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Daily brief · 2025-12-23

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3 deep-dives you should really read

While everyone talks about an AI bubble, Salesforce quietly added 6,000 enterprise customers in 3 months

VentureBeat – AI · Topic: AI/Cloud/Quantum

- **What it is:** Salesforce's Agentforce, an autonomous AI agent platform for enterprises, rapidly expanded its customer base by 6,000 in one quarter, reaching 18,500 clients.
- **Who:** Salesforce, a leading enterprise software provider, is the primary actor, showcasing its successful deployment of AI solutions for business workflows.
- **What it does:** It deploys production-grade agentic AI systems that automate complex workflows, process data securely, and make decisions with integrated trust layers.
- **Why it matters:** This growth signals that despite AI bubble concerns, enterprise AI solutions delivering measurable business outcomes are gaining significant traction and trust.
- **Strategic view:** TMT executives should prioritize investing in secure, governed enterprise AI platforms that build trust and deliver tangible ROI, rather than merely experimenting with general AI.

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How Elon Musk Won His No Good, Very Bad Year

Wired – Business · Topic: AI/Cloud/Quantum

- **What it is:** Elon Musk navigated a financially challenging year for Tesla, impacted by political involvement and cryptocurrency, but successfully shifted focus to SpaceX.
- **Who:** Elon Musk, the billionaire CEO behind Tesla and SpaceX, is assessed for his complex business maneuvers in a challenging year.
- **What it does:** Musk's controversial engagements and focus on Dogecoin adversely impacted Tesla's profitability, yet he successfully advanced SpaceX's initiatives despite these challenges.
- **Why it matters:** This case highlights how a leader's personal brand and diversions can significantly influence a company's financial health, while also demonstrating strategic pivots to other ventures.
- **Strategic view:** TMT executives should note the significant dual impact of a founder's personal brand and diversified attention on core business stability and future venture success.

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Welcome to Kenya's Great Carbon Valley: a bold new gamble to fight climate change

MIT Technology Review – Tech · Topic: AI/Cloud/Quantum

- **What it is:** The "Great Carbon Valley" is a strategic initiative in Kenya near Lake Naivasha, aiming to combat climate change through novel geothermal energy and carbon capture solutions.
- **Who:** The initiative involves the Kenyan government and private entities, specifically targeting the geothermal-rich Lake Naivasha region for development.
- **What it does:** It establishes a hub for developing and deploying advanced geothermal energy production combined with innovative carbon capture and storage technologies.
- **Why it matters:** This project represents a pioneering, potentially high-impact model for developing nations to lead global climate change mitigation efforts.
- **Strategic view:** TMT executives should monitor this initiative for new infrastructure investment opportunities, technology partnerships in green energy, and potential market creation in climate tech solutions.

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CEO POV · AI & Space Economy

No CEO statements collected for today.

Patent watch · Compute / Video / Data / Cloud

No relevant patent publications detected for today (EPO / USPTO).

Curated watchlist · 3-5 links per topic

TV / Streaming

No notable articles for this topic today.

Telco / 5G

No notable articles for this topic today.

Media / Platforms

No notable articles for this topic today.

AI / Cloud / Quantum

- [This company is developing gene therapies for muscle growth, erectile dysfunction, and “radical longevity”](#) (MIT Technology Review – Tech) Add to Weekly
- [OpenAI’s Child Exploitation Reports Increased Sharply This Year](#) (Wired – Business) Add to Weekly
- [Keeping Up with PACE: Summary of the 2025 PAC3 Meeting](#) (NASA – Breaking News) Add to Weekly
- [Sentinel-6B Extends Global Ocean Height Record](#) (NASA – Breaking News) Add to Weekly
- [Sentinels in the Sky: 50 Years of GOES Satellite Observations](#) (NASA – Breaking News) Add to Weekly

Space / Infrastructure

- [Euclid’s galaxy garland](#) (ESA – European Space Agency) Add to Weekly

Robotics / Automation

No notable articles for this topic today.

Broadcast / Video

No notable articles for this topic today.

Satellite / Satcom

No notable articles for this topic today.