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The Great AI Launch War: 30 Days of Absolute Madness (Chaos, Code, and Corporate FOMO)

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The past 30 days have been *crazy*. Honestly, I've never seen the tech world go this wild.

It started as just another quiet end-of-quarter lull… and then boom — OpenAI pressed the big red button. Suddenly, every other company is panic-shipping products like interns on espresso.

I've been coding through this chaos, and I swear, it feels like every company is running this script right now:

```python
def panic_ship(product):
    print(f"Ship {product} NOW. We'll fix it later.")

companies = ["OpenAI", "Anthropic", "Google", "Perplexity"]
for c in companies:
    panic_ship(f"{c}'s next big thing")
```

Output:

```
Ship OpenAI's next big thing NOW. We'll fix it later.
Ship Anthropic's next big thing NOW. We'll fix it later.
Ship Google's next big thing NOW. We'll fix it later.
Ship Perplexity's next big thing NOW. We'll fix it later.
```

Yeah, that's about right.

. . .
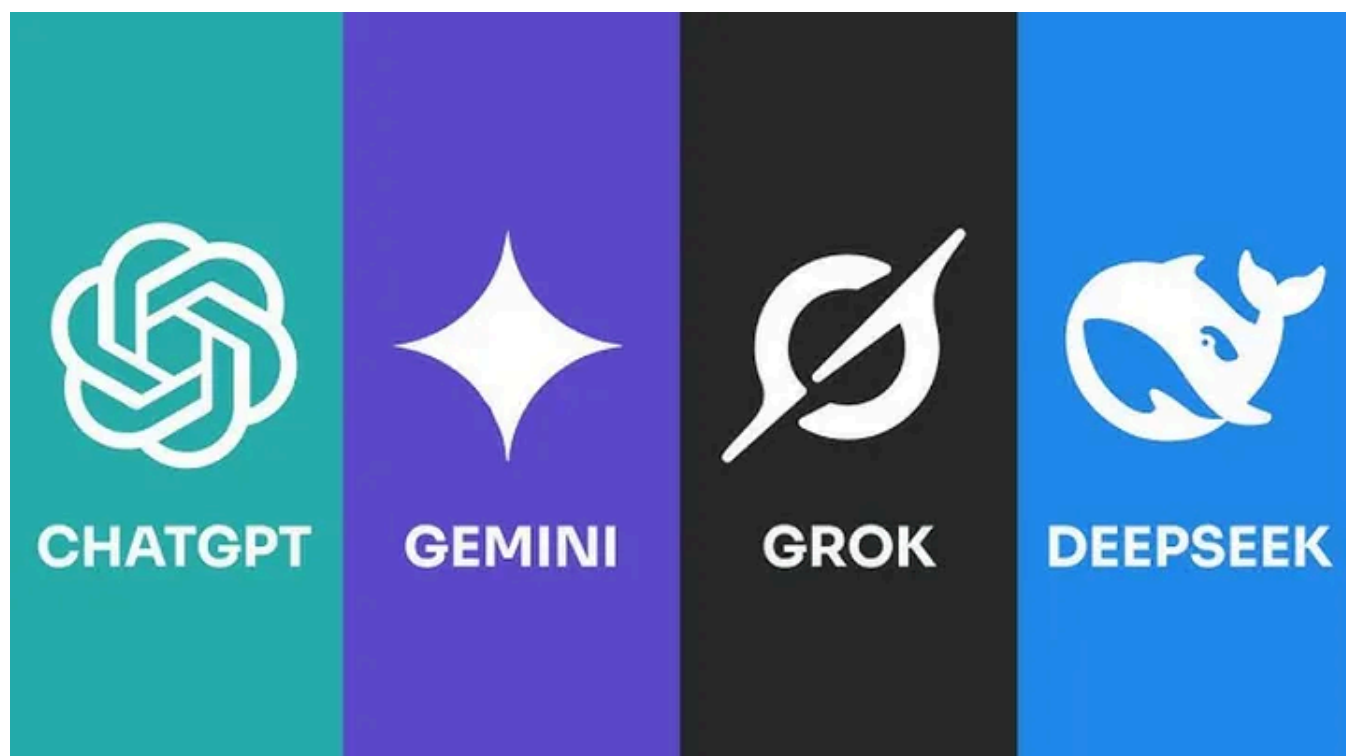
The Spark (Sept 29–30)

Anthropic started this whole mess.

