The image shows the OpenAI logo, which is a stylized knot-like symbol, and the text "OpenAI" in a large, white, sans-serif font. The logo and text are slightly blurred, suggesting they are in the background of a scene.

OpenAI Can Achieve **\$1.9B Revenue in 2024
By Introducing **ChatGPT Enterprise****

Executive Summary



I. The Challenge

1. **Decelerating** Growth of ChatGPT Plus
2. Projected Revenue from ChatGPT Plus Alone is **Far From \$1b** 2024 Revenue Goal



II. The Opportunity: ChatGPT Enterprise

1. Current **Individual** Subscribers from Corporates
2. Companies Recognize the **Importance of AI**
3. **AI-as-a-Service** Industry: High Growth



III. Our Findings

1. **3 Target** Industries:
 - **Information**
 - **Finance**
 - **Professional Services**
2. Projected Market Size ~ **\$5.6b**
3. Projected Revenue ~ **\$1.9b**



IV. Supporting Data

1. **Target Industry Analysis:**
 - High Generative AI Exposure
 - High Growth
 - High R&D Investment
 - High AI Adoption & Gap for Entry
2. **Market Sizing & Revenue Projections**



V. Recommendations

1. **Data Security** and **Privacy**: A Top Priority
2. **Tailored AI Solutions** for Industry Specifics
3. Seamless Integration with **AlaaS's Cloud Providers**
4. Targeted, Industry-Specific **Models & Knowledge Bases**
5. Budget-Friendly **Pricing**, Aligned with ROI Expectations



VI. Logistics, ROI, Cost Analysis

1. Timeline
2. **ROI for 3 Target** Industries:
 - **Information 96.4%**
 - **Finance 36.3%**
 - **Professional Services -78.8%**
3. Cost Analysis

Executive Summary



I. The Challenge

1. **Decelerating Growth** of ChatGPT Plus
2. Projected Revenue from ChatGPT Plus Alone is **Far From \$1b** 2024 Revenue Goal



II. The Opportunity:
ChatGPT Enterprise



III. Our Findings



IV. Supporting Data



V. Recommendations



VI. Logistics, ROI, Cost
Analysis

ChatGPT Plus: Decelerating Growth



Monthly Active Users
reached **100M** in Feb-23



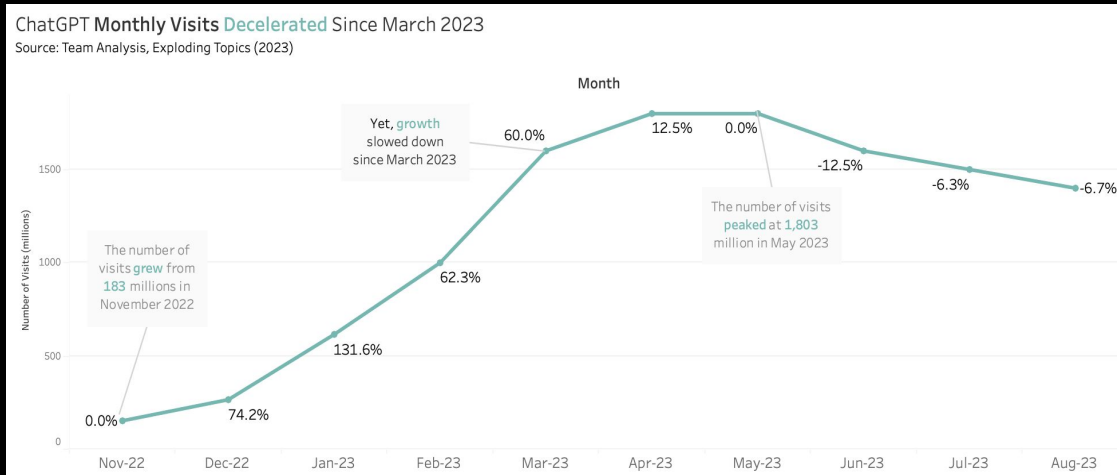
Mobile Revenue
+39% in August-23



But revenue **growth** rate **-19%**
from August-23 to September-23

Potential **Saturation** in **Personal** Subscription

ChatGPT Plus: Decelerating Growth

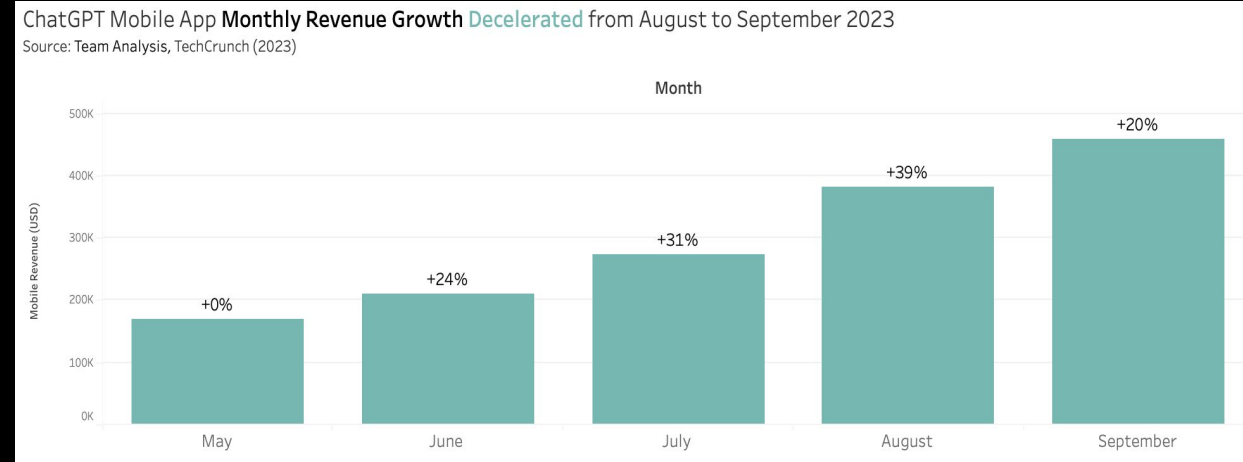


Monthly Active Users

- Numbers of **MAUs** declined after April-23
- Growth rate** slowed down since March-23

