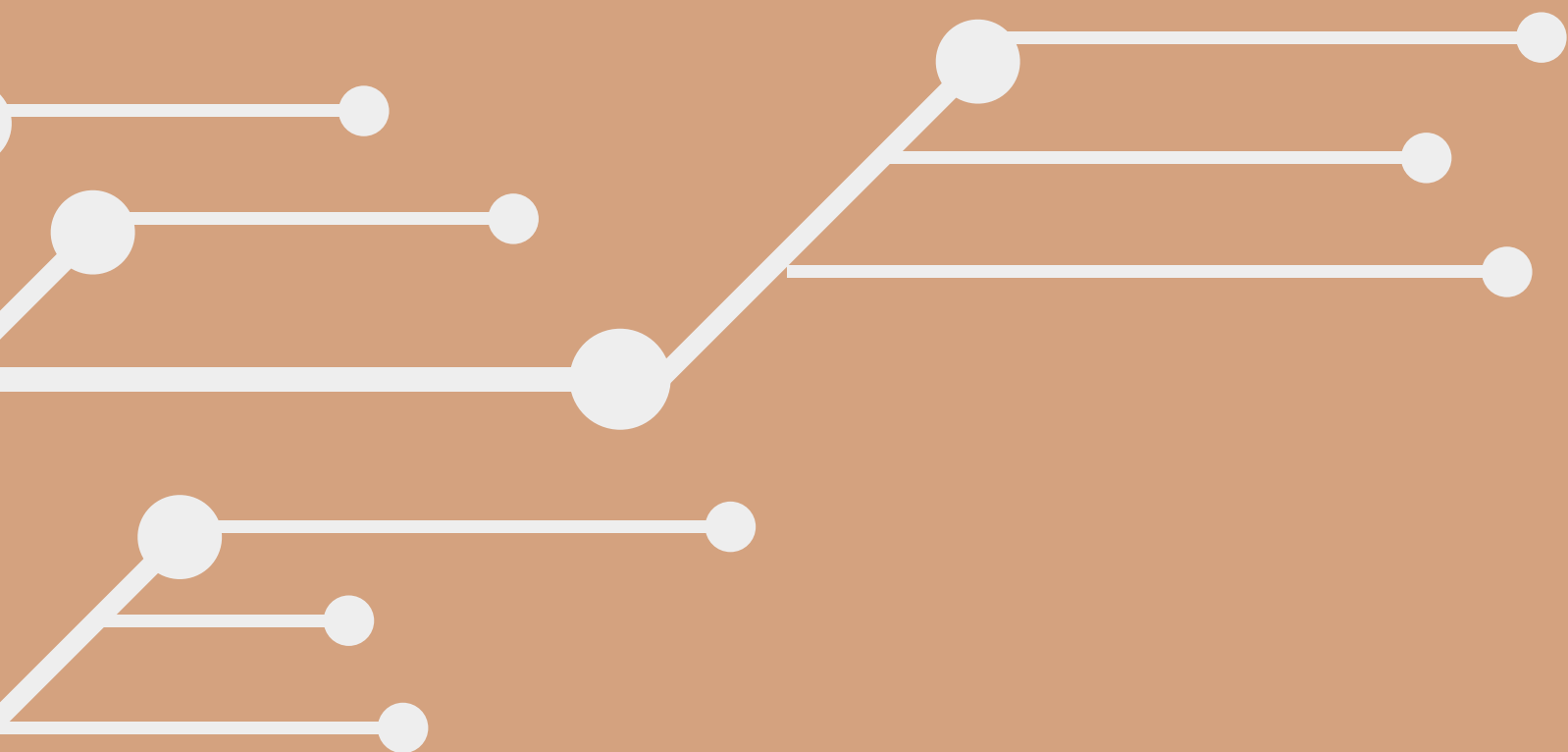