

# OpenAI at 2: From AI pioneer to Big Tech contender

Article

**The trendsetter:** OpenAI, the AI startup that's credited with leading the worldwide integration of generative AI (genAI), celebrated its two-year anniversary recently.

The company launched GPT-2 in late 2019 and quickly iterated and expanded its offerings, bringing conversational AI subscription services into the mainstream.

Since then, the company has diversified into smartphones, PCs, and AI wearables while taking in billions of dollars in investments to reach a \$157 billion valuation.

Now on the cusp of transitioning to a for-profit AI company, we look at what's next for the ChatGPT-maker.

**A tumultuous history:** OpenAI's sudden climb and a [large investment from Microsoft](#) elevated the AI startup. Its meteoric rise and controversies were highly scrutinized and public.

- The company's leadership has seen notable [departures from key personnel](#) who were at odds with the company's shift from an AI research nonprofit to for-profit AI innovator.
- [CEO Sam Altman, who was fired](#) and rehired, remains the only constant in OpenAI's leadership and has the leverage to shape the company according to his vision.

**OpenAI's direction:** "We'll soon have AI working for each of us as a personal team, full of virtual experts in different areas, working together to create almost anything we can imagine," Altman recently wrote in an essay on "[The Intelligence Age](#)."






- Monetizing AI solutions while retaining accessibility will be key. OpenAI's subscription models, such as **ChatGPT Plus**, signal the push for profitability.
- Research continues on **GPT-4** and multimodal systems. Expanding beyond [text to video](#), AI agents, and business automation would broaden applications and monetize AI faster.

**AI rivals on the rise:** OpenAI's biggest competition could come from AI startups led by its former founders—**79 OpenAI alumni have founded at least 28 organizations**, and 25 are for-profit companies, per [Crunchbase](#).

- **Anthropic, Perplexity, xAI** and [Safe Superintelligence](#) are just a few of the AI startups led by executives who were part of OpenAI's early success.
- Co-founder **Elon Musk is asking a federal court to stop OpenAI's move to a fully for-profit business** claiming antitrust for OpenAI allegedly asking investors to forgo investing in rival companies like x.AI, per [CNBC](#).

**Our take:** The company's transition from nonprofit startup to Big Tech company is likely to bring in more investments but also heightens expectations that the company can continue to innovate and be profitable in the long term.

## GenAI Tools From Top Tech Players

Company	Chatbot	Large language model (LLM)	Image generator	Video generator
 Microsoft	Copilot	MAI-1	Microsoft Designer	VASA-1
 OpenAI	ChatGPT	GPT-4o (latest model)	Dall-E 3	Sora
 Google	Gemini	Gemini	Imagen 2	Lumiere
 Meta	Meta AI	Meta Llama	Imagine	Make-A-Video
 amazon	Q	Olympus	Amazon Titan Image Generator	—
<b>ANTHROPIC</b>	Claude	Claude 3, Opus	—	—

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