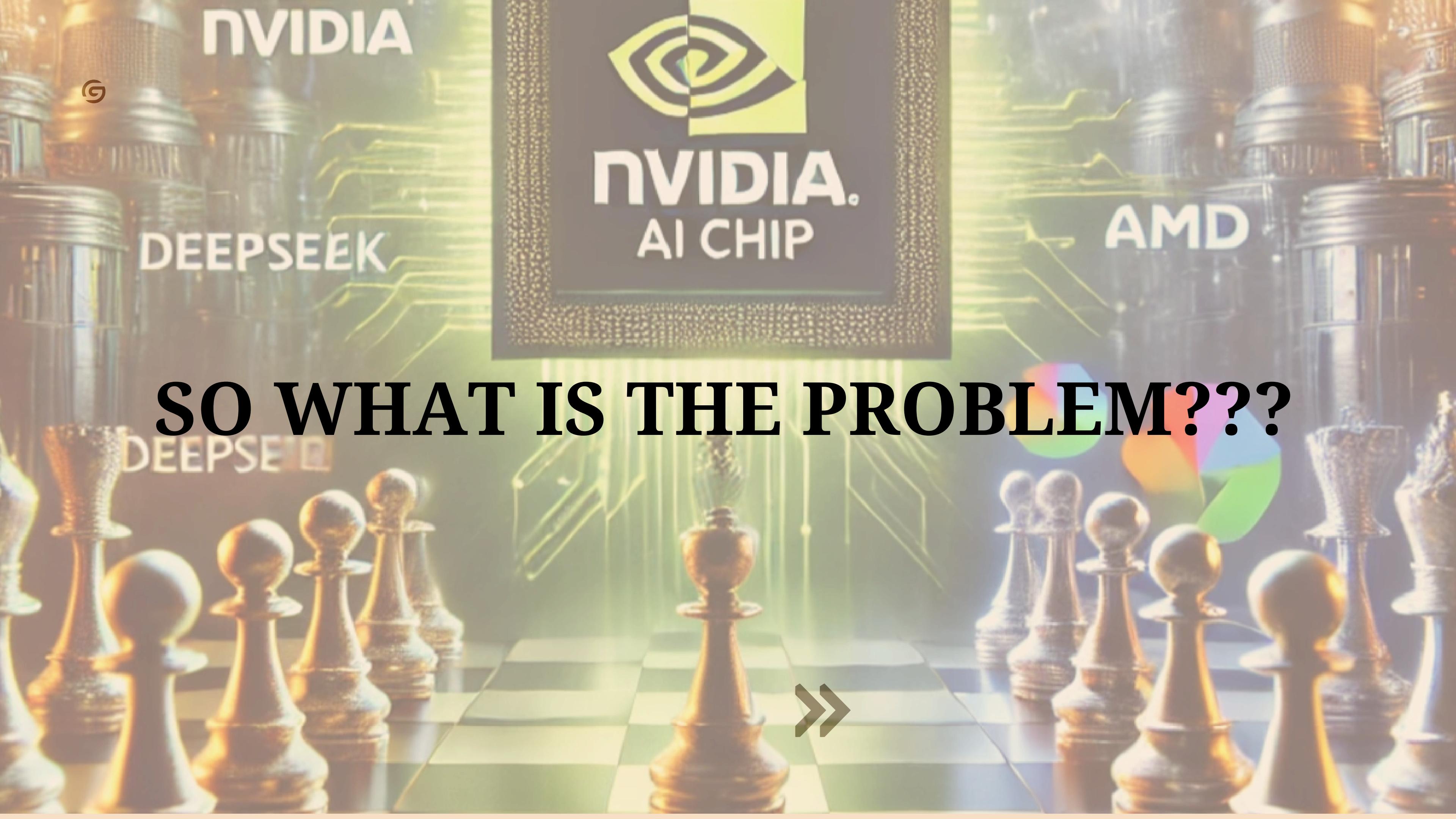


NVIDIA'S STRATEGIC RESPONSE TO MARKET DISRUPTION

MAINTAINING AI LEADERSHIP IN EVOLVING ECOSYSTEM

CRISIS COMMANDERS



NVIDIA



NVIDIA.
AI CHIP

AMD

SO WHAT IS THE PROBLEM???



