOLLOWERS, ALL PLATFORMS
LED BY INSTAGRAM

10K+

FOUNDERS IN
THE DEAL ROOM

No. 14

INC. 5000 2026
AI AND DATA

FEATURED ON

TechCrunch · Entrepreneur · Inc. 5000 · Business Insider · USA Today · Yahoo Finance · Psychology Today · Forbes India · Haute Living · Hankook Ilbo · Authority Magazine · National Today · Thrive Global · Influencer · Vocal · Wikitia · First Coast News · Florida Times-Union · News4JAX · Action News Jax · WOKV · Hoodline · ABC, CBS, FOX, and NBC affiliates
Honors: Monaco 40 Under 40, TechCrunch Startup Battlefield 200. Stages: CES keynote with Amazon, two TEDx talks, TechCrunch Disrupt 2026.

INTERVIEW TOPICS & TITLES

TITLE: NETWORKING IS NOISE. STOP NETWORKING.

A drawer of business cards produced nothing. One conversation at a Las Vegas bar put Samsung inside Katy Perry's "Birthday."

Why the networking economy gets paid on attendance, how collectors become architects, and how to activate the network you already have.

TITLE: KILL YOUR PITCH

Everybody wants to buy something. Nobody wants to be sold.

Why the most rehearsed ritual in business fails as physics, and the study, name, shape, invite conversation that replaces it.

TITLE: NO ONE WANTS TO BUY FROM STRANGERS

When AI writes every cold email, the only attention worth having comes with trust attached, and trust can be borrowed.

Borrowed Gravity, the O.P.A. framework for choosing to buy, build, or borrow attention, and why rented channels keep flooding.

TITLE: HELD AT GUNPOINT BY THE PEOPLE WHO CALLED THEMSELVES MY PARTNERS

The man who got Kyle out of that room never used the word partner, and he was the only partner in the story.

Vendors, brand deals, and sponsors versus true partnerships, verifying the humans as well as the numbers, and why only shared stakes survive bad weather.

TITLE: SAYING NO IS THE STRATEGY

The sponsorship Kyle turned down came back sixty days later as the best deal of his early career.

Partnership cadence, proving it small before you bet it big, and why ninety reversible days beat five blind years.

SUGGESTED EPISODE TITLES

- 01 Stop Networking: Networking Is Noise
- 02 Kill Your Pitch
- 03 No One Wants to Buy From Strangers
- 04 Held at Gunpoint by My Partners
- 05 Saying No Is the Strategy
- 06 Borrowed Gravity: Grow on Someone Else's Trust

SUGGESTED QUESTIONS

- What did growing up in the music industry teach you about the value of partnerships?
- What is it like building a \$120 million venue from scratch?
- Why does Jacksonville need a 50,000-capacity festival campus, and why build it with private money?
- You say networking is noise. You threw away a drawer of business cards and kept one conversation from a Las Vegas bar. What happened next?
- You tell founders to kill their pitch. What do they say instead when they finally get the meeting?
- No one wants to buy from strangers. How does a founder with no audience borrow trust?
- You were signed to Universal as a songwriter at 17. What did the record business teach you about leverage?
- What did Katy Perry x Samsung, Kylie Jenner x Daniel Wellington, and Rihanna x Vita Coco have in common?
- A canceled Drake show cost you millions and 26,000 refunds. What did that night teach you about choosing partners?

WHAT YOUR LISTENERS WALK AWAY WITH

After this episode, your audience will know:

- ✓ The Relationship Activation Framework (map, exchange, path) to turn the network they already have into revenue
- ✓ The Value-First Communication System that replaces the pitch: study, name, shape, invite
- ✓ How to borrow trust from someone else's audience when nobody knows their name
- ✓ The four-gate Dealbreaker Checklist to run before signing anything, plus a free Partnership Diagnostic at onsparkai.com

- You've been held at gunpoint by people who called themselves your partners. What separates a partner from everyone else?
- What is the difference between a sponsorship and a partnership, and why do most brands confuse them?
- You turned down real money and called it the best decision of your early career. Why is saying no the strategy?
- Your best friend lost his business, and then his life. How did that change what you build and who you build it for?
- Your TEDx talk was about mental health and entrepreneurial resilience. Why is founder isolation a business problem?
- You're a non-technical founder running a company on 72 AI agents. What should founders automate first, and what never?
- What happens to business development when an AI agent can find the partner, get the intro, and close the deal?
- Why do most partnerships die after a great first call?
- What should a founder with no audience and no budget do on Monday morning to land a first partner?

