

A RESOURCE FOR BUSINESSES



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SEPTEMBER

ISSUE 09  
2024

**SEPTEMBER INSIGHTS: BACK TO CLASS, LOCAL GROWTH,  
GLOBAL NEWS, AND EMERGING TRENDS!**

**UNIVERSITY STUDENTS THE HIDDEN DRIVERS  
OF LOCAL ECONOMIC AND CULTURAL GROWTH**

**MAXIMIZING PHYSICAL AND MENTAL PERFORMANCE WITH CAFFEINE**



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# B

Dear Business Link Readers,

As we transition into the vibrant month of September, our latest issue delves into pressing topics that shape our society and economy.

In "University Students: The Hidden Drivers of Local Economic and Cultural Growth," we explore the significant impact that students have on their communities. Meanwhile, we celebrate a remarkable achievement in "Havana Niagara Breaks Guinness World Record for Largest Glass of Mojito," showcasing the spirit of innovation and fun.

Our financial landscape is evolving, as highlighted in "One-Third of Canadians Turn to AI for Investment Management, But Risks Persist," where we discuss the blend of technology and finance. Additionally, the potential fallout of "Air Canada Pilot Strike Could Bring Major Travel and Economic Disruptions" is examined, emphasizing the interconnectedness of our global economy.

In a concerning trend, "Canada's International Student Numbers Plummet by Nearly 50% in 2024" sheds light on the challenges facing our educational institutions. On a more strategic note, "Amplify Your Marketing Campaign Strategies to Go Big" offers insights for businesses looking to enhance their outreach.

We also feature Dr. Andrew Huberman's expertise in "Maximizing Physical and Mental Performance with Caffeine," providing valuable tips for optimizing our daily routines. Finally, "How AI Features in the iPhone 16 Are Revolutionizing User Experience" highlights the latest technological advancements that are changing how we interact with our devices.

We hope you find this issue informative and inspiring as we navigate these dynamic times together.

Happy reading!

Yours in Business  
Marilyn Tian, M.B.A  
President & Co-Publisher



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## UNIVERSITY STUDENTS THE HIDDEN DRIVERS OF LOCAL ECONOMIC AND CULTURAL GROWTH

*By Ryan Li, Vancouver*

It's back-to-school season, and while students may not be celebrating, university towns are. The influx of students into places like Guelph, St. Catharines, and North Bay revitalizes local economies, bringing in thousands of young adults with hungry minds, stomachs, and a need for entertainment.

**But how much do post-secondary students actually benefit from their new communities?**

According to Statistics Canada, Canada's 1.5 million university students contribute approximately \$45 billion and 410,000 jobs across the country. Beyond these impressive numbers, students inject energy, culture, and diversity into the communities they inhabit, creating a vibrant atmosphere that influences every aspect of life in these towns. Young adults are eager to explore their new surroundings, and it's this enthusiasm for discovery that helps enrich the local culture. Far from the stereotype of the "broke college student," many students provide significant financial and promotional support to local attractions. Movie theatres, museums, and clubs in college towns rely on the patronage of students, whose regular visits help sustain beloved or historic venues.

Moreover, students aren't just spending money—they're also working. From bookstores to cafés, students fill critical entry-level positions that keep university towns running smoothly. These jobs not only provide a crucial source of income to help pay for tuition, but also offer valuable work experience, preparing students for the workforce. Additionally, student workers often bring fresh ideas and perspectives to local businesses, while more experienced colleagues share their knowledge, creating a mutually beneficial exchange.

The impact of students extends beyond small towns to larger cities like Toronto, Hamilton, and Niagara Falls. Whether by bolstering local businesses or enriching the cultural fabric of their communities, students play an indispensable role in the prosperity of university towns. As students return to campus this fall, their presence will once again provide a welcome boost to local economies, ensuring that these communities continue to thrive.

*Ryan Li is a dedicated Youth Journalist from Vancouver. He is known for his insightful reporting and passion for journalism. Currently, Ryan is preparing to further his education by studying public policy at Georgetown University in the U.S.*

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# HAVANA NIAGARA BREAKS GUINNESS WORLD RECORD FOR LARGEST GLASS OF MOJITO

Havana Niagara is proud to announce that they have officially secured the Guinness World Record for the largest glass of mojito! As of today, the Niagara-based restaurant has set a new global benchmark, further cementing its reputation for creativity and celebration.