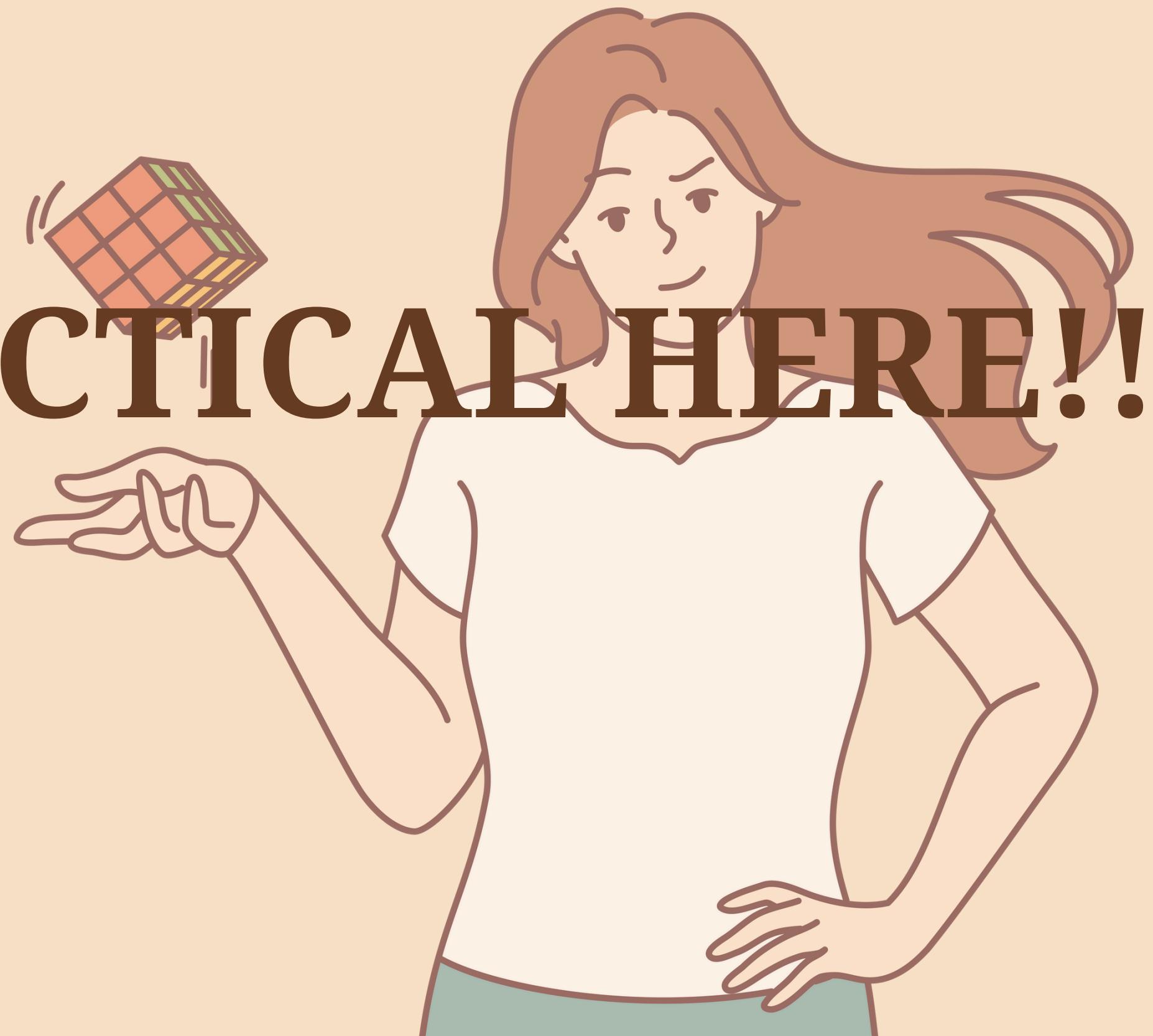


12

- DeepSeek's Disruption – AI models are moving away from NVIDIA's chips, threatening demand.
- Big Tech Cutting NVIDIA Out – Google & Microsoft are developing their own AI chips to reduce reliance.
- A Shrinking Advantage – DeepSeek isn't global yet, but AMD and others are closing the gap fast.

THE TIME IS TICKING!!

LET'S BE PRACTICAL HERE!!





#1

Media Damage control

- Immediate Market Stabilization
- Stakeholder Confidence Restoration
- Reputational Asset Protection
- Strategic Time Buying



