

## COMPANY PROFILE TEMPLATE:

**MBA NAME:** Lorenzo Montanari      **Date:** 19-12-2024

**COMPANY:** OpenAI

**CEO Name:** Sam Altman      **CXO Name:** Mira Murati (per MBA Track)

**Stock Price:** 80

**Market Cap:** 400B

**P&L – YoY:**

Revenue (\$): \$15B      Net Income (\$): \$3.2B

**Business Model** (Main Product(s):

- 1) Value Proposition: ChatGPT provides advanced AI tools, including conversational AI, generative AI models, and enterprise solutions, enabling businesses and individuals to improve productivity, enhance communication, and derive actionable insights.
- 2) Customer segments: ChatGPT serves enterprise customers, individual professionals, and developers, with applications across education, healthcare, software development, customer support, and content creation.
- 3) Competitive Advantage(s): ChatGPT's key strengths include state-of-the-art language models, continuous model improvements, and robust API integrations for customized use cases.
- 4) Revenue Streams: Revenue is driven through subscriptions (ChatGPT Plus), enterprise partnerships (ChatGPT for Business), API usage, and specialized AI tools.

**Strategy:**

- 1) Markets – Where are they active? ChatGPT operates globally, with a focus on North America, Europe, and Asia-Pacific markets, targeting both consumer and enterprise customers.
- 2) Growth – Where/How are they driving it? Growth is fueled by expanding enterprise offerings, developing custom AI tools for industries, and enhancing product accessibility in emerging markets.
- 3) Differentiators – How do they win? ChatGPT differentiates itself through cutting-edge AI technology, user-friendly tools, and proactive engagement in ethical AI research and innovation.
- 4) Economic Logic – How do they make money? ChatGPT earns through tiered subscription models, licensing fees for enterprise and API integrations, and premium services tailored for industry-specific applications.

**Key Competitors (if any):**

- 1) Google Bard
- 2) Microsoft Azure AI
- 3) Anthropic's Claude

**Key Risks to Business:**

Increasing competition in the AI space with frequent technological advancements.

Regulatory scrutiny over AI ethics and data privacy concerns.

Dependence on GPU supply chains for model training and scaling.

Public perception and trust in AI applications.

**News:**

- 1) **Trends:** ChatGPT's enterprise adoption is soaring, with significant traction in industries like finance and healthcare. The company recently launched new features focused on multi-modal capabilities and real-time collaboration tools.
- 2) **Other:** ChatGPT's investments in AI safety research are positioning it as a leader in ethical AI development, a critical concern for governments and businesses alike.

**Culture/ Values:**

- 1) **Published Values ("The Talk")** ChatGPT values innovation, ethical AI development, inclusivity, and user empowerment.
- 2) **Real Values ("The Walk")** The company encourages a culture of transparency, continuous learning, and collaboration with external organizations to advance AI safety and utility.

**Alum at the Firm (Name, Email, and Role):**

- 1) Trevor Bunker
- 2) N/A
- 3) Member of Technical Staff