Monthly Mobile Revenue

Monthly mobile revenue **growth rate** slowed down after August-23

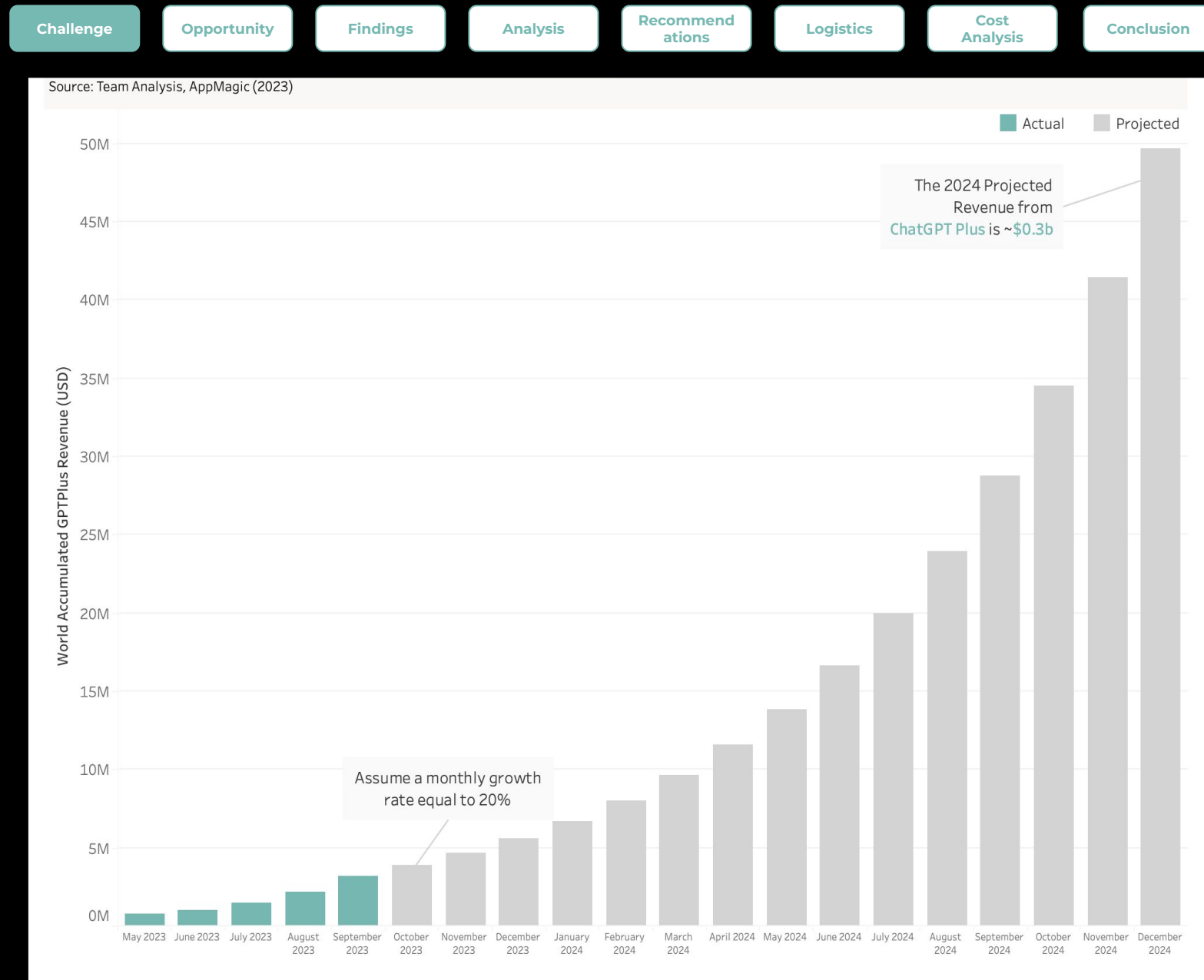


Potential **Saturation** in **Personal** Subscription

ChatGPT Plus:

Projected revenue from
ChatGPT Plus alone
cannot reach the **\$1b 2024**
revenue goal

OpenAI needs revenue
sources other than **personal**
subscribers



Executive Summary



II. The Opportunity: ChatGPT Enterprise

1. Current **Individual** Subscribers from **Corporates**
2. Companies Recognize the **Importance of AI**
3. **AI-as-a-Service** Industry



I. The Challenge



III. Our Findings



IV. Supporting Data



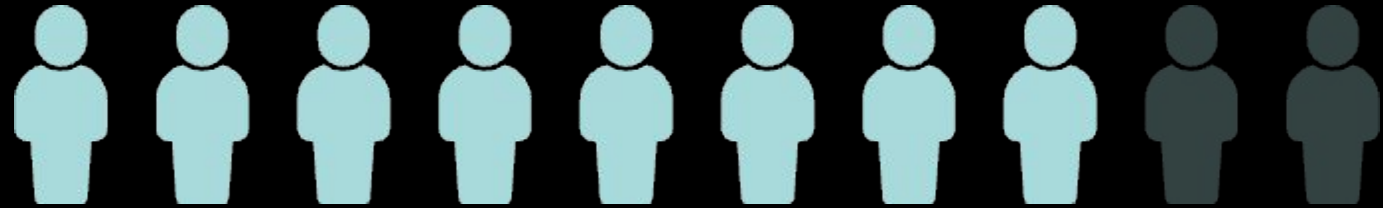
V. Recommendations



VI. Logistics, ROI, Cost Analysis

Current individual subscribers already covered...

80%



of fortune 500 comps

Tremendous **Upselling** Opportunities

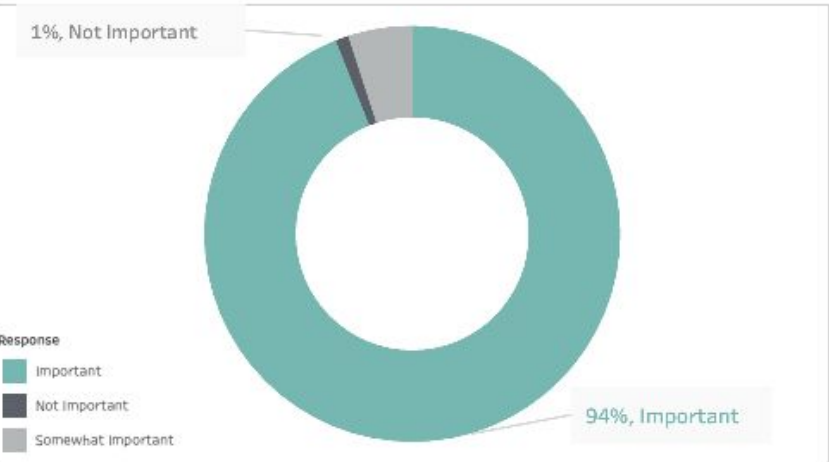
Companies Recognizes the Importance of AI

Tremendous **B2B** Opportunities

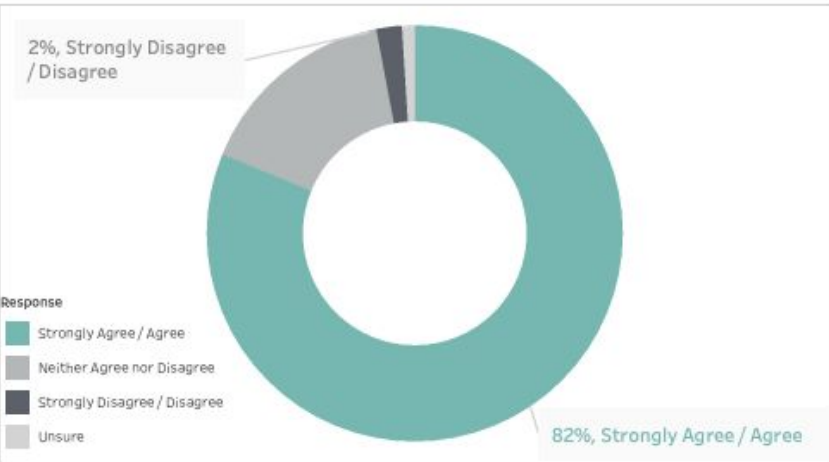
Over 80% Fortune 500 has Positive Sentiment for AI Mentions in Earnings Calls
Source: Team Analysis, NetBase Quid (2022), Stanford 2023 AI Index Report



94% Believe that AI Solutions are Important for Organizations' Overall Success
Source: Team Analysis, NetBase Quid (2022), Stanford 2023 AI Index Report



82% Believe that AI Enhances Performance and Job Satisfaction
Source: Team Analysis, NetBase Quid (2022), Stanford 2023 AI Index Report