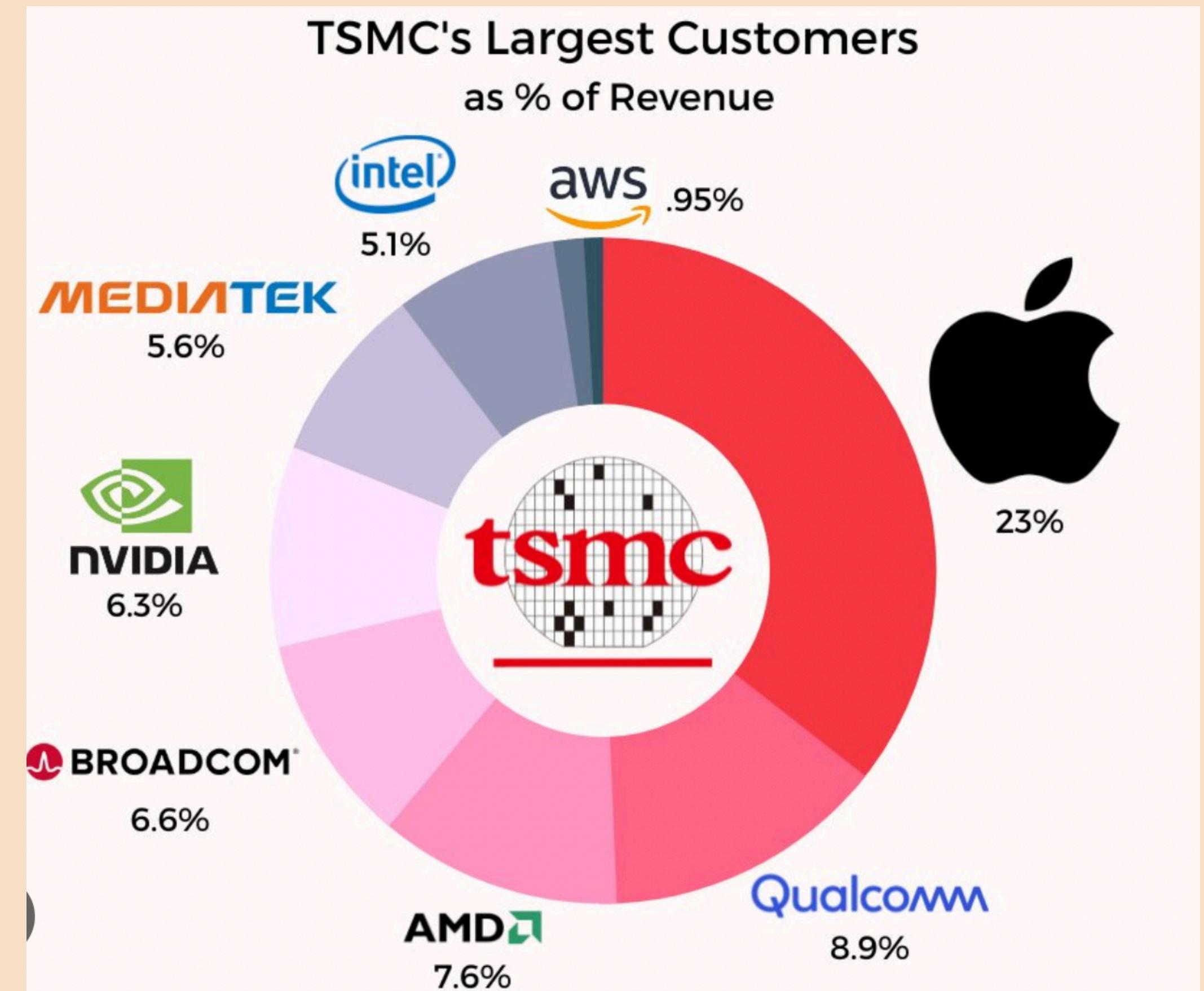
#2

Increase Efficiency in Supply Chain and Production

- Cut Production Costs Without Eroding Margins
- Inventory Management and Production Line Refinement (Lean Manufacturing Techniques)
- Pass Efficiency Savings to Cloud Partners do Disincentivize Deepseek Adoption

IN-HOUSE CHIP PRODUCTION OF SEMICONDUCTORS

- TSMC specializes in manufacturing semiconductor chips (also known as integrated circuits or just chips) for various applications, including smartphones, laptops, cars, and other electronic devices.
- Strategic Partnerships:
 1. Intel
 2. Micron
- Leverage Government Incentives

