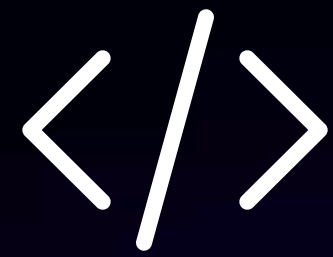




Week 1: AI Product Landscape & Company Deep Dive

Product Offering



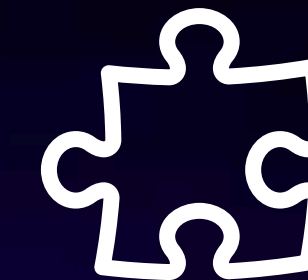
Development AI Assistance

AI Assistance in coding, documentation, peer review, pull request, testing, & deployment



Chat Assistance

Prompt based developer assistance



Integration with platforms

Seamless integration with wide variety of IDE's, text editors, code repositories, CI/CD pipelines, & cloud platforms

Key Features & Capabilities

Code Completion

AI-powered suggestions for code lines or blocks based on context

Copilot Chat

Conversational AI assistant inside IDEs for help, explanations, and debugging

Code Review

AI-assisted code suggestions during review, potentially flags issues

Pull Request Summarization

Automatically generates natural language summaries of PR changes

Copilot Extensions

IDE extensions for Copilot (VS Code, JetBrains, Visual Studio, etc.)

Copilot Spaces

Centralized project context and code

GitHub Advanced Security

Security scanning, secret detection, and code vulnerability alerts

Multimodal Access

Ability to switch between AI models (GPT-4.5, Claude, Gemini, etc.)

Market Differentiators & USP

1 **Backed by Microsoft
& OpenAI**

2 **Native GitHub
Integration**

Fully integrated with GitHub
PRs, repos, actions, and GitHub
Advanced Security

3 **Complete SDLC Life
Cycle Assistance**

From commit to code review

4 **Extensions**

Official support for VS Code,
Visual Studio, JetBrains,
Neovim, and browser-based
GitHub.com editor

Target Users & Segments

Students & Teachers

User: University students, instructors, bootcamp participants

Need: Learn to code, understand concepts, write and debug academic projects

Subscription: Copilot Free (student license)

Individuals

User: Freelancers, solo devs, hobbyists, learners, designers, accountants

Need: Write code faster, reduce boilerplate, learn unfamiliar languages/tools

Subscription: Copilot Free, Copilot Pro

Startups

User: Engineering teams at early-stage startups

Need: Accelerate product development, reduce overhead, improve consistency across devs

Subscription: Copilot Business

MNC Enterprises

User: Large engineering orgs, financial services, regulated sectors

Need: Governance, security, model control, performance insights, enterprise billing & compliance, improve productivity

Subscription: Copilot Enterprise

Business Model

Freemium Model



```
graph TD; A[Freemium Model] --> B[Free Tier]; A --> C[Paid Subscription]
```

Free Tier

1. Limited code completion features
2. Limited model accessibility
3. Converts free users to paying tiers

Paid Subscription

1. Copilot Pro: USD 10/month
2. Copilot Pro+: USD 39/month
3. Copilot Business: USD 19/user/month
4. Copilot Enterprise: USD 39/user/month

Funding, Valuation & Market Cap

1.3 million+

paid subscribers

40%

of GitHub Revenue

85.11%

GitHub Market Share

77,000+

enterprise organizations

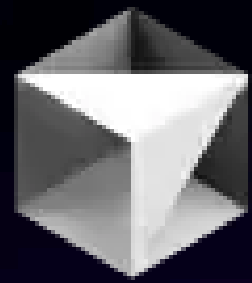
\$ 2 billion

GitHub Annual Revenue
Run Rate

x8

revenue more than Cursor

Key Competitors



Cursor

PRO: Project wide codebase awareness + quick responses

CON: Expensive + Limited industry usage



Amazon CodeWhisperer

PRO: Seamless Integration with AWS + security scanning

CON: Weak outside AWS



Tabnine

PRO: Local models & security

CON: Few advance AI code completion capabilities



Replit Ghostwriter

PRO: Seamless browser dev + AI

CON: Limited to Replit IDE

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