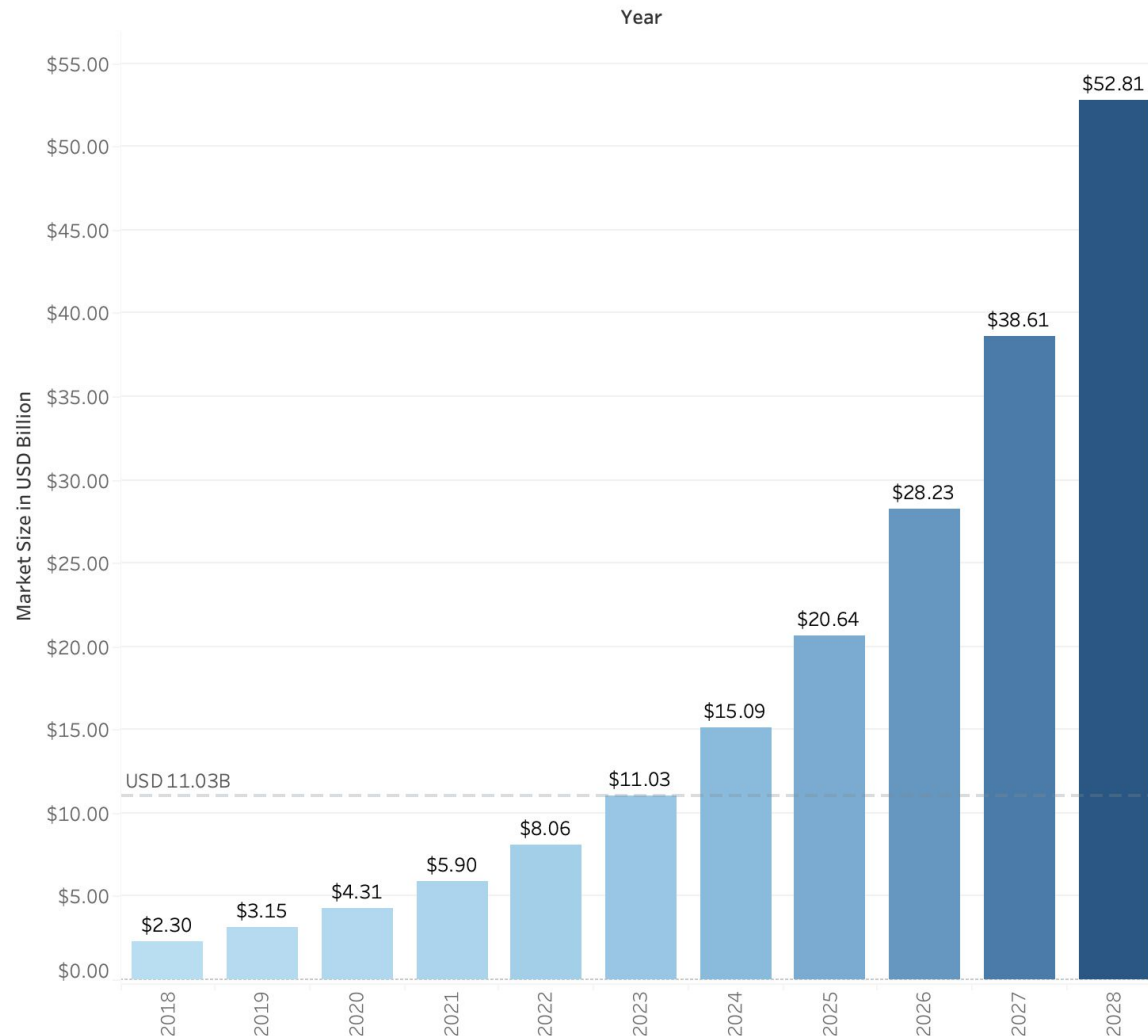
Note. The online survey by McKinsey&Company was in the field from May 3 to May 27, 2022, and from August 15 to August 17, 2022, and garnered responses from 1,492 participants representing the full range of regions, industries, company sizes, functional specialties, and tenures.

AI-as-a-Service:

Market Size is Projected to be **\$52.81b** in 2028 with a **CAGR of 36.78%**

-- A High Growth Industry for OpenAI to Become a Major Player

Source: Mordor Intelligence



Current Major Players

Google

Microsoft

bigml

IBM

aws

Fastest Growing Market:

Asia Pacific

Largest Market:

North America

*Disclaimer: Major Players sorted in no particular order

AI-as-a-Service:

A **High Growth**
Industry for **OpenAI** to
Become a **Major Player**

Feasibility Analysis for Introducing ChatGPT Enterprise



Identify

What are our **target industries** and **companies** while marketing the ChatGPT Enterprise service?



Quantify

What are the **estimated market size** & **projected revenue** for providing ChatGPT Enterprise services to the identified targets?

Executive Summary



III. Our Findings

1. **3 Target Industries:**
 - **Information**
 - **Finance**
 - **Professional Services**
2. Projected Market Size ~ **\$5.6b**
3. Projected Revenue ~ **\$1.9b**