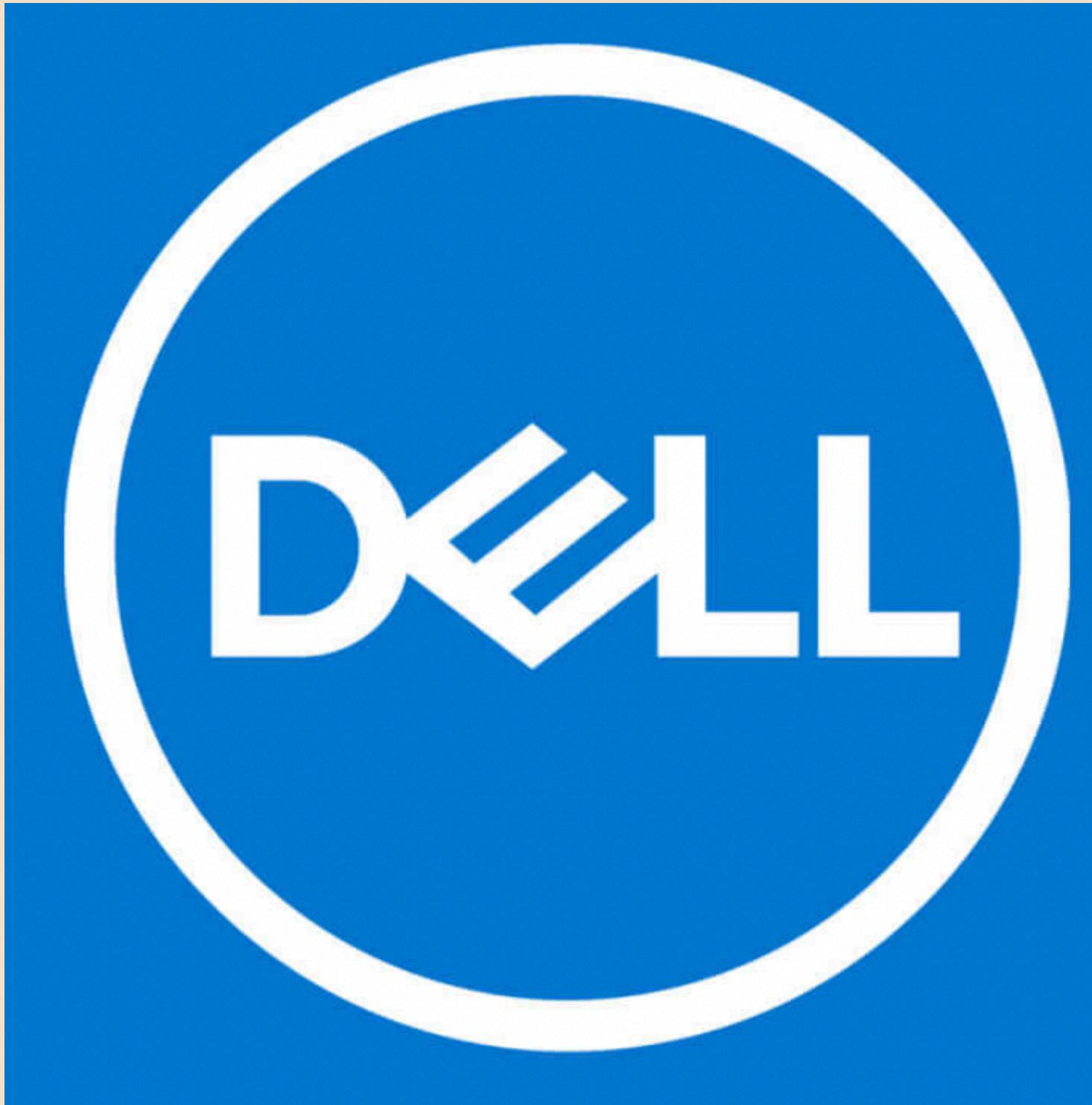


Apple will spend more than \$500 billion in the U.S. over the next four years



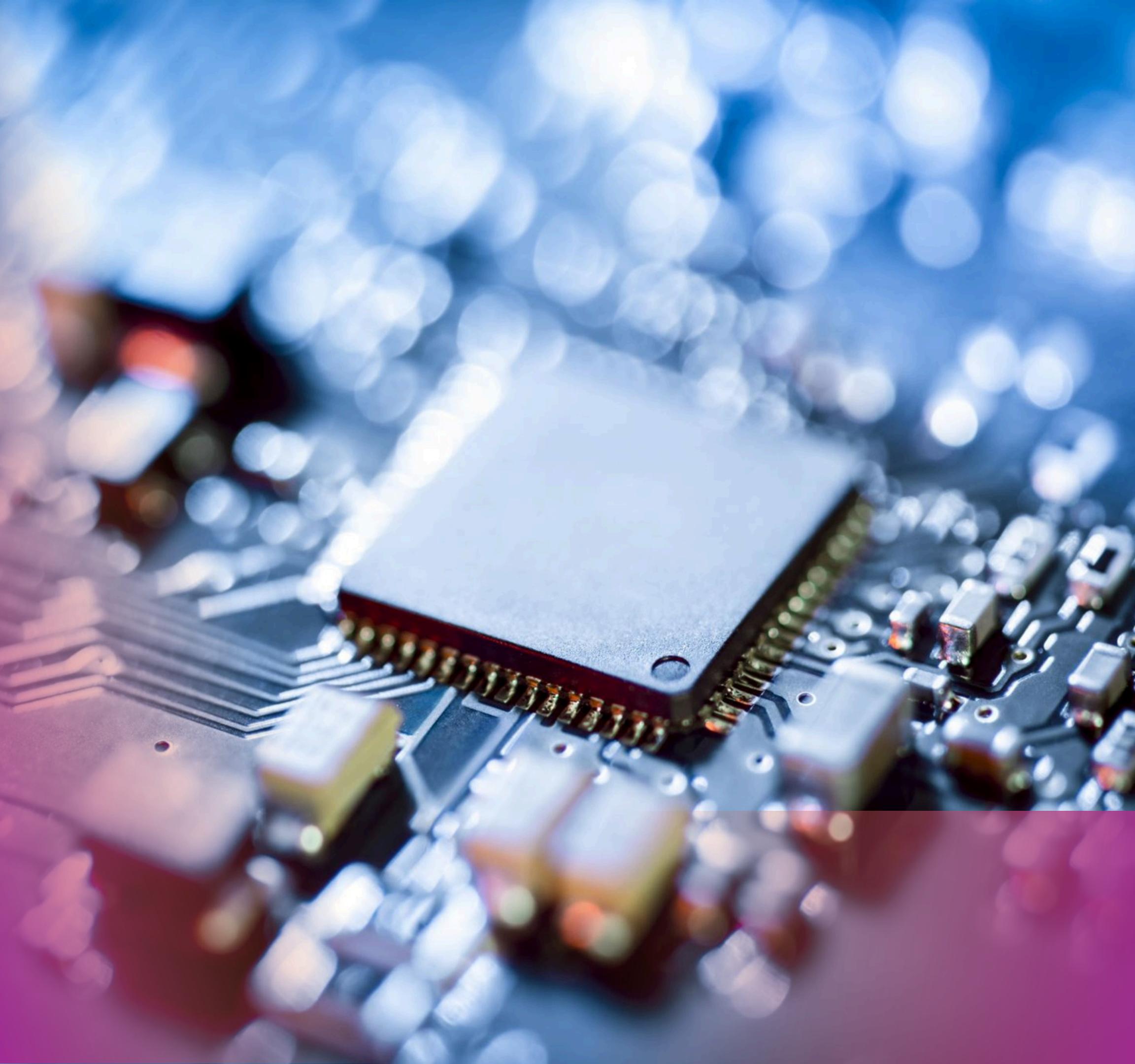
Teams and facilities to expand in Michigan, Texas, California, Arizona, Nevada, Iowa, Oregon, North Carolina, and Washington