They dropped **Claude Sonnet 4.5**, and honestly? It was *impressive*. 77.2% on SWE-bench Verified, can code for 30+ hours straight (that's more stamina than me), and they're already bringing in $500M+ in annual revenue.

So, what does OpenAI do? Wait a week? Nah. **24 hours later**, they release **Sora 2** — a video generation API with access. Basically saying: *"Oh, your AI codes? Ours makes movies."*

Like a playground fight, but with billion-dollar weapons.

```python
class AICompany:
    def __init__(self, name):
        self.name = name
    def launch(self, product):
        print(f"{self.name} just dropped {product}")

Anthropic = AICompany("Anthropic")
OpenAI = AICompany("OpenAI")
Anthropic.launch("Claude Sonnet 4.5")
OpenAI.launch("Sora 2 (video generation API)")
```

Output:

```
Anthropic just dropped Claude Sonnet 4.5
OpenAI just dropped Sora 2 (video generation API)
```

That was the spark. And after that? Everything ignited.

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Google and Perplexity Join the Panic

October 1, Google jumps in. They launch **Gemini for Home**, an AI that can control your lights, your thermostat, even your doorbell. Cool idea. Weird execution. Kinda creepy, honestly.

Then Perplexity freaks out and makes their **Comet browser** free. Yes, the one that was $200 a month three months ago. Now it's "free forever." Tell me that's not panic.

```python
async def react_to_openai():
    await asyncio.sleep(2)
    print("Google: Ship Gemini for Home! Doesn't matter if it works.")
    print("Perplexity: Just make Comet free. Maybe people will like us again.")

import asyncio
asyncio.run(react_to_openai())
```

This is the moment when every PM on earth begins to sweat. Nobody wants to be the company *that doesn't ship anything.*

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October 6: OpenAI DevDay (The Nuclear Option)

And then came OpenAI's DevDay — or as I call it, **Judgment Day for startups.**

They didn't just launch one product.
They dropped an entire *ecosystem.*

- GPT-5 Pro (premium reasoning)

- ChatGPT Apps (apps inside ChatGPT)

- AgentKit (toolkit for AI agents)

- Sora 2 API (video generation)

- Codex GA (coding for real devs)

```
products = ["GPT-5 Pro", "Apps SDK", "AgentKit", "Sora 2 API", "Codex GA"]
for p in products:
    print(f"OpenAI.deploy({p})")
```

Output:

```
OpenAI.deploy(GPT-5 Pro)
OpenAI.deploy(Apps SDK)
OpenAI.deploy(AgentKit)
OpenAI.deploy(Sora 2 API)
OpenAI.deploy(Codex GA)
```

And the entire tech world just froze. Because how do you compete with *five* launch bombs in one day?

Sam Altman even said,

> "We want to move from systems you can ask anything to, to systems you can ask to do anything for you."

Translation: "Bye consultants. Bye agencies. Bye, everyone charging $50K for automation."

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The Fightback

Google's like, "Fine. You want education?" Boom — **Google Skills** launches. 3,000+ AI courses for free.

Then Anthropic responds with **Claude Skills** (yeah, same naming vibe as "Apps"). They even use YAML in `SKILL.md` files, which — I'll admit — is kinda cool.

By mid-October, everyone's lost it. Anthropic pushes **Claude Code** to the web. OpenAI releases **ChatGPT Atlas**, a full-featured browser. Google stealth-drops **Gemini 3.0**. All of this happens within 48 hours.