The record-breaking achievement took place at Havana Niagara's signature event, where the team meticulously crafted a gigantic mojito, filling a massive glass with an authentic blend of rum, mint, lime, and soda, following the traditional Cuban recipe that mojito enthusiasts know and love. This historic moment reflects the spirit of the brand, embodying the passion for Cuban culture and offering guests a taste of the extraordinary.

Havana Niagara's accomplishment will go down in history, drawing both local and international attention to the vibrant restaurant. Not only does this recognition put Niagara on the map for mojito lovers, but it also celebrates the dedication and community spirit that made this success possible.

To learn more about this historic moment and Havana Niagara's journey to Guinness glory, visit <https://havananiagara.ca/>



# **SCHEDULE**

## **EVENTS FOR SEPT 16-OCT 15**

**19**  
**THU**

### **NIGHT OF ART 2024**

**Thursday, September 19, 2024 6:00 PM to 10:00 PM**

**Niagara Falls Convention Centre, Niagara Falls, ON**

Join us for the 13th Annual Night of Art event on Thursday, September 19th, from 6 pm to 10 pm. The free admission event offers a super-packed evening filled with art, live music, video, art installations, fabulous artisanal work, vendors, food & licensed beverages, and more.

**Event:** <https://nfexchange.ca/about/night-of-art>

**29**  
**SUN**

### **SIP & PAINT AT PELLER ESTATES**

**Sunday, September 29, 2024**

**Peller Estates Winery & Restaurant**

Join for an unforgettable Sip and Paint event in collaboration with You & I Paint! Immerse yourself in a creative journey as you enjoy a 2-hour painting session led by a talented artist from You & I Paint.

**Tickets:** <https://www.mywinecountry.com/on/sip-and-paint.html>

**11**  
**FRI**

### **BALL'S FALLS THANKSGIVING FESTIVAL**

**Friday, October 11, 2024 to Monday, October 14.2024**

**3292 Sixth Avenue, ON L0R 1S0**

Join us at the 50th Ball's Falls Thanksgiving Festival featuring 150+ unique craft and artisan vendors, delicious foods, craft beverages and wines, a farmers' market, live music on the main stage and children's entertainment, historical demonstrations, heritage tours, guided nature hikes, and so much more.

**Event:** <https://thanksgivingfestival.ca/>

**12**  
**SAT**

### **ART BATTLE FORT ERIE**

**Saturday, October 12 · 6:30 - 10:30pm**

**Sanctuary Centre for the Arts, 209 Ridge Road North Fort Erie**

Join us for an unforgettable art competition where creativity takes center stage! Witness skilled artists create breathtaking masterpieces in just 20 minutes per round. Get involved by voting for your favorite and help crown the ultimate champion.

**Tickets:**

<https://www.eventbrite.com/e/art-battle-fort-erie-october-12-2024-tickets-988980967697>

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### MADE IN NIAGARA Discover Niagara's Wonder 2024

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## ALL IN THE FAMILY

Celebrate family-owned businesses in the Golden Horseshoe area. With 20 years of inspiring stories, this magazine offers insights to educate and inspire the next generation of business owners.



**Release Time:** October   **Distribution:** Niagara Region, GTA and International Tradeshows



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# ONE-THIRD OF CANADIANS TURN TO AI FOR INVESTMENT MANAGEMENT, BUT RISKS PERSIST

Artificial intelligence (AI) is rapidly becoming a tool of choice for Canadian investors, with one-third of Canadians already using AI to manage their investments. AI offers the promise of data-driven decisions, faster analysis, and the ability to capitalize on market opportunities. However, experts warn that while AI can be beneficial, it is not without its risks.

## AI in Investment Management

The rise of AI in personal finance has brought advanced algorithms to the fingertips of everyday investors. These tools can analyze vast amounts of data, predict market trends, and even automate trading, making investment management more accessible to the average person. For many, AI represents a way to optimize their investment strategies without needing deep financial expertise.