Plans include a new factory in Texas, doubling the U.S. Advanced Manufacturing Fund, a manufacturing academy, and accelerated investments in AI and silicon engineering



Dell Technologies revolutionized the computer industry in the 1990s with its "Direct-to-Consumer" model, which allowed customers to customize their PCs through a direct sales model, cutting out the middlemen. The standout strategy was exceptional customer service, including:

- Customization: Customers could build their PCs online, choosing components to suit their needs.
- Direct Engagement: Dell maintained direct contact with customers, allowing for personalized support and quick feedback.
- Efficient Supply Chain: Dell's build-to-order model reduced inventory costs and allowed quick adaptation to customer demand.
- Technical Support: Dell was among the first to provide 24/7 tech support, which built trust and loyalty.
- Proactive Service: Dell implemented remote diagnostic tools and proactive maintenance alerts, enhancing the customer experience.



KEY CHALLENGES

Chip Burnout: Implement advanced cooling solutions and improve chip durability.

Device Overheating: Develop heat-resistant technologies and enhance thermal management.

High Energy Consumption: Focus on energy-efficient designs and optimize power usage.

Expand Beyond American Companies

- **Global Partnerships:** Collaborate with international companies to overcome trade barriers.
- **Strategic Alliances:** Make legal arrangements to enable smooth business operations abroad.
- **Examples:** Partner with Infosys (India), SoftBank (Japan), and SAP (Germany) for global reach.

Singapore

3 men charged with fraud over alleged movement of Nvidia chips get additional charge, to be remanded further

They are accused of committing fraud on suppliers of servers Super Micro and Dell.



The NVIDIA logo is shown at SIGGRAPH 2017 in Los Angeles, California, US, Jul 31, 2017. (Photo: Reuters/Mike Blake)

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Related Topics

court crime Nvidia Corp

SINGAPORE: [Three men charged with fraud](#) over the [movement of Nvidia chips](#) were each handed a fresh charge in court on Thursday (Mar 6).

Singaporeans Aaron Woon Guo Jie, 41, and Alan Wei Zhaolun, 49, appeared in court jointly via videolink, while Chinese national Li Ming's case was heard separately. All were dressed in red polo T-shirts. Woon was represented by lawyer Cheryl Chong, Wei by Mr Shashi Nathan and Li by Mr Wendell Wong.

