

# ChatGPT: H1 2025 Strategy

Copy shared with [REDACTED]

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

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

**RDX0355**

— though as we reach less engaged users, we'll need to keep an eye on . Not all revenue bets at OpenAI so naturally align with our [ [https://docs.google.com/document/d/1apJUQLjnAjqvJfcOCKqh\\_yCtYgGm\\_qzbkVauDf3pSpo/eit?tab=t.0](https://docs.google.com/document/d/1apJUQLjnAjqvJfcOCKqh_yCtYgGm_qzbkVauDf3pSpo/eit?tab=t.0)] "heading=h.rluxyavrpfx" \h ]; for example,

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 . There are ways to mitigate this (e.g., ), but over time, . This means we need to prepare for . 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 [ [\\_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, poses the biggest threat due to their ability to embed equivalent functionality across their products (e.g. without facing the business model cannibalization risks that Google does.

Then there's the broader game: building a super-assistant and then . 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: [ [\\_gjjaqa9h4sj4](#) \h ] — — and [ [\\_gjjaqa9h4sj4](#) \h ] — . These will drive DAUs and make it clear why ChatGPT is better.

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

[REDACTED] 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 [REDACTED]

- [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]
- [REDACTED] We plan to [REDACTED] in H1. For that, we need [REDACTED]  
[REDACTED]. In H2, we'll expand to [REDACTED]  
[REDACTED].
- [REDACTED]  
[REDACTED] — [REDACTED]  
[REDACTED].

We'll know we're winning when [REDACTED]  
[REDACTED]  
[REDACTED].

[REDACTED] to drive growth

Our long-term growth depends on [REDACTED]. For H1, our top focus is [REDACTED] but we're also pursuing [REDACTED].

- [REDACTED]. Besides [HYPERLINK \l "\_ux6rgsyexp6p" \h ], we need [REDACTED]  
[REDACTED]  
[REDACTED] This won't move the needle in 2025, but we need to start now.
- [REDACTED]. We're exploring [REDACTED]  
[REDACTED]. 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.
- [REDACTED]. We're directly competing with [REDACTED] here. We'll explore [REDACTED]  
[REDACTED]. Like with [REDACTED].

We'll know we're winning when [REDACTED]  
[REDACTED].

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.
- 