ChatGPT: H1 2025 Strategy

Copy shared with

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

"heading=h.rtuxyavrpfxx" \h] (not yet shared to company) as given. Ping [
HYPERLINK "mailto: \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

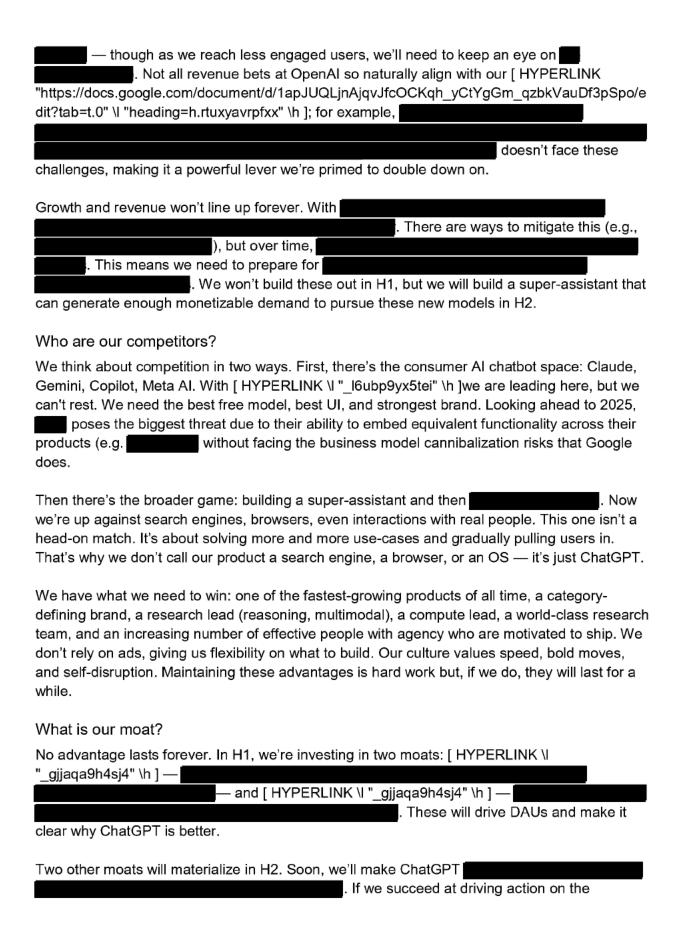
Where to play

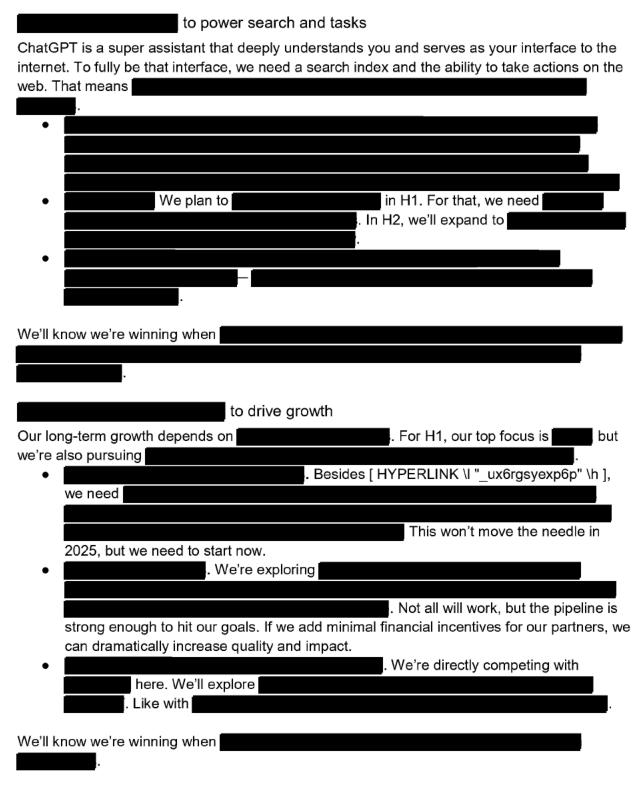
What is ChatGPT?

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





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

We'll win by
advocating for user choice, fast development, and protecting our user base in target markets.

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.