## The Perils of AI Hallucinations

Despite its advantages, AI is not infallible. A significant concern is the phenomenon of "hallucinations," where AI systems produce inaccurate or misleading information. In the context of investments, this could lead to poor financial decisions, such as buying or selling at the wrong time or misinterpreting market signals. Investors must remain vigilant and not rely solely on AI without cross-referencing its recommendations with other reliable sources.

## Balancing AI with Human Judgment

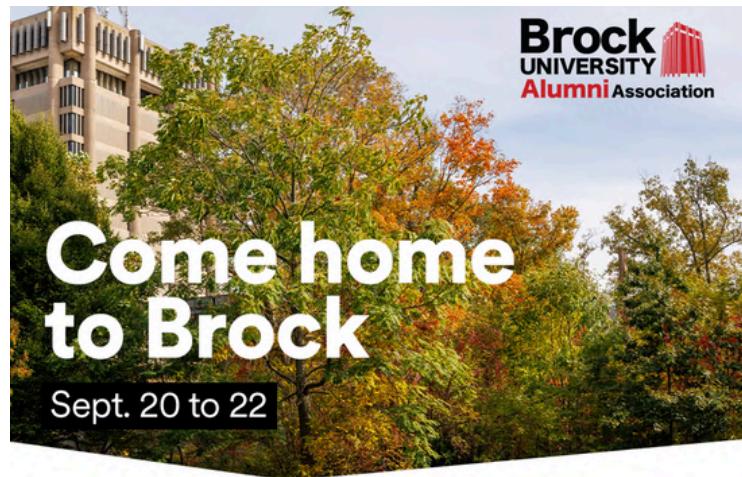
Financial experts suggest that while AI can be a valuable tool, it should complement, rather than replace, human judgment. Understanding the limitations of AI and combining it with traditional investment advice can help mitigate risks. Investors are encouraged to use AI as one of many tools in their financial toolkit, rather than as a sole decision-maker.

## Looking Ahead

As AI continues to evolve, its role in personal finance is expected to grow. However, the key to successful AI-driven investing lies in a balanced approach that leverages the strengths of technology while acknowledging its limitations.

### Article Source:

[www.thestar.com/business/personal-finance/one-third-of-canadians-are-already-using-ai-to-manage-investments-just-beware-of-hallucinations/article\\_c4d505f8-58b4-11ef-9f95-97e62f0a67ac.html](http://www.thestar.com/business/personal-finance/one-third-of-canadians-are-already-using-ai-to-manage-investments-just-beware-of-hallucinations/article_c4d505f8-58b4-11ef-9f95-97e62f0a67ac.html)



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**Sept. 21** - Badger Brunch

**Sept. 22** - Virtual Brock Trivia



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# AIR CANADA PILOT STRIKE COULD BRING MAJOR TRAVEL AND ECONOMIC DISRUPTIONS

The looming strike by Air Canada pilots could cause severe disruptions to Canada's air travel network and have wide-reaching effects on the economy, tourism, and businesses. The pilots, represented by the Air Line Pilots Association (ALPA), are in tense negotiations with Air Canada, and if no agreement is reached, either party could issue a 72-hour notice for a strike or lockout. This would halt operations just as the summer travel season comes to an end, a critical time for tourism and hospitality sectors, and could lead to widespread delays for passengers and cargo shipments.

Business leaders from various sectors, including the Canadian Federation of Independent Business (CFIB), the Canadian Chamber of Commerce, and the Tourism Industry Association of Ontario, have urged the federal government to intervene. They argue that any disruption in air service would be catastrophic, not just for travelers but also for industries that rely on Air Canada for essential services such as cargo transport. According to CFIB, over 120,000 travelers depend on Air Canada daily, and a single day of halted operations could result in weeks of residual delays. This would particularly harm small businesses that are already grappling with supply chain issues.

Labor Minister Seamus O'Regan has called for both parties to work together to avoid a work stoppage, while leaders in the business and tourism industries warn of the severe consequences if operations are interrupted. The

Tourism Industry Association of Ontario pointed out that a suspension of flights would leave many travelers stranded and would further burden an already fragile tourism industry. This comes at a critical time for both local and international tourism, particularly in regions like Newfoundland and Labrador, where air travel is essential for connectivity.