I. The Challenge



II. The Opportunity:
ChatGPT Enterprise



IV. Supporting Data

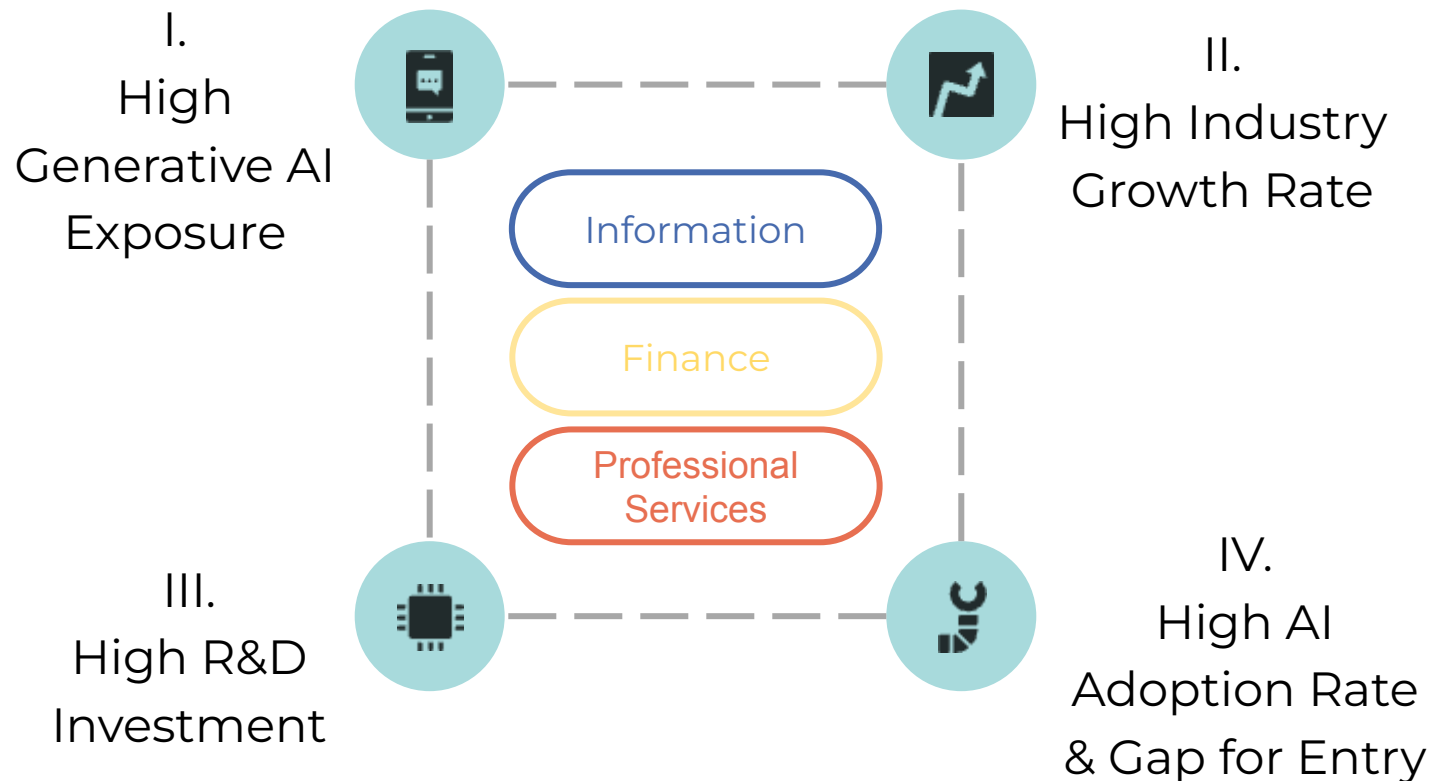


V. Recommendations



VI. Logistics, ROI, Cost
Analysis

ChatGPT Enterprise Targets: Fortune 500 Companies in Information, Finance, and Professional Services



The industry groups contain the following sub-industries:

Professional, Scientific, and Technical Services

- Advertising
- Business & Consumer Services
- Computer Services

Information

- Broadcasting
- Cable TV
- Entertainment
- Healthcare Information and Technology
- Information Services
- Publishing & Newspapers
- Software (Entertainment)
- Software (Internet)
- Software (System & Application)
- Telecom (Wireless)
- Telecom Services

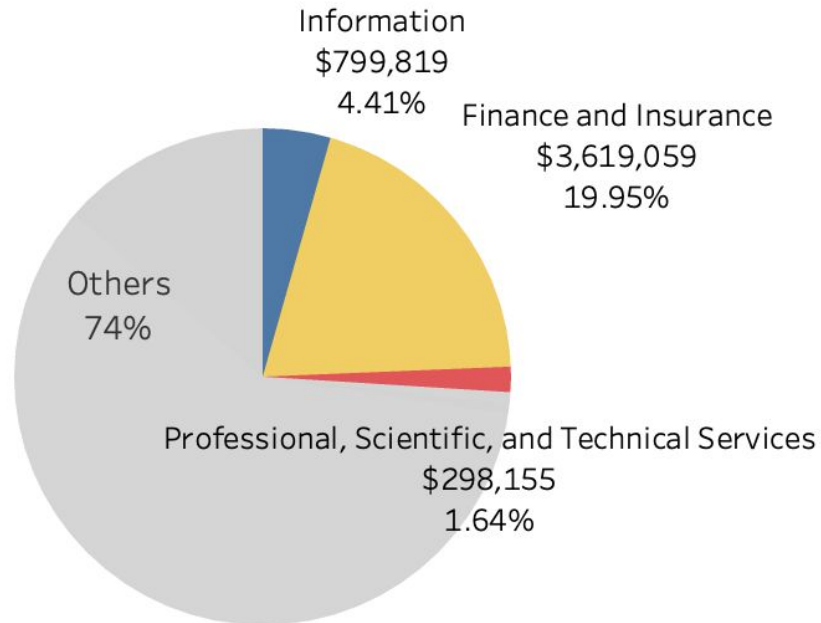
Finance and Insurance

- Bank (Money Center)
- Banks (Regional)
- Brokerage & Investment Banking
- Financial Svcs. (Non-bank & Insurance)
- Insurance (General)
- Insurance (Life)
- Insurance (Prop/Cas.)
- Investments & Asset Management
- R.E.I.T.
- Reinsurance

ChatGPT Enterprise Targets:

Accounted for 1/4 of the number & the total revenue of Fortune 500 Comps

% of Total Revenue of Fortune 500
(in USD millions)



Total Number:

127 out of Fortune 500

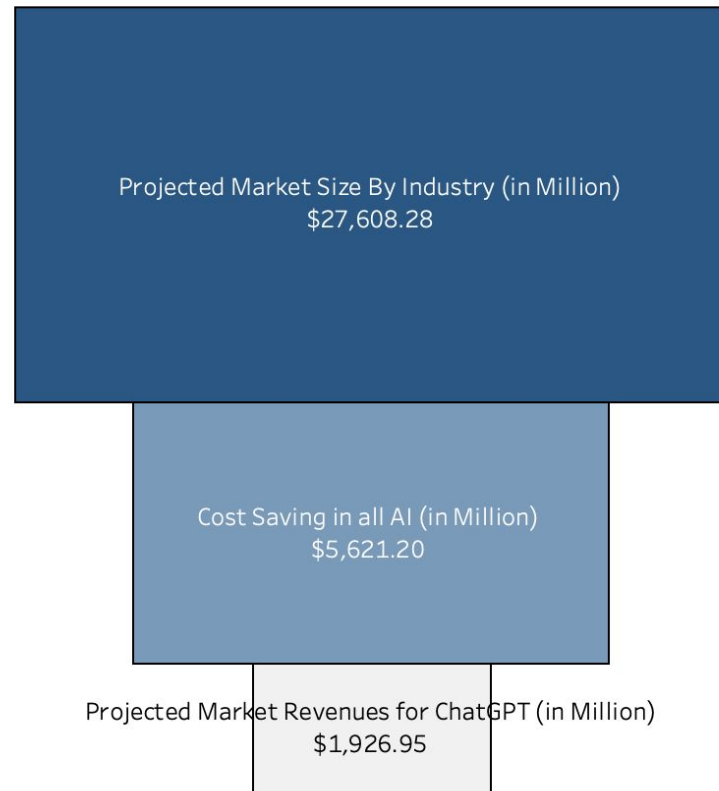
Total Revenue:

\$4,717,033 million

ChatGPT Enterprise

Projected Market Size and Revenue:

Projected Market Size & OpenAI's Projected Revenues Across Targeted Industries



Total Projected Market Size:

\$27,608.28 million

Total Projected Revenue for
ChatGPT Enterprise:

\$1,926.95 million

Executive Summary



IV. Supporting Data

1. Target Industry Analysis:

- High Generative AI Exposure
- High Growth
- High R&D Investment
- High AI Adoption & Gap for Entry