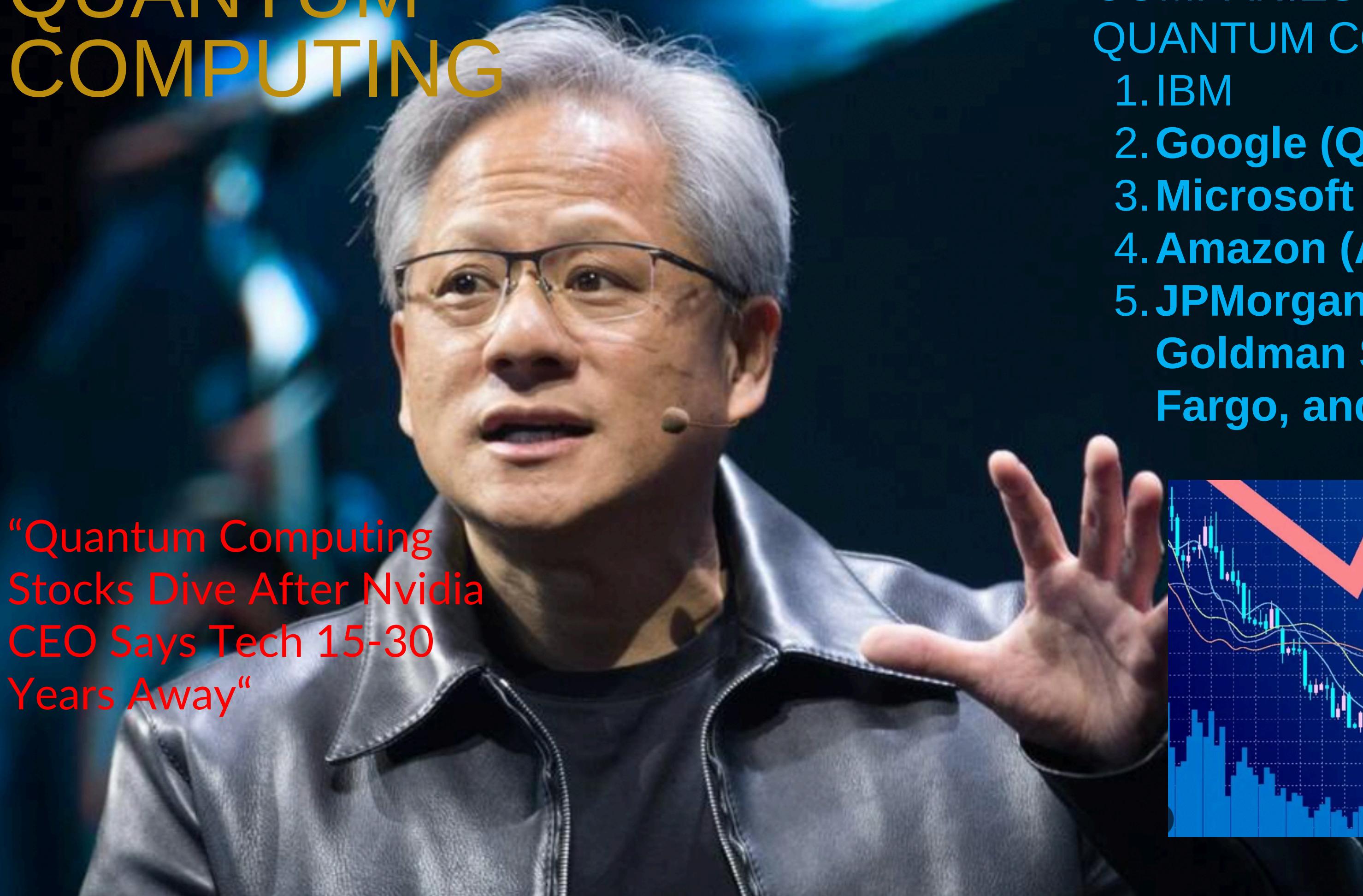
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QUANTUM COMPUTING

“Quantum Computing Stocks Dive After Nvidia CEO Says Tech 15-30 Years Away”



COMPANIES INVESTED IN QUANTUM COMPUTING

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3. Microsoft (Azure Quantum)
4. Amazon (Amazon Braket)
5. JPMorgan Chase & Co., Goldman Sachs, Wells Fargo, and HSBC