Air Canada's CEO Michael Rousseau has acknowledged the potential for chaos if an agreement isn't reached and has indicated that preparations are being made to minimize the impact. Flight cancellations could start as early as Friday, severely impacting businesses, travelers, and freight services alike.

As Canada's transportation networks face repeated labor disputes, such as the recent strikes in the railway sector, the pressure is mounting for the federal government to step in, with calls for binding arbitration or back-to-work legislation to ensure continuity in essential services.

The broader implications of this labor dispute are being closely watched, as both sides weigh their options. The pilots are pushing for better wages and working conditions, while Air Canada faces the challenge of balancing its financial recovery from the pandemic with the demands of its workforce. This ongoing situation could set a precedent for labor relations within the airline industry, potentially influencing negotiations for other airlines and transportation sectors.



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# CANADA'S INTERNATIONAL STUDENT NUMBERS PLUMMET BY NEARLY 50% IN 2024

## WHAT'S BEHIND THE DECLINE?

Canada, historically one of the most popular destinations for international students, is seeing a dramatic decline in the number of new arrivals this year. Mid-year data indicates that the number of international student commencements could fall by as much as 50% in 2024 compared to previous years. This sharp drop is causing concern within both the education sector and broader economic circles, as the ripple effects of this downturn could be significant.

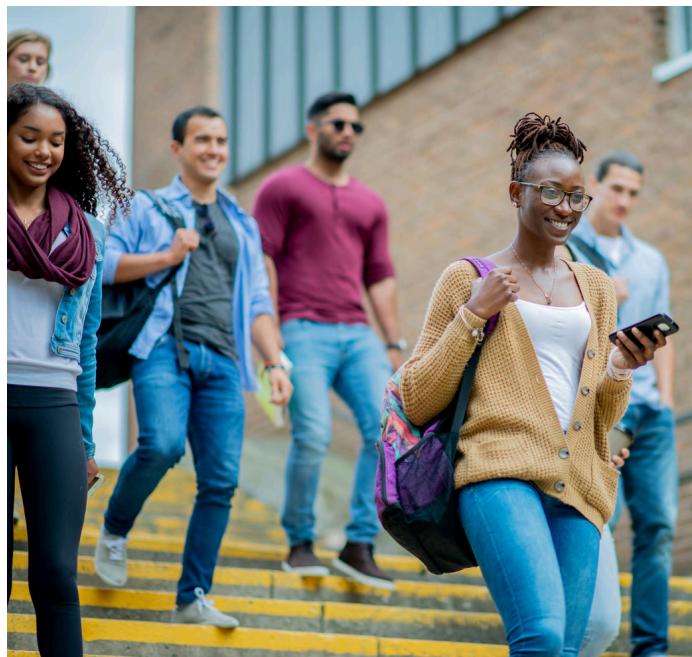


### Policy Shifts and Economic Concerns

A key factor contributing to this decline is the Canadian government's new visa cap, introduced in response to the ongoing housing crisis. The cap was meant to alleviate pressure on the housing market, which has been strained by rising demand, especially in urban areas where many international students choose to live. While well-intended, the policy has had unintended consequences for the education sector.

Additionally, ongoing delays in visa processing have created further challenges. Students from countries like India and China, which have historically been the largest sources of international students for Canada, are facing long wait times for visa approvals. For many prospective students, these delays make it difficult to secure timely accommodation and plan their academic futures, pushing them to consider other destinations.

Canada's appeal as a study destination has also been impacted by rising inflation and an overall increase in the cost of living. International students, who often rely on part-time work to support themselves during their studies, are feeling the pinch of higher rents, food costs, and transportation expenses. Coupled with tuition fees, the financial burden of studying in Canada is becoming increasingly difficult to manage for many.



### Economic Implications for Canada

The decline in international student numbers could have significant economic repercussions for Canada. International students are estimated to contribute billions annually to the Canadian economy, not only through tuition fees but also through spending on housing, food, and other living expenses. They are also a crucial labor source, particularly in service industries that have struggled to fill positions in recent years.

Educational institutions are already beginning to feel the strain. Many universities and colleges, which rely on international students to meet enrollment targets and sustain funding, are facing financial shortfalls. This could lead to cuts in programs, staff, and resources, ultimately impacting the quality of education for all students.