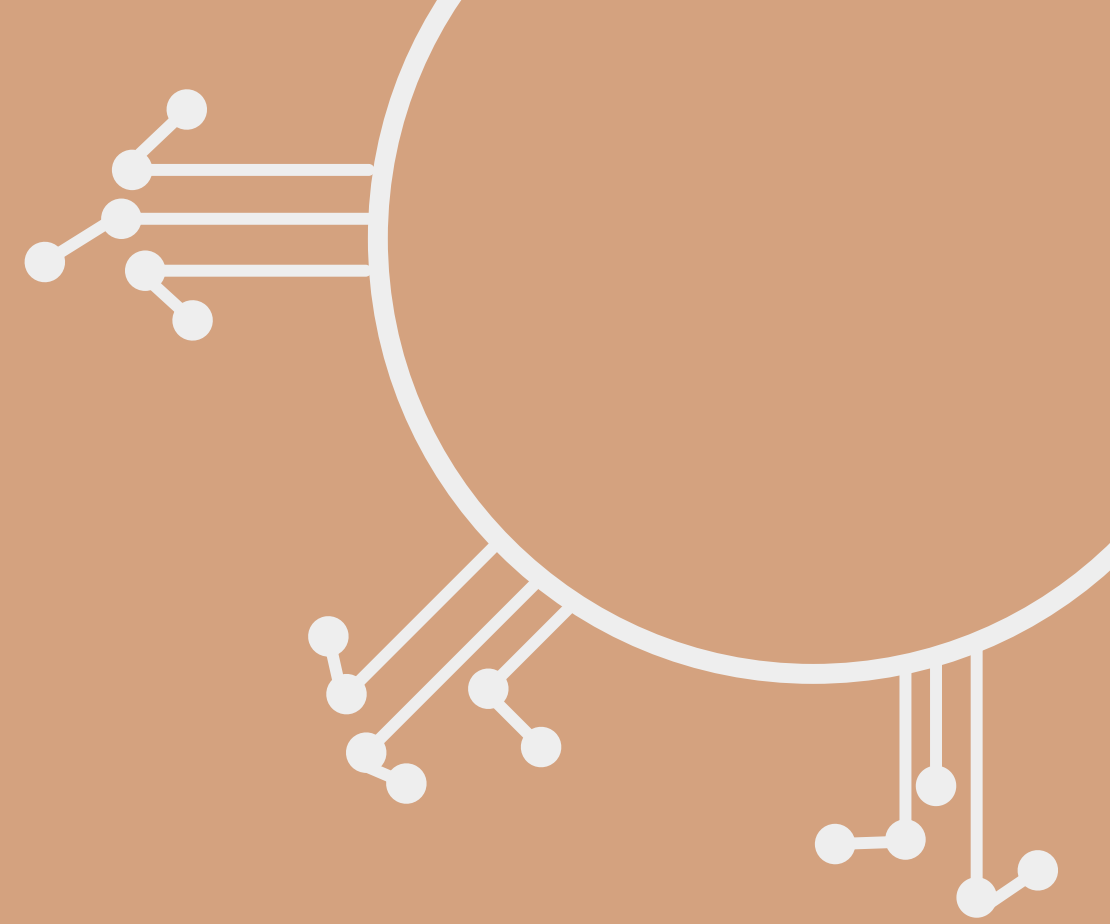