

# ChatGPT: H1 2025 Strategy

Copy shared with **3P Confidential**

V4 Draft; Regular re-write until this thing is tight. Keep the comments coming; the next big revision will happen when I'm back from PTO (~Dec 2). Assumes the [ HYPERLINK

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**3P Confidential** \ "heading=h.rtuxyavrpfx" \h ] (not yet shared to company) as given. Ping [ HYPERLINK "mailto:[ PII ]" \h ] for feedback (it's encouraged!). **Confidential**.

[ TOC \h \u \z \n \t "Heading 1,1,Heading 2,2,Heading 3,3,Heading 4,4,Heading 5,5,Heading 6,6,"]

## Mission

OpenAI's mission is to ensure AGI benefits all of humanity

ChatGPT's mission is to introduce the whole world to an intuitive AI super assistant that deeply understands you and is your interface to the internet

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## Where to play

### What is ChatGPT?

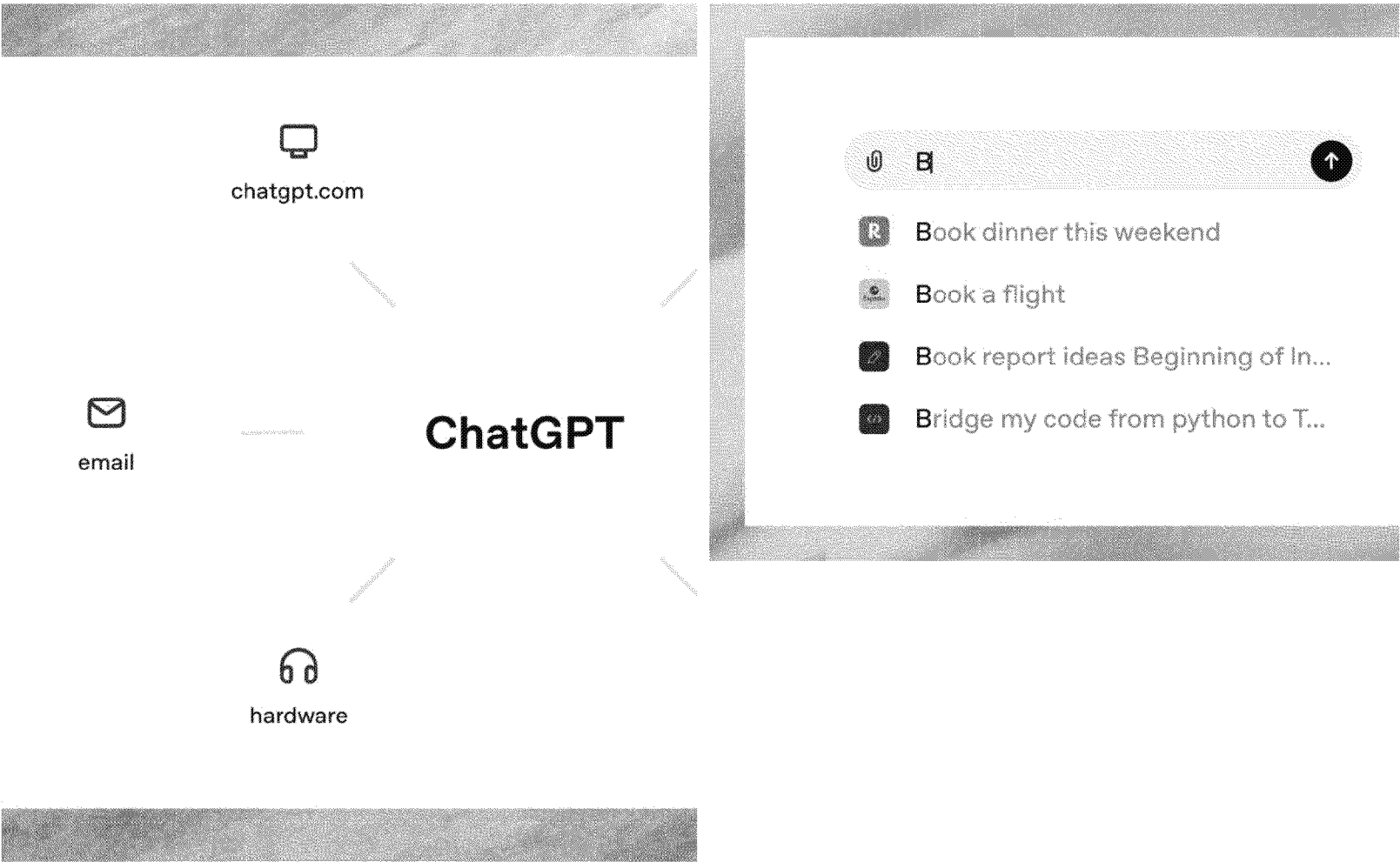
ChatGPT is already more than a chatbot. Most people use it to answer questions, write, and code. But it can do so much more — it can be an expert, tutor, advisor, muse, collaborator, translator, entertainer, companion, and analyzer.