2. Market Sizing & Revenue Projections



I. The Challenge



II. The Opportunity:
ChatGPT Enterprise



III. Our Findings



V. Recommendations



VI. Logistics, ROI, Cost
Analysis

Target Industry Analysis

1. High Generative AI Exposure Score

Challenge

Opportunity

Findings

Analysis

Recommendations

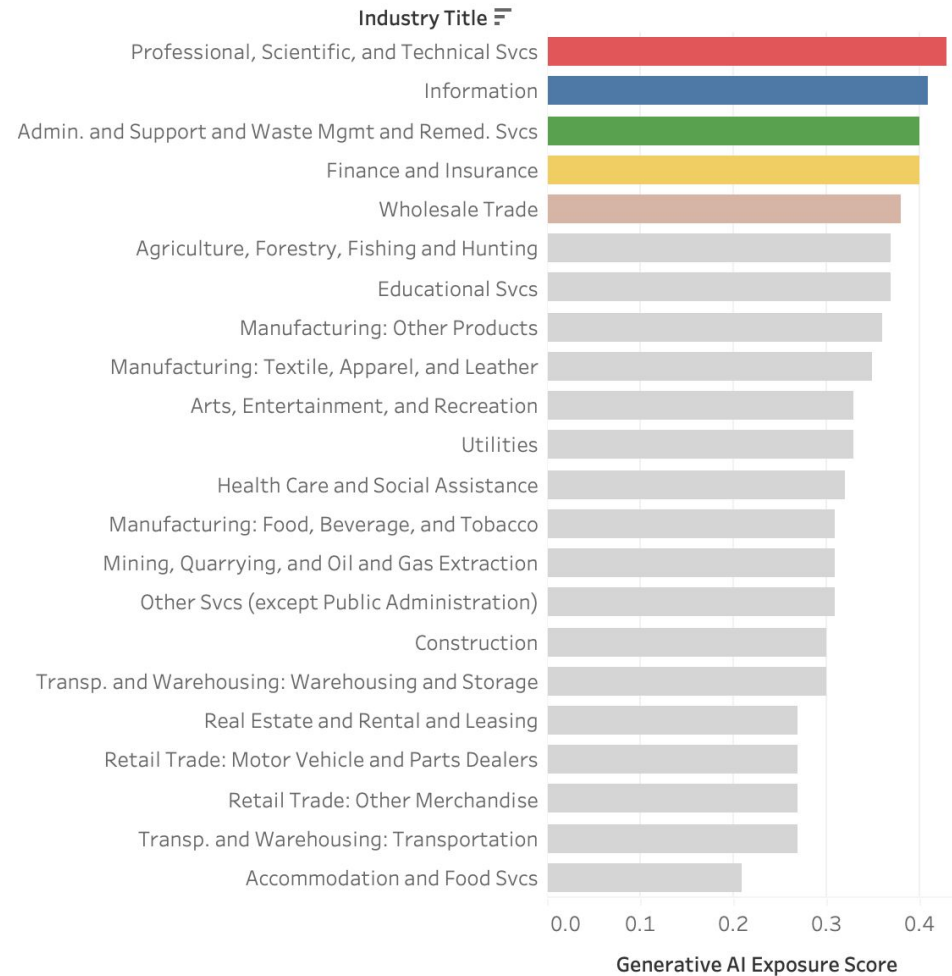
Logistics

Cost Analysis

Conclusion

We selected **3 ChatGPT Enterprise's Targets: Information, Finance, and Professional Services** from the Top 5 Industry Groups with the **Highest Generative AI Exposure.**

Source: Team Analysis, Eisfeldt et al. (2023)



The top 5 industry groups contain the following sub-industries:

Professional, Scientific, and Technical Services

- Advertising
- Business & Consumer Services
- Computer Services

Information

- Broadcasting
- Cable TV
- Entertainment
- Healthcare Information and Technology
- Information Services
- Publishing & Newspapers
- Software (Entertainment)
- Software (Internet)
- Software (System & Application)
- Telecom (Wireless)
- Telecom Services

Admin. and Support and Waste Mgmt and Remed. Svcs

- Environmental & Waste Services

Finance and Insurance

- Bank (Money Center)
- Banks (Regional)
- Brokerage & Investment Banking
- Financial Svcs. (Non-bank & Insurance)
- Insurance (General)
- Insurance (Life)
- Insurance (Prop/Cas.)
- Investments & Asset Management
- R.E.I.T.
- Reinsurance

Wholesale Trade

- Computers/Peripherals
- Food Wholesalers

Note. Generative AI Exposure Score measures the extent to which ChatGPT and plugins can reduce the amount of time to complete the tasks involved in the occupations within the industry by at least half at equal quality.

Target Industry Analysis

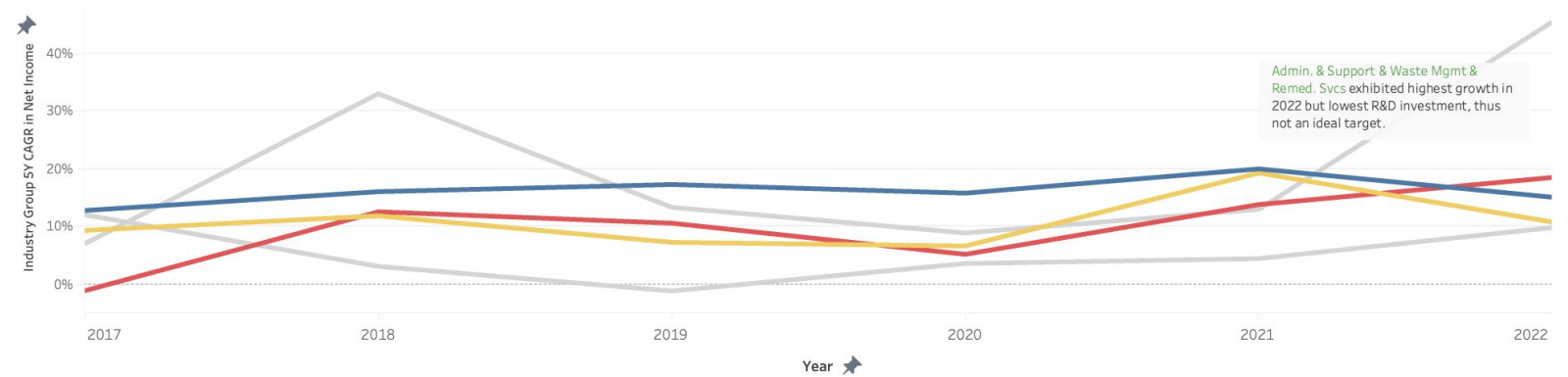
2. High Growth Rate
3. High R&D investment



Our 3 targets: **Professional Services**, **Information**, and **Finance** have moderately high history **CAGR** above **10%**.

Source: Team Analysis, Aswath Damodaran

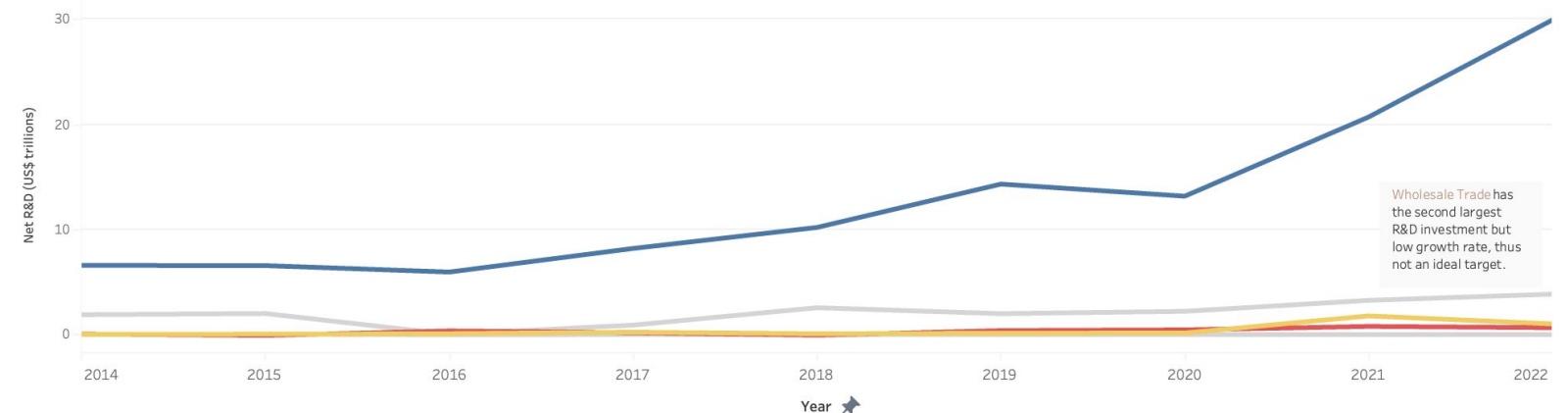
ChatGPT Enterprise can further **accelerate** their growth.