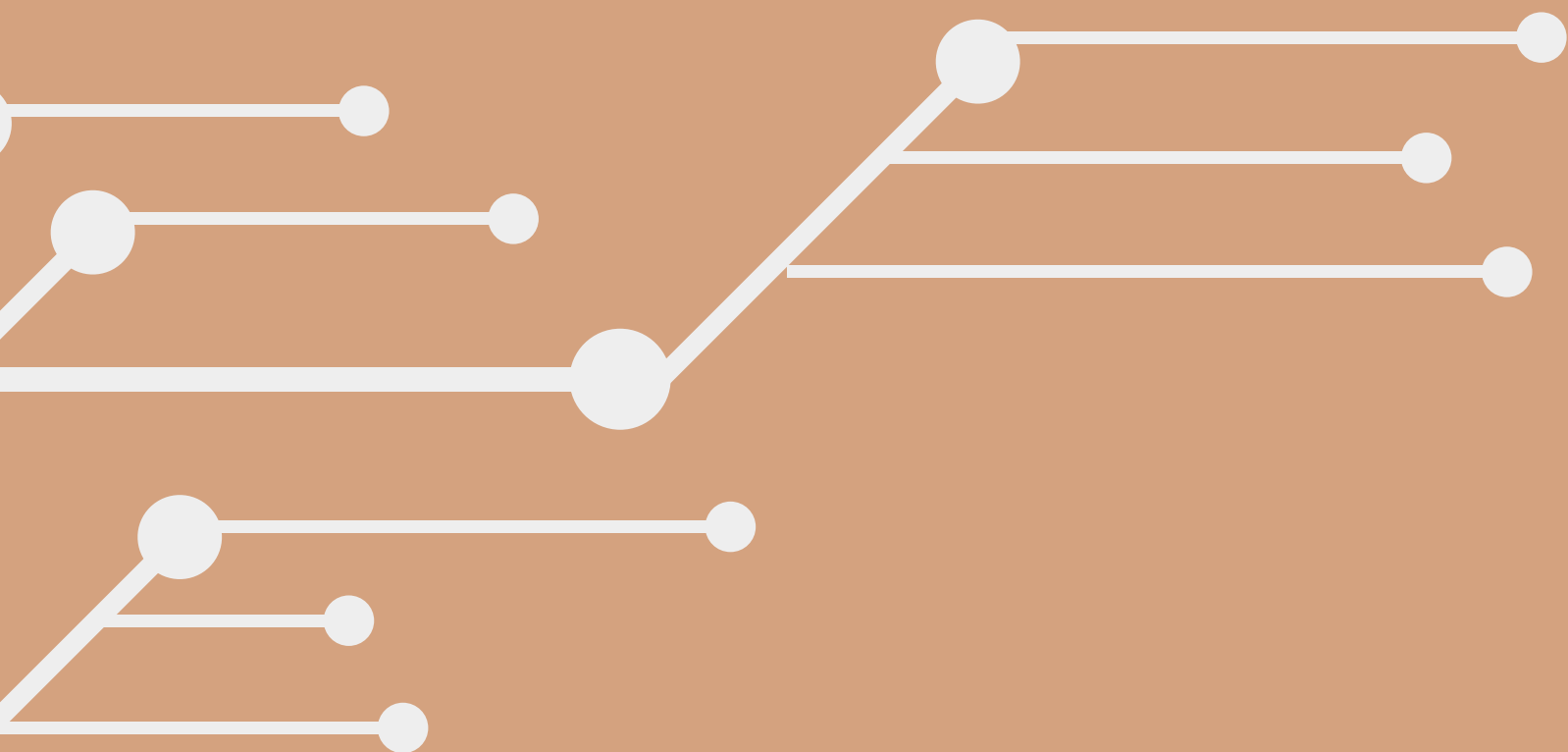