



Free Le Chat and Studio land builders with limited Vibe usage and API credits; Pro and Team seats plus pay-as-you-go tokens convert PLG into recurring revenue; Enterprise private and self-hosted Studio sell sovereign control; Azure, GCP, AWS, and European cloud partners distribute models against existing cloud commits.

KEY PARTNERS

- Google Cloud, AWS, Azure (homepage cloud providers).
- SAP, IBM, Snowflake, NVIDIA, Outscale (homepage).
- Samsung-led Series D; ASML Series C (company news / SECONDARY).
- Enterprise co-creation** — finance, manufacturing, defense, energy, public sector (About).
- Named customers in Series D post** — Airbus, ASML, HSBC (company claim).
- Open-weight community as distribution and talent funnel.

KEY ACTIVITIES

- Train/evaluate Large 3, Medium 3.5, Small 4, Ministral 3.
- Ship specialist** — Codestral, OCR 4.1, Voxtral, Shieldstral.
- Operate Studio APIs, agents, workflows, and governance.
- Run Le Chat / Vibe consumer and Pro surfaces.
- Private/self-hosted Studio and custom-model delivery.
- Developer docs, open-weight releases, enterprise co-creation.

KEY RESOURCES

- Frontier model families** — Large 3, Medium 3.5, Small 4, Ministral 3.
- Specialist IP** — Codestral, OCR 4.1, Voxtral, moderation/Shieldstral.
- Mistral Studio** — agents, workflows, connectors, governance.
- Le Chat / Vibe consumer distribution surface.
- EU-hosted cloud + self-host / open-weight sovereignty brand.
- Series D capital €3B at >€21B post-money (company news).

VALUE PROPOSITIONS

- Frontier open-weight + commercial models (Large / Medium / Small).
- Studio** — agents, workflows, connectors, govern & observe.
- Free land → Pro/Team seats; Studio API PAYG for scale.
- Specialist APIs** — Codestral, OCR 4.1, Voxtral speech.
- Private / self-hosted Studio for sovereign control.
- Multi-cloud** — Mistral EU cloud + Azure / GCP / AWS / others.

CUSTOMER RELATIONSHIPS

- Self-serve Free signup for Le Chat / Vibe / Studio.
- Pro/Team upgrade with chat and email support.
- Studio dashboard for API usage and spend tracking.
- Docs and model selection guides for builders.
- Enterprise** — custom SLAs, dedicated support, private deploy.
- Expansion** — Free → Pro/Team → API → Enterprise private.

CHANNELS

- Primary** — mistral.ai + Le Chat / Vibe web and mobile.
- Mistral Studio dashboard and docs.mistral.ai.
- Open-weight model releases as developer discovery.
- Azure / GCP / AWS / SAP / IBM / Snowflake / NVIDIA / Outscale.
- Direct enterprise sales for private / self-hosted.
- Company news and research content marketing.

CUSTOMER SEGMENTS

- Individuals on Free / Pro Le Chat and Vibe.
- Students on Education Pro (\$5.99** — pricing FAQ).
- Developer / ML teams on Studio API PAYG.
- Small teams on Team seats (\$24.99/user).
- Enterprises needing private / self-hosted Studio.
- Verticals** — finance, manufacturing, defense, energy, public sector.

COST STRUCTURE

- GPU / cloud COGS** — train and serve inference.
- Free plan + bundled API credits as demand-gen cost.
- R&D** — model families, Studio, Le Chat/Vibe.
- Sales & marketing** — PLG content + enterprise field.
- Support / success for Pro, Team, and Enterprise.
- Compliance, EU hosting, and private-deploy overhead.

REVENUE STREAMS

- Free plan** — demand gen with \$10/mo API credits (FACT).
- Pro \$14.99/mo · Team \$24.99/user/mo (FACT** — pricing).
- Student Pro \$5.99/mo (FACT** — pricing FAQ).
- Studio API PAYG** — e.g. Large \$0.50/\$1.50 per 1M (FACT FAQ).
- Batch ~50%; cached input up to ~90%; OCR/speech/tool SKUs (FACT).
- Enterprise private / custom** — contracts + SLAs (sales).
- CSP marketplace consumption (Azure / GCP / AWS / others).

Sources: mistral.ai · mistral.ai/about · mistral.ai/news/mistral-makes-sovereign-open-weight-ai-to-frontier · mistral.ai/models · mistral.ai/products/la-plateforme · mistral.ai/pricing · docs.mistral.ai/getting-started/models
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