Our 3 targets invested in total **\$32 Trillion in R&D** in fiscal year 2022.

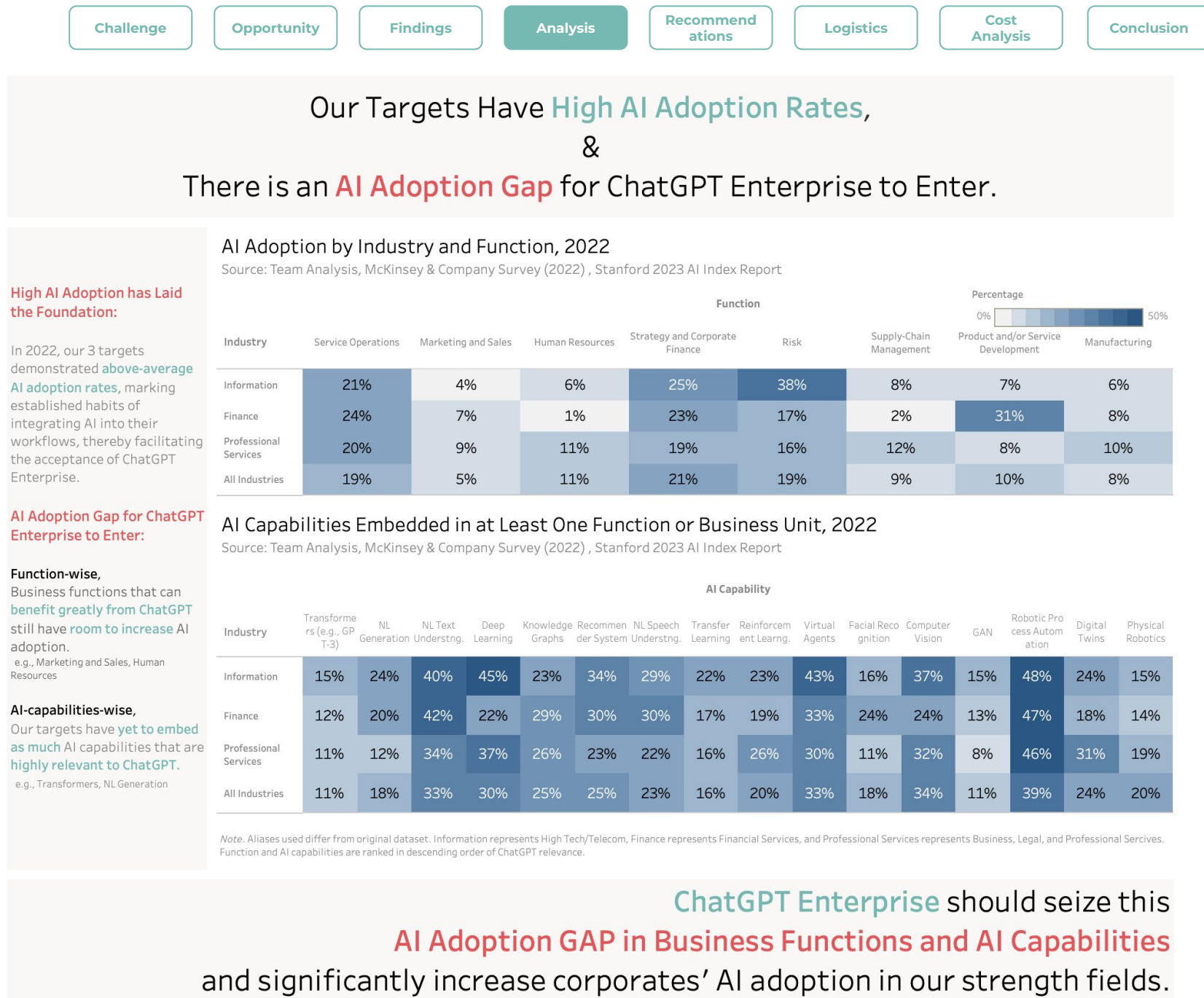
Source: Team Analysis, Aswath Damodaran

ChatGPT Enterprise can be their valuable **R&D investment**.