BLACKROCK ALADDIN

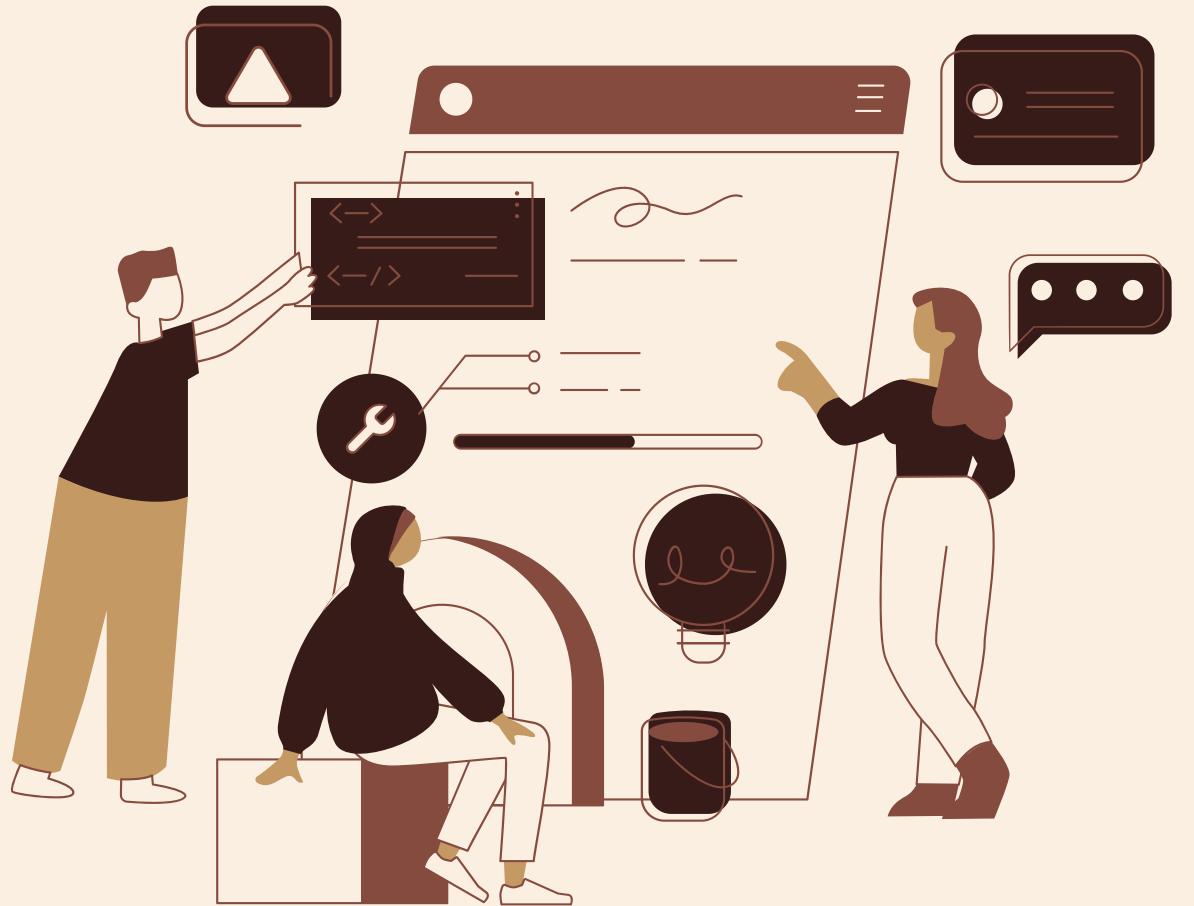
- Portfolio Management
- Risk Management
- Research Analysis
- Algorithm Trading



- Increased Market Penetration
 - Financial Sector Exposure
 - Brand Credibility
- Revenue Growth
 - Data Center and AI Solutions
- Strategic Market Insights
 - Access to Financial Data
 - Investment Opportunities
- Financial and Risk Management
 - Portfolio Diversification



Mitigation



RISKS

Supply Chain/Production Efficiency

- Quality Control Concerns
- Supplier Negotiation Breakdown

Media Damage Control

- Negative Social Media Sentiment
- Over Investment in Influencer Partnership Without ROI

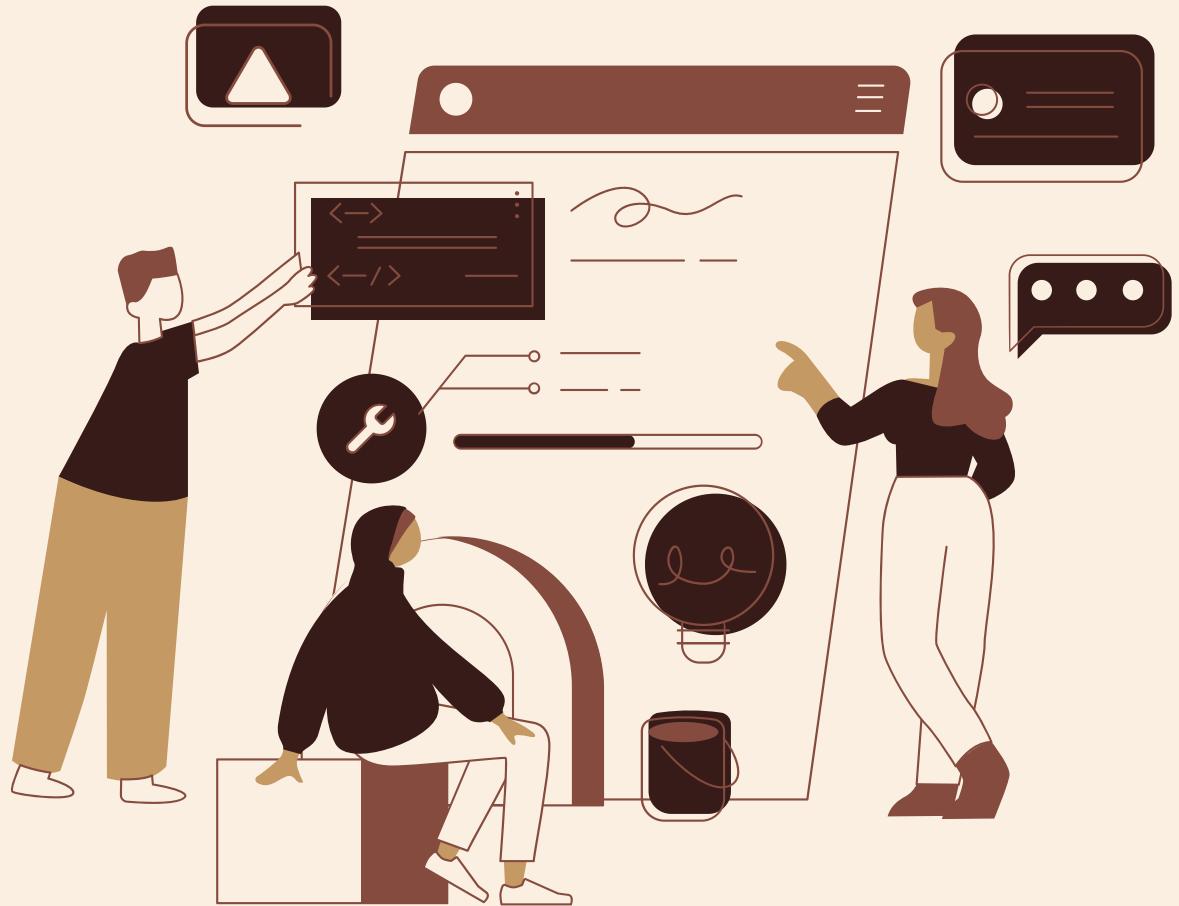
- Implement Improved Quality Monitoring during transition