### Long-Term Consequences and the Road Ahead

Experts are warning that if this trend continues, Canada's global reputation as a top study destination could be damaged. Competition from countries like Australia, the U.K., and the U.S. is intensifying, with these nations actively working to attract international students with streamlined visa processes and attractive post-graduation work opportunities. Canada risks losing its competitive edge unless corrective actions are taken swiftly.

To address the decline, many are calling for the Canadian government to reconsider the visa cap and prioritize the streamlining of visa processes. There is also growing pressure to implement more robust housing policies that ensure adequate accommodation for both domestic and international students.

As Canada navigates this downturn, the education sector is focused on maintaining its appeal to global talent. Despite the challenges, the country's universities and colleges continue to offer world-class education, and with the right policy adjustments, Canada could regain its standing as a top destination for international students.

Article Source: [https://economictimes.indiatimes.com/nri/study/canadas-international-student-commencements-likely-to-drop-by-50-this-year-study-abroad-visa/articleshow/113283530.cms?from=mdr#google\\_vignette](https://economictimes.indiatimes.com/nri/study/canadas-international-student-commencements-likely-to-drop-by-50-this-year-study-abroad-visa/articleshow/113283530.cms?from=mdr#google_vignette)

# AMPLIFY YOUR MARKETING CAMPAIGN STRATEGIES TO GO BIG

To elevate your next marketing campaign, strategic planning and innovative execution are key. While it's tempting to play it safe, going big can yield significant returns if done correctly. Here are some insights to help you achieve maximum impact:

## 1. Leverage Data-Driven Insights

Before launching any campaign, gather and analyze data to understand your target audience better. Use these insights to tailor your messaging and choose the right platforms to reach your audience effectively. Data helps you predict trends, understand customer behavior, and make informed decisions.



## 2. Embrace Creativity and Innovation

Creativity is the cornerstone of memorable marketing. Think outside the box and don't be afraid to experiment with bold ideas. Whether it's through eye-catching visuals, unique storytelling, or immersive experiences, creativity can set your campaign apart from the competition.



## 3. Utilize Multi-Channel Marketing

A successful campaign reaches its audience through multiple touchpoints. Combine traditional advertising with digital strategies like social media, email marketing, and content marketing. A cohesive message across different channels increases visibility and reinforces your brand.



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### 4. Engage Your Audience

Interactive content and engagement are essential for modern marketing campaigns. Encourage your audience to participate in the conversation through polls, contests, and user-generated content. This not only builds community but also enhances brand loyalty.

### 5. Monitor and Adapt

Once your campaign is live, continuous monitoring is crucial. Track key performance indicators (KPIs) and be ready to adapt your strategy based on real-time feedback. Flexibility allows you to optimize your campaign for better results.

### 6. Maximize ROI

Going big doesn't necessarily mean spending more. Focus on strategies that offer the best return on investment (ROI). Sometimes, smaller, well-targeted efforts can have a bigger impact than large, unfocused campaigns.

By applying these strategies, you can elevate your marketing campaign and make a significant impact in the market. Remember, successful campaigns are a blend of creativity, strategic planning, and adaptability.

Article Source: <https://www.entrepreneur.com/growing-a-business/how-to-go-big-with-your-next-marketing-campaign/478611>

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# MAXIMIZING PHYSICAL AND MENTAL PERFORMANCE WITH CAFFEINE

Thank you for joining the Huberman Lab Neural Network — a once-a-month newsletter with science and science-related tools for everyday life. This newsletter aims to provide you with actionable information in a condensed form.

In the episode "Using Caffeine to Optimize Mental & Physical Performance," I discuss one of the most widely used substances in the world: caffeine.

Caffeine is widely celebrated for its ability to boost alertness, reduce fatigue, and enhance both mental and physical performance. However, to truly harness its benefits, it's crucial to understand the science behind caffeine's effects, determine the optimal dosage, and develop a strategic consumption schedule.

## Understanding Caffeine Dosage

Finding the right caffeine dose is essential for achieving maximum benefits without negative side effects. A general guideline is to consume 1 to 3 mg of caffeine per kilogram of body weight. For example, someone weighing 100 kilograms (220 pounds) might start with 100 to 300 milligrams of caffeine. However, individual tolerance varies, and those sensitive to caffeine should start with lower doses.