In the first half of next year, we'll start evolving ChatGPT into a super-assistant: one that knows you, understands what you care about, and helps with any task that a smart, trustworthy, emotionally intelligent person with a computer could do. The timing is right. Models like o2 and o3 are finally smart enough to reliably perform agentic tasks, tools like computer use can boost ChatGPT's ability to take action, and interaction paradigms like multimodality and generative UI allow both ChatGPT and users to express themselves in the best way for the task.

What exactly is a super-assistant? It's an intelligent entity with T-shaped skills. It's an entity because it's personalized to you and available anywhere you go — including chatgpt.com, our native apps, phone, email, or third-party surfaces like Siri. It's T-shaped because it has broad skills for daily tasks that are tedious, and deep expertise for tasks that most people find impossible (starting with coding). The broad part is all about making life easier: answering a question, finding a home, contacting a lawyer, joining a gym, planning vacations, buying gifts, managing calendars, keeping track of todos, sending emails. The deep part is about

**RDX0355**

empowering you to do things you thought were impossible — coding an app, running an analysis, advising on business problems, and doing it all at a level that surpasses most skilled humans.



ity: ChatGPT is personalized and available anywhere you go T-Shape: ChatGPT can help you with daily tasks *and* really hard t

In the second half of the year, we will start **3P Confidential** Having nailed the super-assistant means that almost all human-computer interactions can be mediated by ChatGPT. Just as the web intermediates much of our work, commerce, social, and entertainment activity today, ChatGPT will do that and more — it will be the way we interact with everything. This opens the door **3P Confidential** **3P Confidential** reach hundreds of millions of ChatGPT users. It creates a very **3P Confidential** **3P Confidential** **3P Confidential** whether

it's their content, their commercial catalog, or a new type of business altogether — resulting

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# 3P Confidential

3P Confidential

ChatGPT because users demand better integrations

The path matters. We won't build 3P Confidential in H1. Instead, we'll earn the right to integrate with third parties by first building a valuable super-assistant that people want to use to interact with the external world. Technologies like computer use and building connectors in-house can get us out of the "chicken and egg" problem by 3P Confidential

3P Confidential

Why not stick with the chatbot? First, we have a big mission and superhuman reasoning models, which means we see opportunities to benefit all of humanity through more than chat.

Second, 3P Confidential

3P Confidential

3P Confidential

Finally,

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3P Confidential

3P Confidential

no matter how you access your

ChatGPT.

Who is our target user?

First off, we're going to double down on our core user base. Our [ HYPERLINK "https://docs.google.com/presentation/d/1raC9eisH47Yj9v68QoRI5RdisbUXLE0P7UZ-

xMT439M/edit?usp=sharing" \h ] are **3P Confidential**

**3P Confidential** As ChatGPT evolves, it will replace more and more things —search engines, browsers, you name it. As this happens, our core audience will broaden and look a lot more like Google Search or Chrome's audience.

In H1, we're targeting two new groups: **3P Confidential**  
**3P Confidential** growing quickly, but with much lower **3P Confidential**  
**3P Confidential** Competition is high — **3P Confidential** is making a big push in **3P Confidential** so we have a limited window to grow adoption. Expanding in **3P Confidential** will also teach us how to serve users whose needs differ from **3P Confidential** **3P Confidential** are also critical. They make up **3P Confidential** of logged-in ChatGPT weekly active users — our largest single cohort. **3P Confidential**  
**3P Confidential** For these new groups, the priority is growth, not monetization. We already have plenty of opportunities to monetize our core users.

And then there are our power users. With their drive to make AI beneficial for humanity, they pull our product forward, influence the AI community, and inspire us all. We'll build a product that distills the power user spirit without overcomplicating it or getting distracted. Just as Apple built macOS to unlock the creativity in everyone, we're building ChatGPT to unlock the curiosity in everyone.