- Offer Long Term Contracts for immediate per unit cost reductions

- Frame the Media Campaign as Contribution to AI Progress.

- Avoid Exaggerated Celebrity Endorsement
- Partner With High Impact Creators

Mitigation



RISKS

In-House Chip Production

- High Capital Expenditure
- Supply Chain Disruption

Diversified Portfolio Investments/R&D

- First Mover Disadvantage (Low Demand)
- High Initial costs and Slow Profit Realization

- Phased Capital Deployment
- Joint Ventures to Reduce upfront costs

- Build a diversified procurement network
- Secure multi year supplier contracts

- Take advantage of first action and monetize IP rights for Quantum Computing

- Negotiate Tax Credits
- Use ESG boost to secure green financing at lower Interest Rates

Cost Breakdown

\$200-250M

Short Run Cost Analysis

- Influencer Partnerships: \$12M - \$16M
- Paid Media Campaigns: \$25M - \$32M
- LinkedIn Advertising: \$7M - \$9M
- Platform Partnerships: \$35M - \$45M
- Cost Reduction: \$55M - \$70M
- Inventory Management Improvements: \$35M - \$42M
- Passing Savings to Cloud Partners: \$31M - \$36M

\$4-6B

Long Run Cost Analysis

- New AI Chip Plants: \$740M - \$790M
- Advanced AI R&D: \$149M - \$157M
- In-House AI Chip Production: \$740M - \$1.42B
- Quantum Computing R&D: \$296M - \$592M
- Clean Energy Initiatives: \$445M - \$831M
- Corporate Partnerships: \$148M - \$210M
- Global AI Infrastructure Expansion: \$1.48B - \$2B

\$4.2-6.25B

Total Cost Analysis

- Short-Run Focus (\$200M - \$250M): Marketing, cost optimizations, and cloud partnerships.
- Long-Run Focus (\$4B - \$6B): AI chip production, quantum computing, clean energy, and global AI infrastructure.
- Goal: Strengthen market position, drive innovation, and ensure long-term growth in AI and cloud computing.



Implementation Timeline

2025

2031

Mid-Term: 6 Months - 3 Years

- Manufacturing & AI Research: Construct AI chip production plants, scale in-house chip manufacturing, and invest in AI and quantum computing R&D.
- Infrastructure Growth: Integrate clean energy solutions and expand cloud partnerships.

Short Term: 0-6 Months

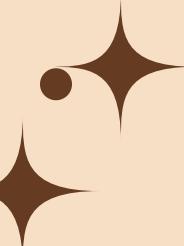
- Marketing & Brand Awareness: Identify and onboard influencers, launch paid media campaigns, and establish cloud partnerships.
- Supply Chain Optimization: Implement cost-reduction initiatives, apply lean manufacturing techniques, and optimize inventory tracking.

Long-Term: 3-6 Years

- Global Market Expansion: Establish AI-powered data centers, scale semiconductor production, and develop strategic industry partnerships.

CONCLUSION

- Strategic Action: Strengthening supply chains, investing in in-house chip production, and expanding into AI and quantum computing.
- Long-Term Vision: Challenges won't disappear overnight, but with the right strategy, Nvidia can secure its place in the future of AI.



Adapting to Change: AI is evolving, and Nvidia must adjust to stay ahead

» THANK YOU!! «

The bottom of the slide features a decorative pattern of overlapping triangles and trapezoids in shades of brown and beige, creating a dynamic, layered effect.