It's important to research the caffeine content in beverages like coffee, tea, and energy drinks, as popular drinks can contain anywhere from 50 to 800 milligrams of caffeine. Excessive consumption can lead to headaches, anxiety, irritability, and dehydration, so it's wise to pair caffeine intake with adequate hydration, ideally with added electrolytes.

## Timing Your Caffeine Intake

The timing of caffeine consumption plays a crucial role in its effectiveness. For those experiencing an afternoon slump, delaying caffeine intake for 90 to 120 minutes after waking can help maintain energy levels throughout the day. Caffeine should generally be avoided within 10 to 12 hours of bedtime to prevent sleep disturbances.

## Caffeine and Sleep

Caffeine works by blocking adenosine receptors in the brain, reducing feelings of sleepiness. However, its effects can linger for hours, potentially disrupting deep and REM sleep. To protect your sleep quality, avoid caffeine for at least 10 to 12 hours before bedtime.

## Boosting Mental and Physical Performance

Caffeine is known to enhance mood, increase motivation, and improve various aspects of physical performance, including reaction time, endurance, and strength. Regular caffeine consumption has also been linked to a lower risk of depression due to its impact on catecholamines like dopamine and norepinephrine. For those looking to maximize caffeine's performance-enhancing effects, a short period of caffeine abstinence followed by consumption on the day of a physical challenge can lead to more potent results.

### Mindful Caffeine Use

Caffeine is a powerful reinforcer, meaning it can strengthen certain behaviors and experiences. When trying to establish a healthy habit, such as regular exercise, pairing it with caffeine can make the activity more enjoyable and rewarding. Conversely, it's best to avoid caffeine when trying to break a habit, like reducing sugar intake, as the combination of sugar and caffeine can double down on dopamine's reinforcing effects. Caffeine is a versatile tool that, when used correctly, can significantly enhance both physical and mental performance. By understanding the optimal dosage, timing, and how to pair caffeine with other habits, you can leverage its benefits to achieve your performance goals.

### Stay Connected

New Huberman Lab episodes are released every Monday on YouTube and all major podcast platforms, including Apple Podcasts and Spotify. Please subscribe on YouTube and follow the podcast on Apple Podcasts and Spotify. I regularly post additional science and science-based tools on Instagram, X (formerly Twitter), Facebook, Threads, and LinkedIn.

We're always interested in feedback and encourage you to reply directly to this newsletter with your thoughts. While we can't always respond to each message, we do read each one.

Thank you for your interest in science™!

Best wishes,  
Andrew

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# HOW AI FEATURES IN THE IPHONE 16 ARE REVOLUTIONIZING USER EXPERIENCE

Apple's iPhone 16 lineup introduces significant AI-driven features, branded as "Apple Intelligence." These new AI capabilities aim to enhance user experience through deeper integration with daily tasks and personalization.

One of the standout AI features is a more intelligent version of the Personal Voice feature, which allows users to generate personalized voices from their previous interactions with Siri. This AI-powered voice mimics the user's natural tone, making interactions with Siri feel more personal. Siri itself has been upgraded, with better contextual understanding and the ability to handle more complex, multi-step requests.

Apple Intelligence also focuses on camera enhancements. The new AI technology improves photography by intelligently recognizing objects, faces, and environments. For example, the camera can adjust settings dynamically for optimal lighting and clarity, even in challenging conditions. The system can also automatically tag and categorize photos, making it easier for users to sort through their photo library.

AI-powered health monitoring is another key feature. Using machine learning, the iPhone 16 is capable of predicting potential health issues, monitoring sleep patterns, and suggesting lifestyle improvements based on gathered data.

In addition to these features, Apple Intelligence also enhances multitasking and memory management. AI-driven algorithms improve how apps run in the background, ensuring smoother performance without draining the battery.

These AI updates, coupled with hardware advancements like the A18 chip, create a more seamless and personalized iPhone experience, demonstrating Apple's continued push into integrating artificial intelligence deeply into its products.