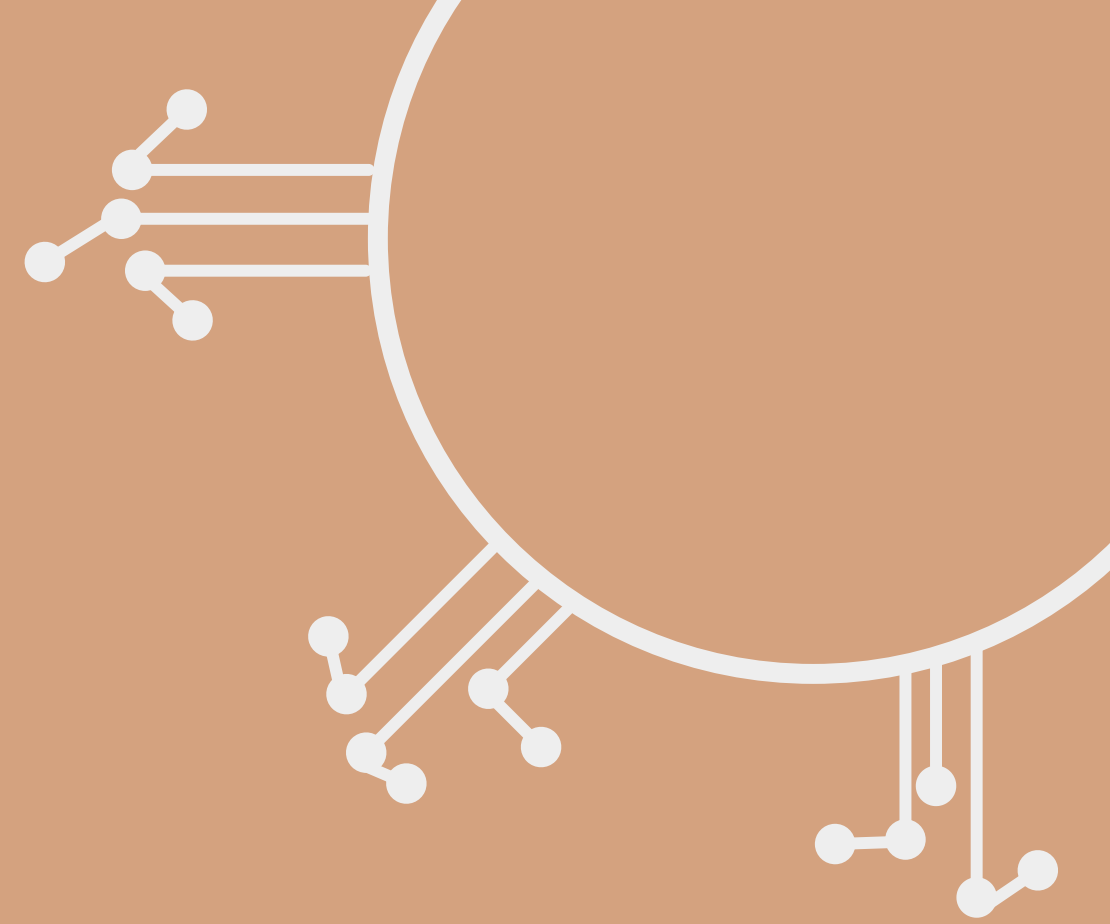# ANTHROPIC