Target Industry Analysis

4. High AI Adoption Rate & Gap for Entry



Challenge

Opportunity

Findings

Analysis

Recommendations

Logistics

Cost Analysis

Conclusion

Unlocking Market Size & Revenue Potential

3 Industries with High AI Exposure Rate

127 firms from the Forbes 500

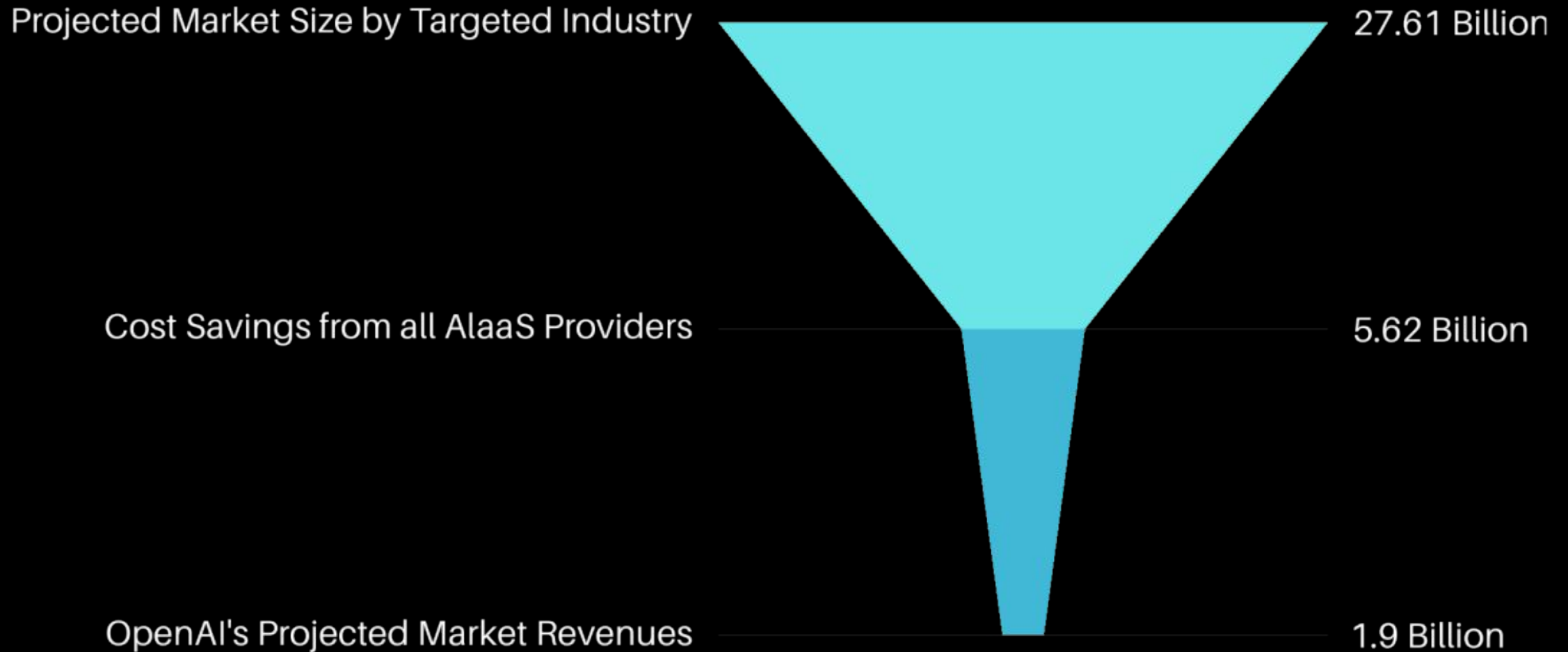
673K Enterprise Employees

50% Adoption rate

\$1.9 B Projected Annual Revenue

40x Increase from Individuals Services

OpenAI's Projected Revenue



OpenAI's Projected Market Size

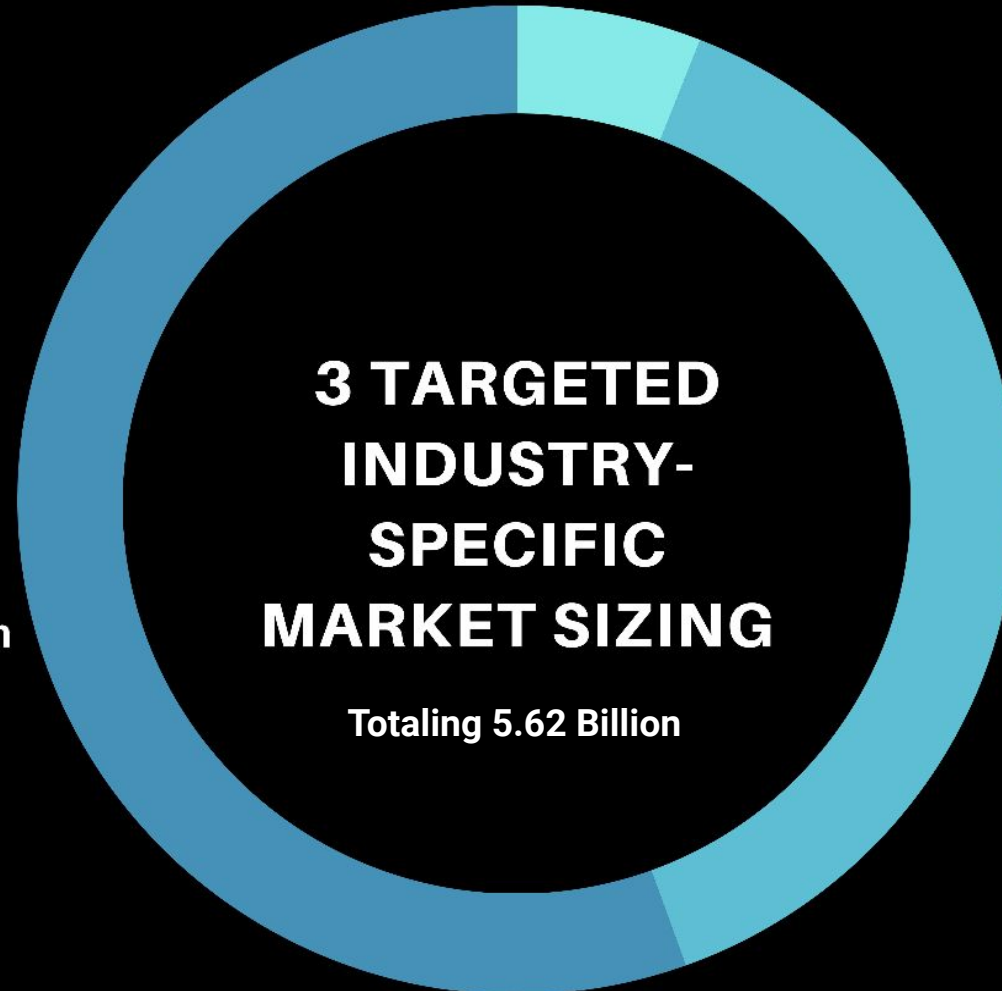
Professional, Scientific and Technical Services
336.29Billion

INFORMATION 

FINANCE & INSURANCE 

PROFESSIONAL, SCIENTIFIC
& TECHNICAL SERVICES 

Information
3119.47Billion



Finance & Insurance
2165.45Billion

Executive Summary



V. Recommendations

1. **Data Security** and **Privacy**: A Top Priority
2. **Tailored AI Solutions** for Industry Specifics
3. Seamless Integration with **AlaaS's Cloud Providers**
4. Targeted, Industry-Specific **Models** and **Knowledge Bases**
5. Budget-Friendly **Pricing**, Aligned with ROI Expectations



I. The Challenge



II. The Opportunity: ChatGPT Enterprise



III. Our Findings



IV. Supporting Data



VI. Logistics, ROI, Cost Analysis



1

A Top Priority
with Data
Security, and
Privacy



2

Customized AI
Solutions with
Industry
Focused



3

Integration with
AlaaS's Cloud
Infrastructure
Providers



4

Focused on
Targets
Industry &
Constructed
Industry-
Specific Models
and Knowledge
Resources



5

Cost-Effective
Pricing aligned
with
Enterprise's
Budget
Constraints and
ROI
Expectations

RECOMMENDATIONS

Mastering the AlaaS Market: A 5-Step Success Blueprint

Executive Summary



VI. Logistics, ROI, Cost Analysis

1. Timeline
2. ROI for 3 Target Industries:
 - Information 96.4%
 - Finance 36.3%
 - Professional Services -78.8%
3. Cost Analysis
 - We estimate cost by 2022 annual operational expenses plus estimated value of developed technology and in process R&D



I. The Challenge



II. The Opportunity:
ChatGPT Enterprise



III. Our Findings



IV. Supporting Data



V. Recommendations

Challenge

Opportunity

Findings

Analysis

Recommend
ations

Logistics

Cost
Analysis

Conclusion

Implementation Timeline



Monitoring Success

- **Monthly active enterprise accounts**

Track number of active paid enterprise accounts on a monthly basis to monitor growth

- **Annual enterprise churn rate**

Calculate percentage of enterprise accounts churn rate annually to monitor retention

- **Projected revenue**

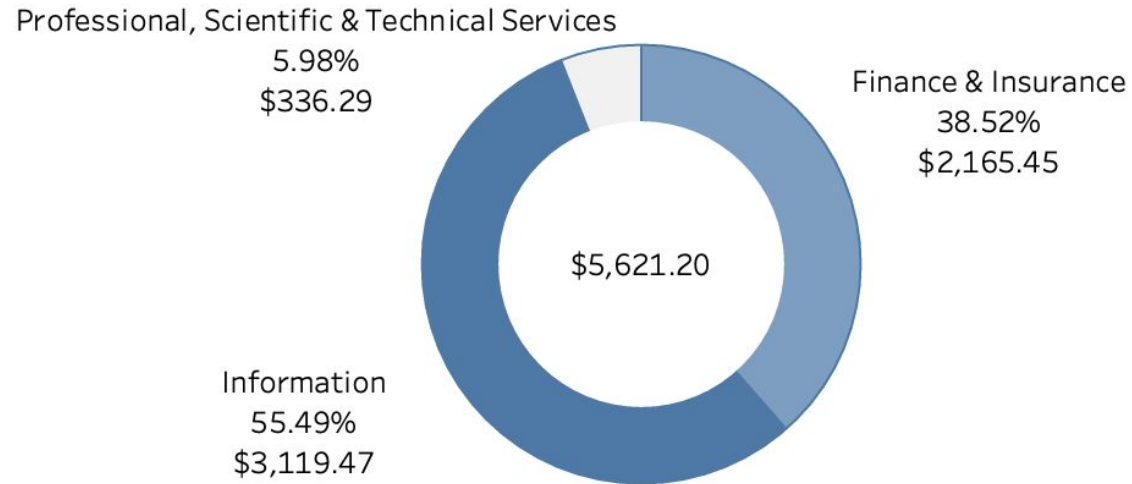
Forecast annual revenue from enterprise accounts based on average growth on active accounts.