Article Source: <https://www.aol.com/apple-announces-iphone-16-know-184850119.html>



# SEPTEMBER GLOBAL NEWS HIGHLIGHTS

## BUSINESS NEWS

ECONOMY • INVESTMENTS • CORPORATION • STOCK EXCHANGE

### Economic Growth

The economic situation is growing after the most recent changes are tax system. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

Will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

## WORLD

World's leaders meet today to discuss global warming and terrorism issues. Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

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# NEWS

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# HIGHLIGHTS

## Lululemon's Revenue Miss Shakes Markets, But Global Sales Surge Thanks to China

Lululemon missed revenue expectations for the first time in over two years, reporting \$2.37B (vs. the expected \$2.41B), and lowered its full-year guidance to \$10.38-\$10.48B. However, earnings per share beat estimates at \$3.15 (vs. the expected \$2.93), with net income rising to \$393M from \$342M last year.

### More:

- Comparable sales rose 2%, below the expected 5.9%, with a 3% drop in the Americas, the company's largest region.
- Gross profit rose 9% to \$1.4B, with a gross margin of 59.6% surpassing expectations, while international sales increased 29%, driven largely by growth in China.
- The Canadian activewear company withdrew its Breezethrough leggings overfit complaints, contributing to just 1% sales growth in the U.S.

Article Source:

<https://uk.fashionnetwork.com/news/Lululemon-s-sun-choe-departs-from-chief-product-role-prompting-restructure,1634927.html>

## Luxury Cannabis Takes Root: Upscale Dispensaries Thrive in New York

Cannabis is gaining popularity in the luxury market, with upscale dispensaries like The Travel Agency opening on New York's Fifth Avenue. Licensed cannabis sales in New York exceeded \$100M last year, with 166 dispensaries statewide, over 50 of them in New York City.

### More:

- The Travel Agency targets "canna-curious" consumers with purchases averaging \$80 to \$90, offering products from \$3.50 THC seltzers to \$150 per ounce of marijuana flower.
- Dispensaries like The Travel Agency seek partnerships with fashion brands to leverage the cannabis industry's growing "coolness" factor.
- The upscale cannabis market includes high-end accessories, with brands like Jonathan Adler and Edie Parker offering items like \$300 canisters and \$450 lighters.
- Seth Rogen's brand Houseplant and partnerships with luxury brands like Kith underscore the trend toward luxury cannabis products.
- THC seltzer company Cann, endorsed by celebrities like Gwyneth Paltrow and Baron Davis, targets premium consumers with a 12-pack priced at \$49.95, much higher than White Claw's under \$20.

Article source: <https://www.cnbc.com/2024/08/31/cannabis-weed-marijuana-industry-targets-luxury-consumers.html>



# HIGHLIGHTS

## Tech Giants Eye Massive Investment as OpenAI Nears \$100B Valuation

Apple, Microsoft, and Nvidia are reportedly discussing investing in OpenAI in a new funding round, which could value the ChatGPT creator at over \$100B. Thrive Capital is leading the multi-billion dollar round, investing around \$1B in OpenAI.

### More:

- If the talks progress, it would result in all three of the most valuable tech companies supporting OpenAI:
- Microsoft already owns 49% of OpenAI after investing ~\$13B since 2019.
- Nvidia is a major supplier to OpenAI, providing the chips to power its AI services.
- Apple has partnered with OpenAI to bring ChatGPT to its devices and Siri through the Apple Intelligence platform.

Article source:

<https://www.bloomberg.com/news/articles/2024-08-29/nvidia-has-held-discussions-about-joining-openai-s-funding-round?srnd=homepage-americas>

## Yelp Sues Google: Battle Over Search Monopoly Heats Up in Antitrust Clash

Yelp sued Google, alleging the company uses its search dominance to favor its own reviews business. Yelp argues Google prioritizes its own vertical over competitors, harming competition and lowering the quality of local search results.

### More:

- In its lawsuit, Yelp cites the recent federal judge's ruling that Google violated U.S. antitrust rules with an illegal online search monopoly.
- Yelp claims Google limits consumer choice by directing traffic away from Yelp and other competitors, preventing them from scaling and increasing their costs.
- A Google spokesperson responded that Yelp's claims are not new, citing previous dismissals by the FTC and the recent DOJ case judge.
- The spokesperson added that Google is appealing other aspects of the decision mentioned by Yelp.

Article source:

<https://www.nytimes.com/2024/08/28/technology/google-yelp-lawsuit.html>



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