

Chai AI's User-Created Character Library Surpasses 25 Million

Chai Research's social AI platform continues to grow, powered by more than 51,000 proprietary AI models running on a private GPU cluster.



Palo Alto, California Aug 17, 2026 ([Issuewire.com](https://www.issuewire.com)) - Chai AI, the AI chat platform built by Chai Research, has reached more than 25 million user created AI characters. The milestone places Chai AI among the largest platforms of its kind, where users build, share, and chat with AI characters for storytelling, roleplay, and everyday conversation.

Unlike many AI chat apps that rely on a single shared model from an outside AI company, the platform runs its own models. According to the company's public FAQ, the platform is powered by over 51,000 unique AI models, each designed to give a different character their own tone and personality. These models run on a private cluster of over 5,000 GPUs, which are specialised computer chips that enable AI systems. More GPUs enable the platform to manage a huge number of conversations simultaneously without slowing down.

A Different Approach to Building AI Characters

Most AI chat apps rent access to one shared model built by an outside company, then simply change the character prompt on top of it. Chai Research has taken a different path, training and hosting its own models instead of licensing one from another provider. This approach implies that [Chai AI](#) characters are drawn from a pool of over 51,000 different models, rather than a single shared model utilised throughout the platform.

It operates purely within a web browser, with no app download necessary. Users sign in with a Google account and can start chatting with an existing character within seconds, or build a new character of their own. The platform is designed so that no coding or technical background is needed to do this.

The platform covers a wide range of character types, including anime, horror, comfort chat, and open ended storytelling. It is built for adults and allows mature content within user made characters, subject to moderation and reporting tools, since the platform is not intended for minors.

Free and Paid Access

Chai AI is free to use, with the full character library available at no cost. A Pro subscription removes ads and speeds up response times, priced at \$9.99 per week or \$159.99 per year, with a 24 hour free trial included for new subscribers. For heavier users, the platform also offers [CHAI](#) MAX, an add on priced either per token generated or at a flat \$90 per month for a higher usage limit. Token based pricing is a standard billing method across the AI industry, tying cost directly to how much text a user actually generates rather than charging a flat rate regardless of usage.

The company operates two separate products, Chai Web and the Chai mobile app, which run on the same underlying models but do not share user data between them. Chai Web Pro subscribers receive roughly eight times more computing power per response than the average app user, according to the company, which it says results in longer and more coherent replies over the course of a conversation.

Growing Alongside an Active User Community

Chai Research has stayed closely connected to the people using its platform. In a public reply posted on the Chai AI community on Reddit roughly ten months ago, the company's founder thanked users directly and outlined ongoing work to improve search and character recommendations, noting at the time that a team of about a dozen engineers was supporting a rapidly growing user base. Many users on that same community have reported using it daily for two years or more, describing strong attachment to the characters they have created.

Company Background

Chai Research is a Delaware-based firm situated in Palo Alto, California. The startup has structured its business around training and hosting its own AI models rather than relying on third-party vendors, giving it complete control over the infrastructure behind every character on the site. Chai Research operates its model training and hosting on a private GPU cluster rather than through a third party AI provider.

About Chai AI

It is a web-based AI chat platform where users may build, personalise, and communicate with [AI characters](#) for narrative, roleplaying, and ordinary discussion. Chai Research built it, and it runs on over 51,000 proprietary AI models stored on a private GPU cluster, rather than a single shared model leased from another company. It is available for free, with a Pro subscription available for an ad free, faster experience. Chai AI is intended for adult users. More information is available at chai-ai.com.

Media Contact

Chai Ai

*****@gmail.com

<https://www.chai-ai.com/>

Source : Chai Ai

[See on IssueWire](#)