- **ROI**

Measure return on investment from enterprise services using revenue and cost data

Cost Analysis

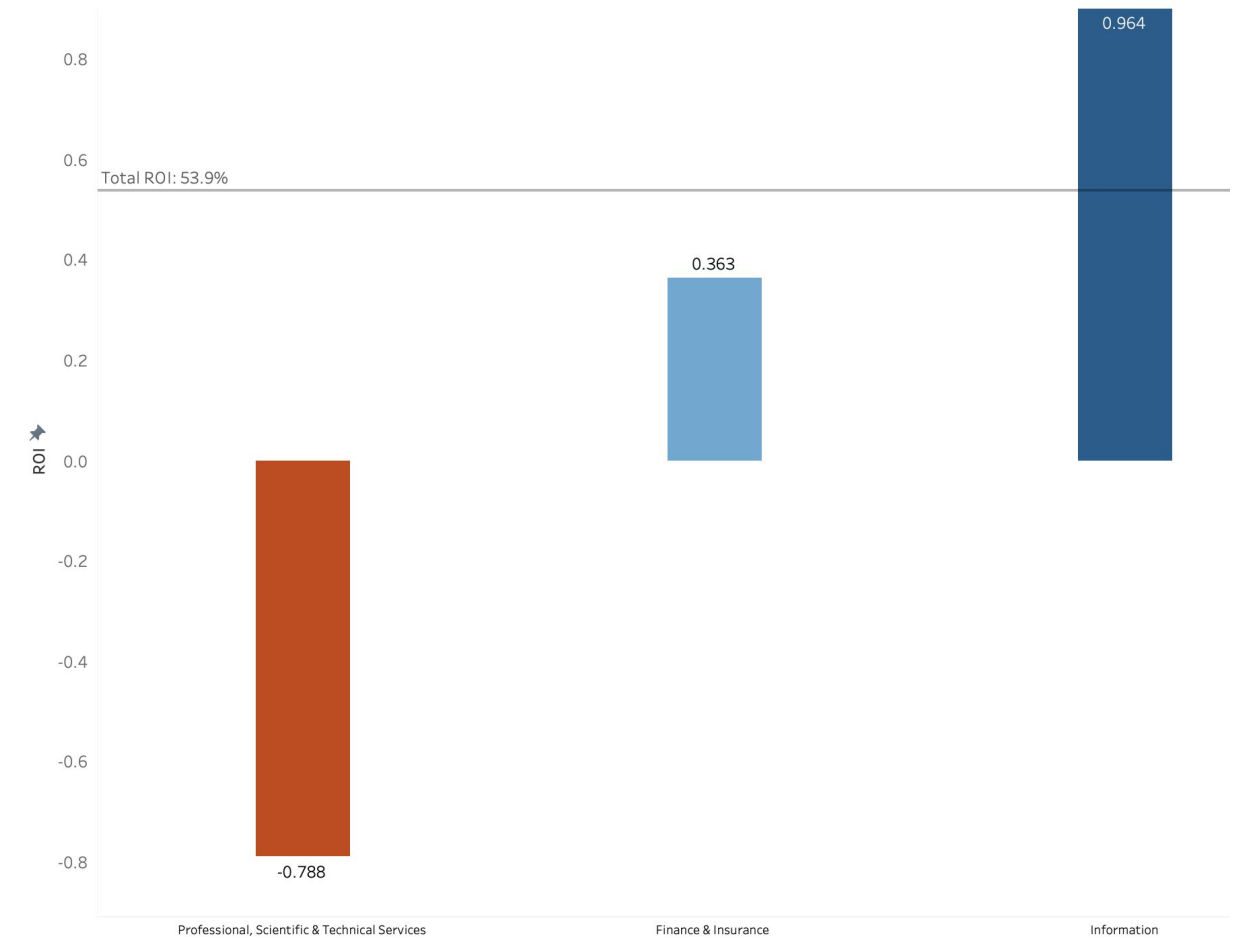
Projected Market Share



ROI

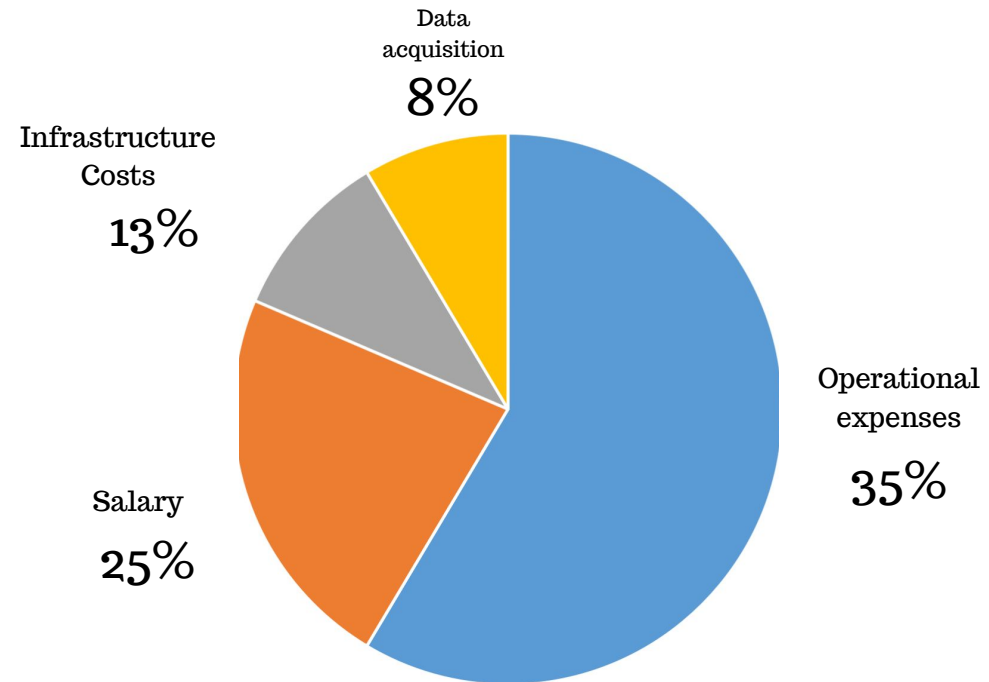
Projected Total ROI for ChatGPT Enterprise is **53.9%**

Source: Team Analysis, Gigazine



Initial Budget Allocation

TOTAL INITIAL BUDGET
\$100,000



Conclusion & Call to Action

Overview

ChatGPT Enterprise is a strategic move to reverse the slowing subscription growth trend, approach our revenue target, and expand our competitive edge in generative AI deployment.

Opportunity

By targeting **127** Fortune 500 companies in **Information**, **Finance**, and **Professional Services** industries, we project a **market size of \$27.6b** and **revenue of \$1.9b**.

Profitability

Our ROI in three target industries:

- **Information: 96.4%**
- **Finance: 36.3%**
- **Professional Services: -78.8%**

Total ROI of **53.9%** suggests that ChatGPT Enterprise is **lucrative**.

Next Steps

We propose scheduling a meeting with the **data, sales, marketing, and product teams** in the upcoming week to discuss the project details and address any concerns.

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