We need to stay focused. That means balancing building general-purpose building blocks with going after specific user segments and doing what it takes to win them. So while it's tempting, we won't do work specifically for **3P Confidential**  
**3P Confidential** in the first half of the year. We'll consider these in H2 and beyond.

What is our business model?

We never intended to build **3P Confidential**  
**3P Confidential** Two years later, it's **3P Confidential** business and shows higher **3P Confidential** than any of our competitors. The Team tier was developed to provide an IT-sanctioned way for using ChatGPT in the workplace, and nine months later, it accounts for **3P Confidential** of our work-related business. The success of these **3P Confidential** so in H1, we're going to take growing this business seriously.

Taking it seriously means treating our paying users like valued customers. The Plus tier should feel like the Amazon Prime of AI — it just keeps getting better. The Pro plan should feel exclusive, like you're part of a club with unlimited access to research-grade intelligence. Growth is our goal, and revenue is the constraint, so we'll aim to **3P Confidential**  
**3P Confidential** It also means we won't **3P Confidential**  
**3P Confidential**

One nice property of **3P Confidential**  
**3P Confidential** Most investments that **3P Confidential**  
**3P Confidential** So, roughly speaking, if **3P Confidential**

3P Confidential — though as we reach less engaged users, we'll need to keep an eye on 3P Confidential. 3P Confidential. Not all revenue bets at OpenAI so naturally align with our [ HYPERLINK "https://docs.google.com/document/d/1apJUQLjnAjqvJfcOCKqh\_yCtYgGm\_qzbkVauDf3pSpo/e dit?tab=t.0" \l "heading=h.rtuxyavrpfx" \h ]; for example, 3P Confidential 3P Confidential 3P Confidential doesn't face these challenges, making it a powerful lever we're primed to double down on.

Growth and revenue won't line up forever. With 3P Confidential 3P Confidential There are ways to mitigate this (e.g., 3P Confidential ), but over time, 3P Confidential 3P Confidential This means we need to prepare for 3P Confidential 3P Confidential. We won't build these out in H1, but we will build a super-assistant that can generate enough monetizable demand to pursue these new models in H2.

Who are our competitors?

We think about competition in two ways. First, there's the consumer AI chatbot space: Claude, Gemini, Copilot, Meta AI. With [ HYPERLINK \l "\_l6ubp9yx5tei" \h ] we are leading here, but we can't rest. We need the best free model, best UI, and strongest brand. Looking ahead to 2025, 3P Confidential poses the biggest threat due to their ability to embed equivalent functionality across their products (e.g. 3P Confidential) without facing the business model cannibalization risks that Google does.

Then there's the broader game: building a super-assistant and then 3P Confidential. Now we're up against search engines, browsers, even interactions with real people. This one isn't a head-on match. It's about solving more and more use-cases and gradually pulling users in. That's why we don't call our product a search engine, a browser, or an OS — it's just ChatGPT.

We have what we need to win: one of the fastest-growing products of all time, a category-defining brand, a research lead (reasoning, multimodal), a compute lead, a world-class research team, and an increasing number of effective people with agency who are motivated to ship. We don't rely on ads, giving us flexibility on what to build. Our culture values speed, bold moves, and self-disruption. Maintaining these advantages is hard work but, if we do, they will last for a while.

What is our moat?

No advantage lasts forever. In H1, we're investing in two moats: [ HYPERLINK \l "\_gjjaja9h4sj4" \h ] — 3P Confidential 3P Confidential — and [ HYPERLINK \l "\_gjjaja9h4sj4" \h ] — 3P Confidential 3P Confidential. These will drive DAUs and make it clear why ChatGPT is better.

Two other moats will materialize in H2. Soon, we'll make ChatGPT 3P Confidential 3P Confidential. If we succeed at driving action on the

3P Confidential	in H1,	3P Confidential
3P Confidential	If we build a super-assistant with	3P Confidential
3P Confidential		
3P Confidential	in H2.	

## How to win: Horizon 1 bets

Horizon 1 bets will drive a measurable impact on ChatGPT's top-line goals in the first half.

Iterate on the core product every week

People love ChatGPT, and we should make it better every week. OpenAI sometimes undervalues iteration, but great products come from lots of little improvements stacked up. If we want to maximize impact in H1, we need to be very methodical: the most useful model, an interface that makes the model shine (and better), and a fast, efficient data flywheel.

