

KEY PARTNERS

- **Amazon Bedrock** — Claude model IDs for enterprise AWS buyers.
- **Google Cloud** — Claude available with Google-published IDs.
- **Microsoft Foundry** — Claude deployments for Azure/Foundry customers.
- **Workplace embeds** — Claude for Microsoft 365, Chrome, Slack Tag, connectors/MCP.
- Long-Term Benefit Trust + PBC board (governance partners for mission).
- Cloud/GPU suppliers for training and inference capacity.

KEY ACTIVITIES

- Train and evaluate frontier models (Fable 5.1, Opus 5, Sonnet 5, Haiku 4.5).
- Operate Claude apps (web/desktop/mobile) and the Claude API / Console.
- Ship Claude Code, Design/Slides/Docs, Managed Agents, connectors.
- **Safety science** — interpretability, misuse detection, policy engagement.
- Price and package Free → Pro → Max and Team/Enterprise seats.
- Enterprise sales, AWS Marketplace, and partner enablement.

KEY RESOURCES

- Frontier model IP (Fable / Opus / Sonnet / Haiku families).
- Claude consumer brand across web, desktop, iOS, Android.
- API platform, Console, Claude Code, Managed Agents, docs.
- **People** — research, engineering, policy, safety, and GTM teams.
- **Governance** — Public Benefit Corporation + Long-Term Benefit Trust.
- **Trust assets** — SSO/SCIM, audit logs, HIPAA-ready Enterprise path.

VALUE PROPOSITIONS

- **Claude** — chat, files, Artifacts, research, voice, scheduled tasks.
- Claude Code + Design/Slides/Docs for end-to-end work products.
- Frontier models with long context (up to 1M tokens on flagship lines).
- **API + Managed Agents** — ship products on Claude with tools and runtime.
- **Enterprise trust** — SSO/SCIM, audit logs, HIPAA-ready, spend controls.
- **Safety brand** — reliable, interpretable, steerable systems (Company).

CUSTOMER RELATIONSHIPS

- **Free forever on-ramp** — no seat required to try Claude.
- Self-serve billing for Pro / Max (card); annual discount on Pro.
- **Team** — central billing, seat types, SSO, spend controls.
- **Enterprise** — sales-assisted path, CS at thresholds, ACH/invoicing.
- Help Center + docs; usage credits when session limits hit.
- **Team/Enterprise** — no model training on content by default.

CHANNELS

- **Primary doors** — claude.ai / apps and anthropic.com product pages.
- **PLG** — Free → invite/share → paid Pro/Max or Team seats.
- **Developer channel** — API docs, Console, prepaid/usage billing.
- **Cloud marketplaces** — Bedrock, Google Cloud, Microsoft Foundry.
- **Content** — research blog, newsroom, Help Center, customer stories.
- Contact sales / AWS Marketplace for sales-assisted Enterprise.

CUSTOMER SEGMENTS

- **Individuals** — Free, Pro (\$17–20), Max (from \$100).
- **Power users / developers** — Max + Claude Code all day.
- **SMBs & teams** — Team 2–150, Standard or Premium seats.
- **Enterprises** — \$20/seat + usage; SCIM, HIPAA-ready, CS.
- **Developers & ISVs** — Claude API token customers and agents.
- **Cloud-platform buyers** — Bedrock / GCP / Foundry consumers.

COST STRUCTURE

- **Training compute** — multi-month frontier model runs.
- **Inference COGS** — Claude traffic + API token serving at scale.
- Research, engineering, and safety/policy talent.
- **Product surfaces** — Claude apps, API, Claude Code, agents.
- Sales, support, and solutions for Team/Enterprise.
- Compliance, trust programs, and multi-cloud distribution.

REVENUE STREAMS

- **Free** — \$0 Claude on web/desktop/mobile.
- **Pro** — \$17/mo annual equiv. or \$20 monthly; Claude Code included.
- **Max** — from \$100/mo for 5× or 20× Pro usage.
- **Team** — Std \$20 / Prem \$100 per seat/mo annual (\$25 / \$125 monthly).
- **Enterprise** — \$20/seat/mo + usage at API rates; annual billing.
- **API** — pay-as-you-go tokens (Fable \$10/\$50; Opus \$5/\$25; Sonnet \$2/\$10; Haiku \$1/\$5).
- **Add-ons** — Managed Agents \$0.08/session-hour; code execution overage \$0.05/hr.