Team 1

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Future of AI Hinges on Computational Advances and Political Regulatory

S

AI technology is fundamentally altering the way people go about their lives and conduct work while creating new opportunities for businesses and jobs.

Ethical issues are creating concerns pertaining to privacy, data security, and job displacement.

T

Advances in computing technology to power the growth of AI.

The development of new AI-based platforms and ecosystems is creating new opportunities for businesses to expand their reach and capabilities.

E

AI technology is cost intensive and requires heavy investments and funding.

Grwoing rapidly and projected to bcome a trillion dollar industry in the coming decade.

E

AI technology is facilitating innovation that will reduce the environmental impact.

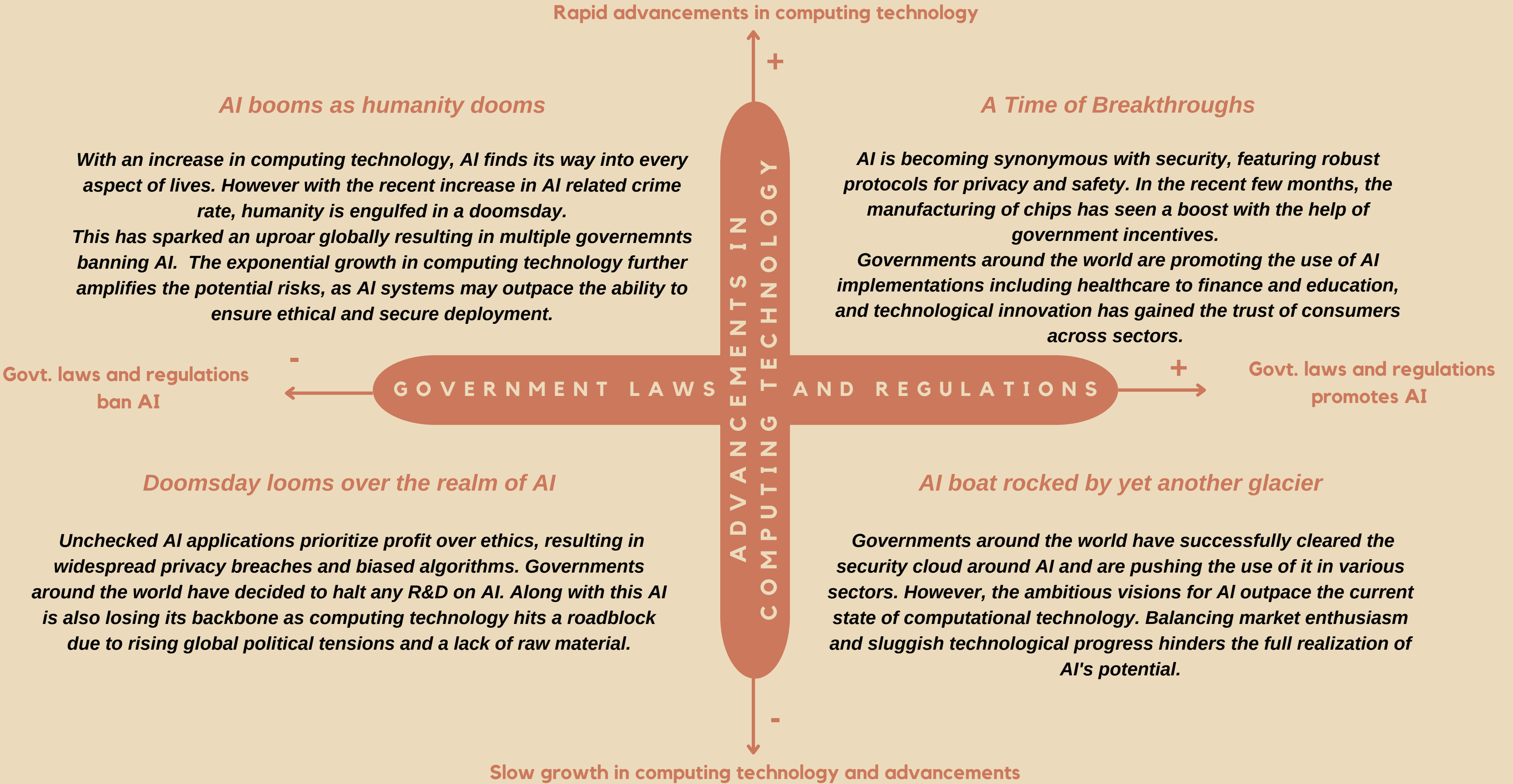Large enrergy consumptions with some training methods accounting for 626,000 tons of CO_2 emissions.

P

Governments around the world are investing in AI research and development and are creating policies to regulate the use of AI technology.

AI seascape is engulfed by security concerns, government regulations and computational power

Rapid advancements in computing technology

+

AI booms as humanity dooms

With an increase in computing technology, AI finds its way into every aspect of lives. However with the recent increase in AI related crime rate, humanity is engulfed in a doomsday.
This has sparked an uproar globally resulting in multiple governemnts banning AI. The exponential growth in computing technology further amplifies the potential risks, as AI systems may outpace the ability to ensure ethical and secure deployment.

