Meeting Minutes: AI Strategy and Integration

Date: July 22, 2025

Attendees: Tim Cook (CEO), John Ternus (SVP Hardware Engineering), Greg Joswiak (SVP Worldwide Marketing), Craig Federighi (SVP Software), Johny Srouji (SVP Hardware Technologies)

1. Vision for AI Integration

The purpose of the meeting was to align on the company's long-term AI strategy, focusing on integrating generative AI capabilities across our product ecosystem. Discussion centered on a balanced approach that maintains user privacy while delivering groundbreaking features.

2. Key Discussion Points

- **Siri Enhancement:** How to leverage large language models to make Siri more conversational and powerful.
- **Device-First AI:** The importance of processing AI tasks on-device to protect user data. This requires significant advancements in the neural engines of our chips.
- **Developer Tools:** The need to provide developers with robust frameworks for building AI-powered apps.
- **Marketing Narrative:** Crafting a clear and compelling story around our unique approach to privacy-centric AI.

3. Action Items

- **Craig Federighi (SVP Software):**
  - Initiate a project to rebuild Siri's core architecture using new LLM technologies.
  - Work with the Hardware Technologies team to define software requirements for future neural engines.
- **John Ternus (SVP Hardware Engineering):**
  - Collaborate with the Hardware Technologies team on the next-generation neural engine design for the A-series and M-series chips.
- **Greg Joswiak (SVP Worldwide Marketing):**
  - Begin developing a marketing campaign focused on the "privacy-first" AI narrative.
- **Johny Srouji (SVP Hardware Technologies):**
  - Present a roadmap for the next three generations of the neural engine.

4. Risk Items

- **Tim Cook (CEO):** Competitors are moving fast in the generative AI space. The risk is falling behind in the public perception of AI leadership.
- **Greg Joswiak (SVP Worldwide Marketing):** Communicating our privacy-centric approach without coming across as slow or less capable than competitors will be a challenge.