I'm not exaggerating. Look:

```python
timeline = [
    ("Oct 20", "Claude Code Web"),
    ("Oct 21", "ChatGPT Atlas Browser"),
    ("Oct 21", "Gemini 3.0 (Vibe Coding)")
]

for date, event in timeline:
    print(f"{date}: {event}")
```

Output:

```
Oct 20: Claude Code Web
Oct 21: ChatGPT Atlas Browser
Oct 21: Gemini 3.0 (Vibe Coding)
```

That's not innovation.

That's a DDoS attack on my brain.

<p align="center">. . .</p>

The Pattern: Ship. Panic. Repeat.

There's a clear formula now:

```python
def ai_launch_cycle(trigger):
    print(f"{trigger} launches something huge.")
    print("Everyone else panic-ships in 72 hours.\n")

ai_launch_cycle("OpenAI")
ai_launch_cycle("Anthropic")
ai_launch_cycle("Google")
```

Output:

```
OpenAI launches something huge.
Everyone else panic-ships in 72 hours.

Anthropic launches something huge.
Everyone else panic-ships in 72 hours.
Google launches something huge.
Everyone else panic-ships in 72 hours.
```

Every single time. Nobody's spending a week on polishing. Nobody's doing QA.

It's just "Ship it. We'll fix it in prod." This has become the unofficial motto of AI in 2025.

<p align="center">. . .</p>

The Fallout: Education and Agencies Are Cooked

Let's talk Money.

Education:

Google is offering free AI courses that used to cost $50K in tuition. Real companies are also hiring people from those courses. That's... a problem (for universities, anyway).

Agencies:

OpenAI's **AgentKit** and **Apps SDK** essentially enable anyone to do what agencies have been charging $50K for.

So yeah, automation consultants are feeling nervous right now.

```python
def agency_survival(agentkit_enabled):
    if agentkit_enabled:
        print("Automation consultants: 404 - not found")
    else:
        print("Still alive (for now)")

agency_survival(True)
```

Output:

```
Automation consultants: 404 - not found
```

And the craziest part? The people actually *winning* right now aren't big companies. They're solo devs and small teams quietly using these tools to automate entire workflows and charge "consulting fees."

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Genius or Madness?

So what's OpenAI's real play here?

Two theories:

```python
def openai_strategy(mode):
    if mode == "4D chess":
        return "Force everyone to ship early and look desperate."
    else:
        return "They just wanted to break the internet."

print(openai_strategy("4D chess"))
```

Output:

```
Force everyone to ship early and look desperate.
```

It's either the smartest trap ever set in tech, or pure chaos that happened to work.

Either way, they're winning.

. . .

The Next 30 Days

I'd love to say things will calm down, but let's be honest — they won't. Every company is now refreshing OpenAI's Twitter like a jealous ex, waiting to see what drops next so they can copy it.

This is the new normal:
"Ship or die."

But here's the thing nobody's talking about: While the giants are busy panic-launching, small builders are quietly stacking cash.

Because when tools are both powerful and unstable, the people who can truly *use them* — not just tweet about them — hold a huge advantage.

Here's the unofficial development loop for 2025:

```
while ai_hype_active:
    build_something()
    charge_clients()
    sleep(4)
    repeat()
```

. . .

Final Thoughts

We just lived through 30 days of the wildest AI launch war in history.

Some of it's brilliant.
Some of it's broken.
Most of it feels like beta software pretending to be revolutionary.

But amid all that noise, opportunity exists. A new gold rush — not for miners, but for *builders*.

So yeah… while everyone else is panicking, the most creative move right now might just be to open your editor, connect to an API, and quietly build something that makes money while they fight.

AI   Ai Tools   Generative Ai Tools   ChatGPT   Gemini
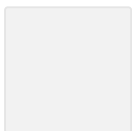
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Bgerby

What are your thoughts?

Paula Coelho
3 days ago

Add Haiku 4.5 to the list :)

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