A Time of Breakthroughs

AI is becoming synonymous with security, featuring robust protocols for privacy and safety. In the recent few months, the manufacturing of chips has seen a boost with the help of government incentives.
Governments around the world are promoting the use of AI implementations including healthcare to finance and education, and technological innovation has gained the trust of consumers across sectors.

ADVANCEMENTS IN COMPUTING TECHNOLOGY

−   **GOVERNMENT LAWS AND REGULATIONS**   +

Govt. laws and regulations ban AI

Govt. laws and regulations promotes AI

Doomsday looms over the realm of AI

Unchecked AI applications prioritize profit over ethics, resulting in widespread privacy breaches and biased algorithms. Governments around the world have decided to halt any R&D on AI. Along with this AI is also losing its backbone as computing technology hits a roadblock due to rising global political tensions and a lack of raw material.

AI boat rocked by yet another glacier

Governments around the world have successfully cleared the security cloud around AI and are pushing the use of it in various sectors. However, the ambitious visions for AI outpace the current state of computational technology. Balancing market enthusiasm and sluggish technological progress hinders the full realization of AI's potential.

−

Slow growth in computing technology and advancements

Government Regulations Drive AI Industry Leadership, Ethics, and Growth Amidst Computational Challenges and Competition

D
DRIVERS

- Governmental regulations and laws imposing safety
- The pace of computing technology in the AI world

O
OPPORTUNITIES

- Become a leader in the AI ecosystems
- Shape Ethical Industry Practices
- Attain Computing Independence

T
THREATS

- Lack of computational power
- Competition from tech giants as they become more independent
- Ethical concerns

S
STRATEGIC RESPONSES

- Anthropic should focus on funding, policy engagement, and talent retention.
- Anthropic should focus on monetization, government partnerships, and global expansion.
- Anthropic should shape the future of AI by focusing on sustainability, customization, and AGI development.

Anthropic's blue ocean can turn red any moment: ChatGPT, Apple or even a backstab by Amazon

Incumbents
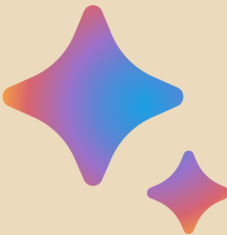
Insurgents

Adjacents

Anthropic navigates AI seascape sailing from visionary to adaptive to shaping position anchoring as a leader

