

KEY PARTNERS

- **Microsoft:** ~27% equity in OpenAI Group (**FACT** — our-structure); historic Azure training partner.
- **OpenAI Foundation** — governs Group; ~26% stake (~\$130B at recap valuation).
- **Business apps** — Google Workspace, Slack, GitHub, Microsoft 365 connectors.
- Cloud/GPU suppliers power model training and ChatGPT/API inference.
- Sales/partner motions for Enterprise and nonprofit discounts.
- **Developer ecosystem** — builders on the API, Codex, and Apps SDK.

KEY ACTIVITIES

- Train and evaluate frontier models (GPT-6 Astra, GPT-5.6 family, etc.).
- Operate ChatGPT (consumer + Business/Enterprise) and the API platform.
- **Ship adjacent products** — Codex, ChatGPT Work, voice (GPT-Live-1), agents/tools.
- Safety, security, trust & transparency programs; SOC 2 / residency controls.
- Price and package Free → Go → Plus → Pro and Business seat types.
- Enterprise sales, solutions architecture, and partner enablement.

KEY RESOURCES

- Frontier model IP and training recipes (GPT-6 / GPT-5.6 families on the API).
- ChatGPT consumer brand and multi-surface apps (web, desktop, iOS, Android).
- API platform, Agents tooling, Codex, and developer documentation.
- **People** — research, engineering, safety, and go-to-market teams.
- **Governance capital** — Foundation control; ~26% Foundation / ~27% Microsoft stakes.
- **Trust assets** — SOC 2 Type 2, residency options, enterprise admin controls.

VALUE PROPOSITIONS

- **ChatGPT** — writing, learning, coding help, voice, images, deep research tools.
- Frontier models with long context (API lists 1.05M-class windows on flagship lines).
- ChatGPT Work + Codex for docs, decks, spreadsheets, and coding workflows.
- **API + Agents** — ship products on OpenAI models with tools, voice, and retrieval.
- **Enterprise trust** — SSO/SCIM, residency, no training on business data by default.
- **Mission framing** — build safe, beneficial AGI that helps humanity (About/Charter).

CUSTOMER RELATIONSHIPS

- **Free forever on-ramp** — no seat required to try ChatGPT.
- Self-serve Upgrade Plan flow for Go / Plus / Pro (card billing).
- **Business** — centralized billing, seat assignment, spend controls.
- **Enterprise** — 24/7 priority support, SLAs, AI advisors (eligible customers).
- Help Center + docs for troubleshooting and API prepaid credits.
- Ads planned on Free/Go only; Plus/Pro/Business/Enterprise stay ad-free.

CHANNELS

- **Primary doors** — chatgpt.com / apps and openai.com product pages.
- **PLG** — Free → invite/share → paid Go/Plus/Pro or Business seats.
- **Developer channel** — API docs, Playground, prepaid billing console.
- **Content** — research blog, product launches, Help Center, customer stories.
- Contact sales for Enterprise and larger platform deals.
- Partner/network and workplace connectors as embedded distribution.

CUSTOMER SEGMENTS

- **Individuals** — Free, Go (\$8 US), Plus (\$20), Pro (\$200).
- **Power users / researchers** — Pro for maximum model access.
- **SMBs & teams** — ChatGPT Business (2–200), Standard or Premium seats.
- **Enterprises** — custom security, residency, SLAs, volume.
- **Developers & ISVs** — API token customers and agent builders.
- **Education & nonprofits** — Edu plans / up to 75% nonprofit discount.

COST STRUCTURE

- **Training compute** — multi-month frontier model runs.
- **Inference COGS** — ChatGPT traffic + API token serving at scale.
- Research & engineering talent; safety and security teams.
- **Product surfaces** — ChatGPT apps, API platform, Codex, voice.
- Sales, support, and solutions for Business/Enterprise.
- Compliance, trust programs, and global infrastructure/residency.

REVENUE STREAMS

- **Free** — \$0 ChatGPT; ads testing planned on Free/Go (US).
- **Go** — \$8/user/mo (US): expanded Instant access vs Free.
- **Plus** — \$20/mo; Pro — \$200/mo consumer power tier.
- **Business** — Std \$20 / Prem \$100 per seat/mo annual (\$25 / \$125 monthly).
- **Enterprise** — custom; credit- and token-based options available.
- **API** — pay-as-you-go tokens (flagship Astra \$10/\$50 per 1M); prepaid credits.
- Plus/Pro/Business/Enterprise remain ad-free per Go launch note.