- Useful Model.** We're going to build the most useful model for all the users we care about. People come to us for writing, coding, learning, and getting answers. In 2024, 3P Confidential  
3P Confidential To stay ahead, we need to ship regular updates and have a team of ML engineers iterating relentlessly on the training data mix. We also need a model personality that people like.
- User Interface.** The interface is what makes the model accessible, highlights its strengths, and collects user preferences to make it better. We need to design for both ends of the spectrum —power users and new users —and avoid getting stuck in the middle. We'll think across all surfaces: web, mobile, desktop, Apple Intelligence, even SMS or phone. Innovations like canvas, voice, and the dynamic UI we built for search will become foundational building blocks for every team.
- Data Flywheel.** At the heart of ChatGPT lies a fast, efficient flywheel that 3P Confidential

# 3P Confidential

3P Confidential that match what our users care about.

We'll know we're winning when we're shipping improvements on all three fronts every week.

Ramp up	3P Confidential
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3P Confidential	In H1, we'll scale up:
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More designs in **3P Confidential**

**3P Confidential**

Ship a **3P Confidential** by 2026

Today, ChatGPT is in our lives through existing form factors — our website, phone, and desktop apps. But our vision for ChatGPT is to help you with all of your life, no matter where you are. At home, it should help answer questions, play music, and suggest recipes. On the go, it should help you get to places, find the best restaurants, or catch up with friends. At work, it should help you take meeting notes, or prepare for the big presentation. And on solo walks, it should help you reflect and wind down. We want ChatGPT to be **3P Confidential**

**3P Confidential**

The best AI is the one that's right there with you.

To do this, we will **3P Confidential**

**3P Confidential** But the best path to delivering this is **3P Confidential** which will remain internally confidential for now.

We won't **3P Confidential** in 2025. Our aim is to **3P Confidential** by 2026, but to get there, we need to start preparing now. We need to **3P Confidential**

We also need [3P Confidential]  
[3P Confidential]  
[3P Confidential] We'd want this  
work for our current interfaces anyway, but we need to execute quickly to [3P Confidential]  
[3P Confidential]

We'll know we're winning if we've confirmed [3P Confidential] by the end of H1.

Build infrastructure that can get us to [ ] users

Our current infrastructure isn't equipped to handle [3P Confidential] users. To achieve this scale, we must focus on three key areas:

- **Reliability:** Achieving [3P Confidential] uptime in all core markets, including [3P Confidential] [3P Confidential] is essential. Implementing [3P Confidential] will allow us to [3P Confidential]. This approach enables [3P Confidential] enhancing efficiency.
- **Performance:** To compete in areas like Search, we need to [3P Confidential]. This requires [3P Confidential] [3P Confidential]
- **Platform:** Transitioning ChatGPT [3P Confidential] involves [3P Confidential] [3P Confidential]. As ChatGPT becomes the primary entry point for the super-assistant, we must act swiftly to [3P Confidential] [3P Confidential] [3P Confidential]

We'll know we're winning when we're maintaining [3P Confidential] up-time, [3P Confidential] time to first token, and [3P Confidential] of new use-cases (i.e. the future equivalents of go/ask, teammate) are built on [3P Confidential] [3P Confidential]

## How to win: Out of product

Getting on track for [ ] daily active users is a company-wide effort. We depend on several out-of-product bets, but we'd like to run each of them like a product; that means [HYPERLINK \l "\_jrryxbbrlhsh" \h ] [HYPERLINK \l "\_jrryxbbrlhsh" \h ] per bet who has outcome accountability and builds close relationships to our technical teams.

### Double down on the ChatGPT brand

The ChatGPT brand is one of our biggest assets. It gets [3P Confidential] the search volume of OpenAI. But as of February 2024, [3P Confidential] of US adults had never tried ChatGPT—[3P Confidential] weren't aware, and [3P Confidential] had no intent to try. We need to treat our brand like a product:

- **[3P Confidential]** We need a simple consumer mental model. Google owns information. Amazon owns commerce. ChatGPT needs to own one clear idea: [3P Confidential]

### 3P Confidential

That's the brand — clear, powerful, simple. We can communicate this concept in many ways, but a big one is highlighting use cases everywhere — 3P Confidential

3P Confidential We already do this for developers with our [ HYPERLINK "https://cookbook.openai.com/" \h ]; now we need it for everyone.