Unpredictability

Renewal

Adaptive   Shaping

Classical   Visionary

Malleability
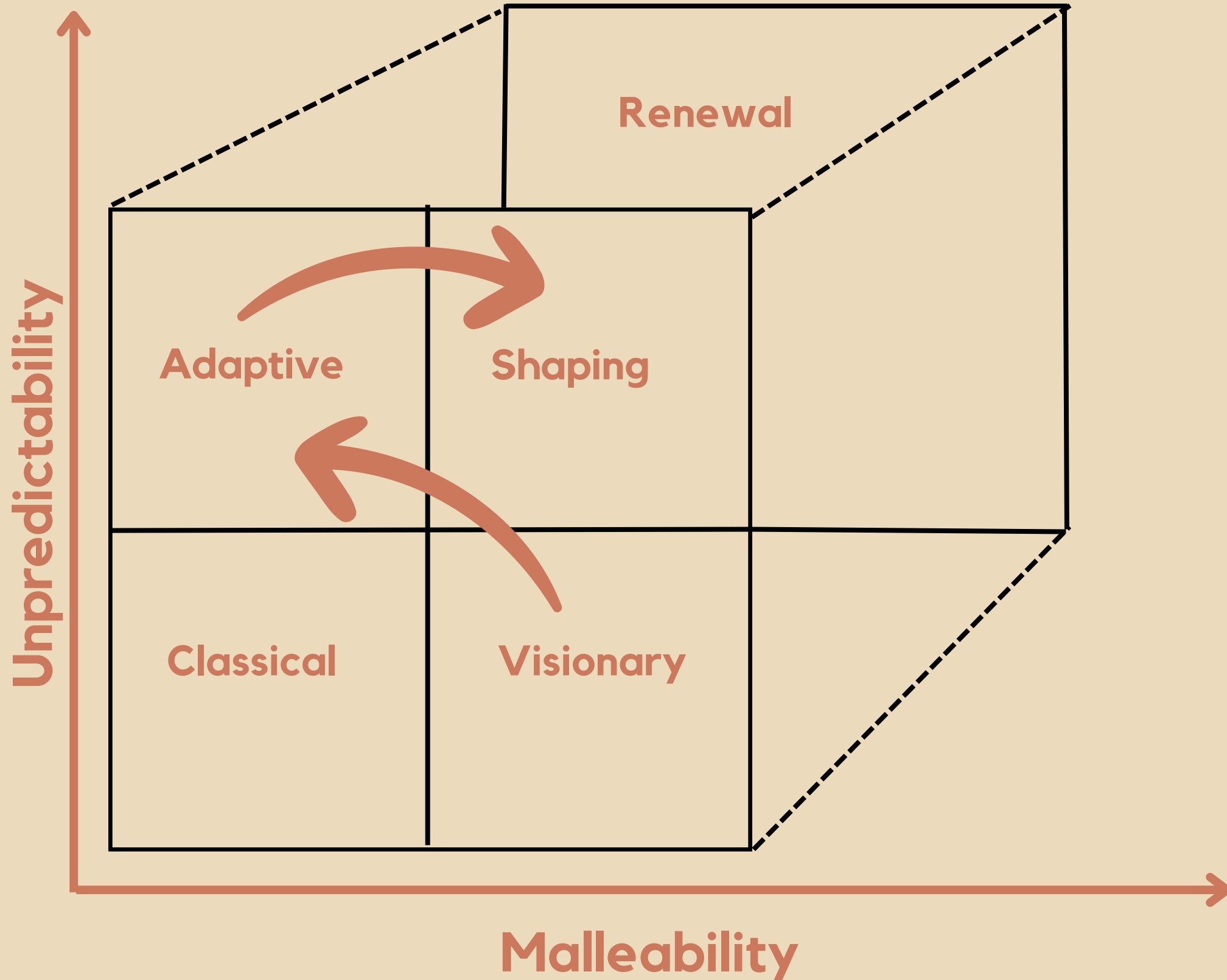
Visionary

- **Large investments in AI R&D to develop novel models like Claude and Claude-Next**
- **Advocate for Constitutional AI principles and frameworks that prioritize transparency and security**

Adaptive

- **Partner with tech giants like Amazon and Google for resources and data infrastructure for expansion**
- **Leverage partner ecosystems and distribution channels for Anthropic AI solutions**
- **Make strategic acquisitions to gain complimentary capabilities and talent when needed**