CONTRARIAN TAKES, CLIP-READY

“

Networking is noise. Stop networking.

“

Everybody wants to buy something. Nobody wants to be sold.

“

No one wants to buy from strangers.

“

A partnership where only one side can bleed was never a partnership.

“

Ninety reversible days beat five blind years.

“

Sales got the CRM. Marketing got automation. Partnerships got a spreadsheet.

PROMOTION PLAN

1.2M+

FOLLOWERS, ALL PLATFORMS

10K+

DEAL ROOM FOUNDERS

- ✓ Episode shared with The Deal Room founder community and newsletter on release week
- ✓ Feed posts and stories across Instagram, TikTok, LinkedIn, and Facebook, tagging the show and host
- ✓ Three or more vertical reels cut from the episode, built around the contrarian lines above
- ✓ Kyle introduces the host to two guests from his network who fit the show

WATCH AND LISTEN

onSpark	The partnership engine, in Kyle's words			YOUTUBE
Startups Decoded, Ep. 76	Your Network Has a Revenue Problem, with Andy Walsh	YOUTUBE	APPLE	SPOTIFY
The Side Hustle Show, Ep. 756	The Partnership Playbook, with Nick Loper	WEBSITE	APPLE	SPOTIFY
Digital Niche Agency, Ep. 97	Even if you get a one-to-one return, it's still worth optimizing			YOUTUBE
Talks and interviews	Kyle's latest talk and video interview	LATEST TALK	INTERVIEW	
TEDx, two talks	Rap to Riches · Mental Health: A Toolkit for Entrepreneurial Resilience	RAP TO RICHES	RESILIENCE	

RECENT PRESS

Entrepreneur	onSpark named No. 14 in AI and Data, Inc. 5000	READ	Yahoo Finance	onSpark on the 2026 Inc. 5000	READ
Business Insider	AI operating system for the partnership economy	READ	USA Today	Running a business now means wearing 10 hats	READ
Psychology Today	Why partnerships fail	READ	Yahoo Finance	onSpark launches AI-powered partnership engine	READ
National Today	onSpark launches AI-powered partnership engine	READ	Vocal	Why most business partnerships fail	READ
Randlesham	The Post-Sale Playbook	READ	Authority Magazine	Pushing the boundaries of AI	READ
Authority Magazine	From command and control to coaching	READ	Authority Magazine	Five marketing strategies	READ
Authority Magazine	Top 5 new marketing trends	READ	Authority Magazine	Five things for a successful startup	READ
Authority Magazine	Fresh Founders	READ	Authority Magazine	CMO Perspectives: marketing budget	READ

THE GROUNDS: \$120M FESTIVAL CAMPUS, JACKSONVILLE

First Coast News	The Grounds: 50,000-seat venue proposed	READ	Florida Times-Union	50,000-seat concert venue proposed	READ
News4JAX	\$120M, 50,000-seat venue on the Westside	READ	Action News Jax	Private investors eye the Westside for a new venue	READ
WOKV	Private investors eye the Westside for a new venue	READ	Hoodline	Westside eyed for \$120M concert grounds	READ
Yahoo News	\$120 million, 50,000-seat venue proposed	READ	Yahoo News	A major festival campus for Jacksonville	READ

CAREER PRESS

Forbes India	Part artist, part scientist	READ	Haute Living	4 principles of success	READ
Influencive	180 South, one of the fastest-growing	READ	Thrive Global	The new breed of a modern brand guru	READ
IssueWire	Joins Nobody Studios as CMO	READ	Authority Magazine	CMO Perspectives, The Deal Room	READ
Authority Magazine	Five strategies, The Deal Room	READ	Medium	Advancing world-class solutions	READ
Medium	Interview with the CEO of 180 South	READ	Cotribute	180 South: natural born givers	READ
Underdog NYC	Kyle Kane	READ	Wikitia	Kyle Kane	READ

PHOTOS



READY TO BOOK **KYLE**?

Pre-interview call available. Kyle shows up prepared, on time, and ready to deliver for your audience. High-resolution photos available on request.

KYLE@ONSPARK.COM