- **Cool and ahead.** Our brand should resonate across all key user segments but especially 3P Confidential. For 3P Confidential ChatGPT should be cool. Right now, it's useful but not cool. (We might even 3P Confidential 3P Confidential). The path to being cool is being part of trends on social, full stop ([ HYPERLINK "https://www.newsweek.com/people-using-chatgpt-help-achieve-dream-life-1979801" \h ]). We need to build a community-lead growth motion by focusing on 3P Confidential. 3P Confidential. For 3P Confidential we need to be 3P Confidential 3P Confidential.
- **ChatGPT is the brand.** Let's make it simple for users - they only need to know ChatGPT. To consumers, OpenAI is the holding company, like Alphabet is to Google. We shouldn't over-brand new features or tools; they're all ChatGPT features, descriptively named. Model names should be in the background. Every launch should accrue to **one** powerful brand: ChatGPT.

We'll know we're winning when 3P Confidential love our brand: ChatGPT is cool and ahead of the rest.

Spend 3P Confidential

It's rare for a company with 3P Confidential million weekly active users and over 3P Confidential in annual recurring revenue to have 3P Confidential. At the end of 2024, we launched 3P Confidential 3P Confidential

3P Confidential In the first half of the coming year, we plan to invest over 3P Confidential in the following areas:

- 3P Confidential 3P Confidential We'll target lookalikes across 3P Confidential 3P Confidential
- 3P Confidential We want a 3P Confidential rate. This will require tight collaboration between marketing, engineering, data science, and product.
- **Sustainable growth.** We'll aim for a 3P Confidential, scaling spending beyond 3P Confidential. We'll balance 3P Confidential 3P Confidential

We'll know we're winning when 3P Confidential 3P Confidential in the first half of the year.

**3P Confidential** to power search and tasks

ChatGPT is a super assistant that deeply understands you and serves as your interface to the internet. To fully be that interface, we need a search index and the ability to take actions on the web. That means **3P Confidential**

**3P Confidential**

- **3P Confidential**
- **3P Confidential** We plan to **3P Confidential** in H1. For that, we need **3P Confidential**  
**3P Confidential** In H2, we'll expand to **3P Confidential**  
**3P Confidential**
- **3P Confidential**

We'll know we're winning when **3P Confidential**  
**3P Confidential**

**3P Confidential**

**3P Confidential** to drive growth

Our long-term growth depends on **3P Confidential** For H1, our top focus is **3P Confidential**, but we're also pursuing **3P Confidential**

- **3P Confidential** Besides [ [HYPERLINK \l "\\_ux6rgsyexp6p" \h](#) ], we need **3P Confidential**  
**3P Confidential**  
**3P Confidential** This won't move the needle in 2025, but we need to start now.
- **3P Confidential** We're exploring **3P Confidential**  
**3P Confidential** Not all will work, but the pipeline is strong enough to hit our goals. If we add minimal financial incentives for our partners, we can dramatically increase quality and impact.
- **3P Confidential** We're directly competing with **3P Confidential** here. We'll explore **3P Confidential**  
**3P Confidential** Like with **3P Confidential**

We'll know we're winning when **3P Confidential**  
**3P Confidential**

Align our policy efforts to support ChatGPT

To introduce an AI super assistant to the world, we need the right policy environment. This work is critical to the product because the cards are stacked against us; we're competing with

powerful incumbents who will leverage their distribution to advantage their own products [REDACTED]  
[REDACTED] We'll win by  
advocating for user choice, fast development, and protecting our user base in target markets.

- [REDACTED]. Real choice drives competition and benefits everyone.  
Users should be able to pick their AI assistant. If you're on iOS, Android, or Windows, you should be able to set ChatGPT as your default. Apple, Google, Microsoft, Meta shouldn't push their own AIs without giving users fair alternatives. The same goes for search engines: Google, Apple, Microsoft should offer users a choice for their default search engine and make their underlying indexes accessible to AI assistants, including ChatGPT.

ChatGPT web market share by country

Share of Web Visits (among selected competitors) By Top Country  
Data includes logged-out visitors



Non-chat competitive products such as Meta’s integrations (FB, WhatsApp etc) and MSFT and Google integrations into existing products may be significantly larger than we have visibility into from competitive web data.

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