### \*\*Presentation Notes: The Emergence of DeepSeek\*\*

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#### \*\*1. What is DeepSeek?\*\*

- \*\*AI Chatbot\*\*: DeepSeek is an AI-powered chatbot, similar to ChatGPT, designed to respond to user prompts with high accuracy and efficiency. The Chatbot more focusing toward AGI

- \*\*Open Source\*\*: Unlike many proprietary AI models, DeepSeek’s source code is open to the public. This allows developers to freely use, modify, and improve the code, fostering innovation and collaboration.

- \*\*Capabilities\*\*: DeepSeek v3 rivals ChatGPT-4o in key benchmarks, including English language tasks, coding, math, and Chinese language proficiency.

- \*\*Founded\*\*: DeepSeek was established in \*\*2023 in Hangzhou, China\*\*, by Liang Wen Feng, who owns the hedge fund \*\*High-Flyer\*\* with investment over 100billion yuan, which owns and operates the company.

- \*\*Monetization\*\*: The company generates revenue through \*\*API access\*\*, enabling developers to integrate DeepSeek’s AI models into their applications. Pricing is based on usage, measured by input and output tokens.

- \*\*Popularity\*\*: DeepSeek has become one of the \*\*top downloaded mobile apps in 140 countries\*\*, showcasing its global appeal and rapid adoption.

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#### \*\*2. Why It Shocked the World?\*\*

- \*\*Competitive Performance\*\*: DeepSeek’s AI model rivals industry leaders like ChatGPT in performance benchmarks, despite being a newer entrant.

- \*\*Resource Efficiency\*\*: It achieves this performance using \*\*less powerful GPUs\*\* and fewer resources, making it a cost-effective alternative.

- \*\*Unique AI Architecture\*\*: DeepSeek employs a \*\*different AI model architecture\*\*, which contributes to its efficiency and performance.

- \*\*Low Training Costs\*\*: DeepSeek trained its AI model for just \*\*$6 million\*\*, compared to the \*\*$80-100 million\*\* spent by U.S. companies—less than 10% of the cost.

- \*\*Affordable Pricing\*\*: DeepSeek offers \*\*lower pricing for API access\*\* and could provide premium features (e.g., faster responses, advanced capabilities) at a fraction of the cost of ChatGPT Plus. Enterprise solutions are also expected to be more affordable.

- \*\*Market Impact\*\*: DeepSeek’s emergence has triggered a \*\*global tech sell-off\*\*, as investors question the sustainability of high spending by existing AI data centers and companies.

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#### \*\*3. What Are the Implications?\*\*

- \*\*Potential U.S. Ban\*\*: DeepSeek may face a ban in the U.S. due to \*\*privacy and security concerns\*\*, data may be logged for other purpose, as the U.S. government scrutinizes foreign AI technologies.

- \*\*Stricter Export Controls\*\*: The U.S. is likely to impose \*\*harsher export controls\*\* on advanced technologies to curb China’s AI advancements. High end AI chips like H100 and A100 cannot be exported to china, the future export restriction will even restrict low end AI chips.

- \*\*AI Decoupling\*\*: The U.S. and China are moving toward \*\*AI decoupling\*\*. The U.S. has a strong ecosystem in both hardware (e.g., GPUs) and software, while China is focusing on achieving \*\*chip self-sufficiency\*\*, the chip and upstream industry like chip making machine.

- \*\*Learning from DeepSeek\*\*: U.S. AI models may learn from DeepSeek’s innovations, leading to further advancements in AI architecture and efficiency.

- \*\*Rapid AI Adoption\*\*: Based on Jevons Paradox. Lower costs and increased accessibility will drive \*\*rapid AI adoption and advancement\*\*. Over the next decade, the focus will shift to \*\*AI-based applications, AI agents, and robotics\*\*.

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#### \*\*4. What Can You Do?\*\*

- \*\*Embrace AI\*\*: Start learning about AI technologies and how they work. Familiarize yourself with tools like DeepSeek and ChatGPT. Companies which fails to embrace AI will be fallen behind

- \*\*Interact with AI Applications\*\*: Experiment with AI applications to understand their capabilities and limitations. Prompt deepseek, learn how it react.

- \*\*Explore AI’s Potential\*\*: Identify how AI can enhance your productivity, creativity, or business operations. Alibaba backed Accio, AI sourcing engine, ai recommendation of guideline and products.

- \*\*Invest in AI\*\*: Consider investing in AI-focused funds, such as \*\*unit trusts\*\* or ETF , to capitalize on the growth of the AI industry. The AI industry grow at a very fast rate, CAGR of 40 % a year.

- \*\*Prepare for the AI Age\*\*: Upskill and stay job-ready by acquiring skills that complement AI, such as data analysis, programming, and AI ethics. Github co pilot, coding assistant which can write unit test, debug, guide a programmer, improving efficiency by 50%.

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### \*\*Conclusion\*\*

DeepSeek’s emergence marks a significant milestone in the AI industry, challenging established players with its cost-efficiency, open-source model, and competitive performance. Its impact extends beyond technology, influencing global geopolitics, investment trends, and the future of work. By understanding and embracing these changes, individuals and businesses can position themselves to thrive in the AI-driven future.