Shaping

- **Engage with policymakers and academic institutions to promote the regulation of AI practices and advocate ethical guidelines.**
- **Educate the public on risks related to uncontrolled AI through social campaigns.**
- **Position the company to be a responsible AI leader and shape the market towards underserved cases where it can leverage its abilities and create value for its product**
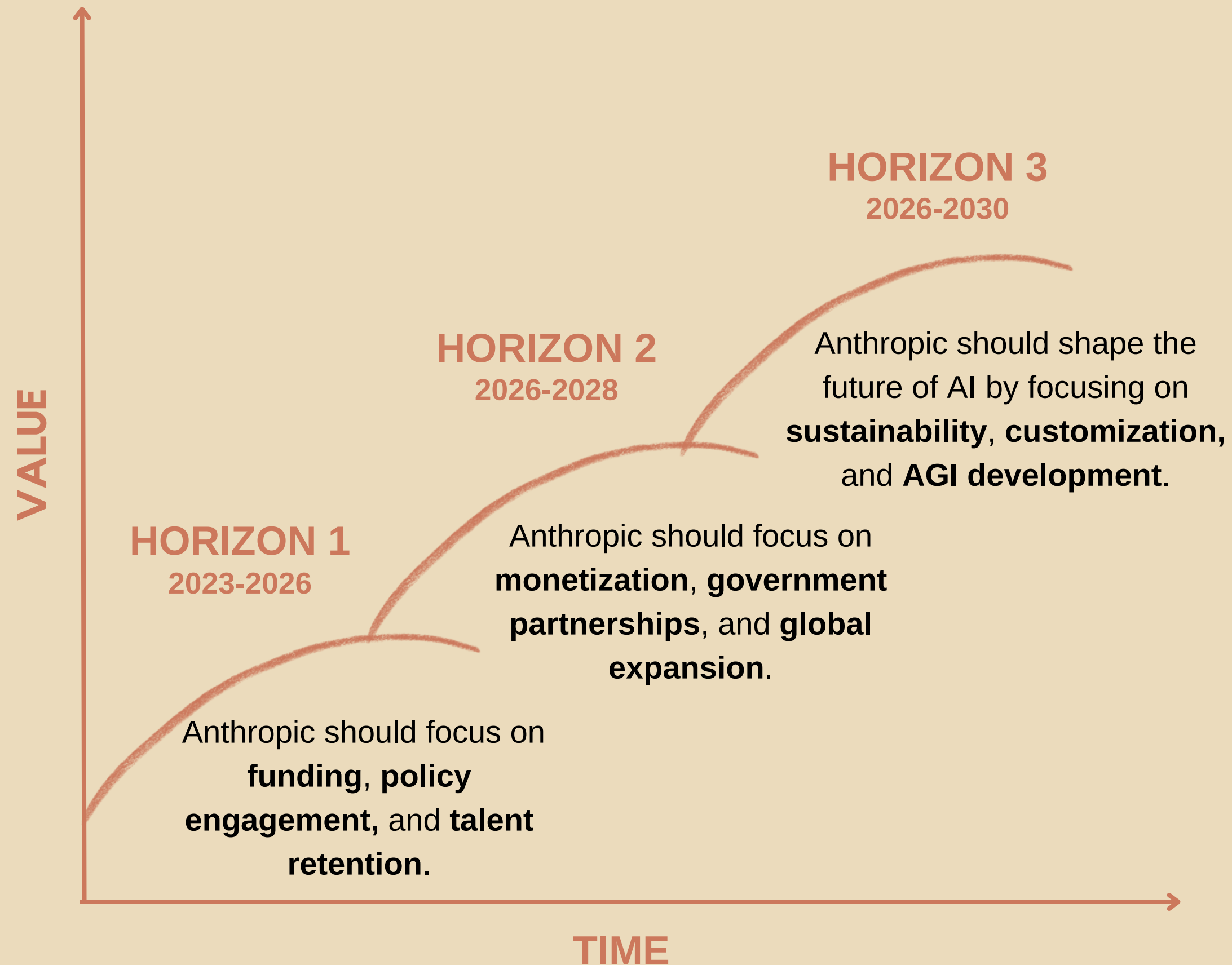
Anthropic Leverages AI Safety Research and Expert Talent to Develop Constitutional AI Assistant Claude

Key Partners

BCG

Zoom

Amazon

Google

Slack

Quora

Notion

Key Activities

Research and Development

Developing safe AI systems

Policy

Key Resources

Computing power

AI expertise

Fundings

Value Propositions

Safety

Customization

Best Data Retention

Constituional AI

Customer Relationship

Supportive AI assistant

Safe AI platform under beta testing

Channel

Online platform and services

Customer Segments

Early adopters and beta testers for Claude

Future mass market for AI assistants

AI researchers interested in safety

Cost Structure

Pay as you go pricing

Talent Rentention, Licensing, Technology.

Revenue Stream

Venture captial funding

AI Services

Potential licensing and collaborations

Anthropic should position itself at the heart of the AI ecosystem
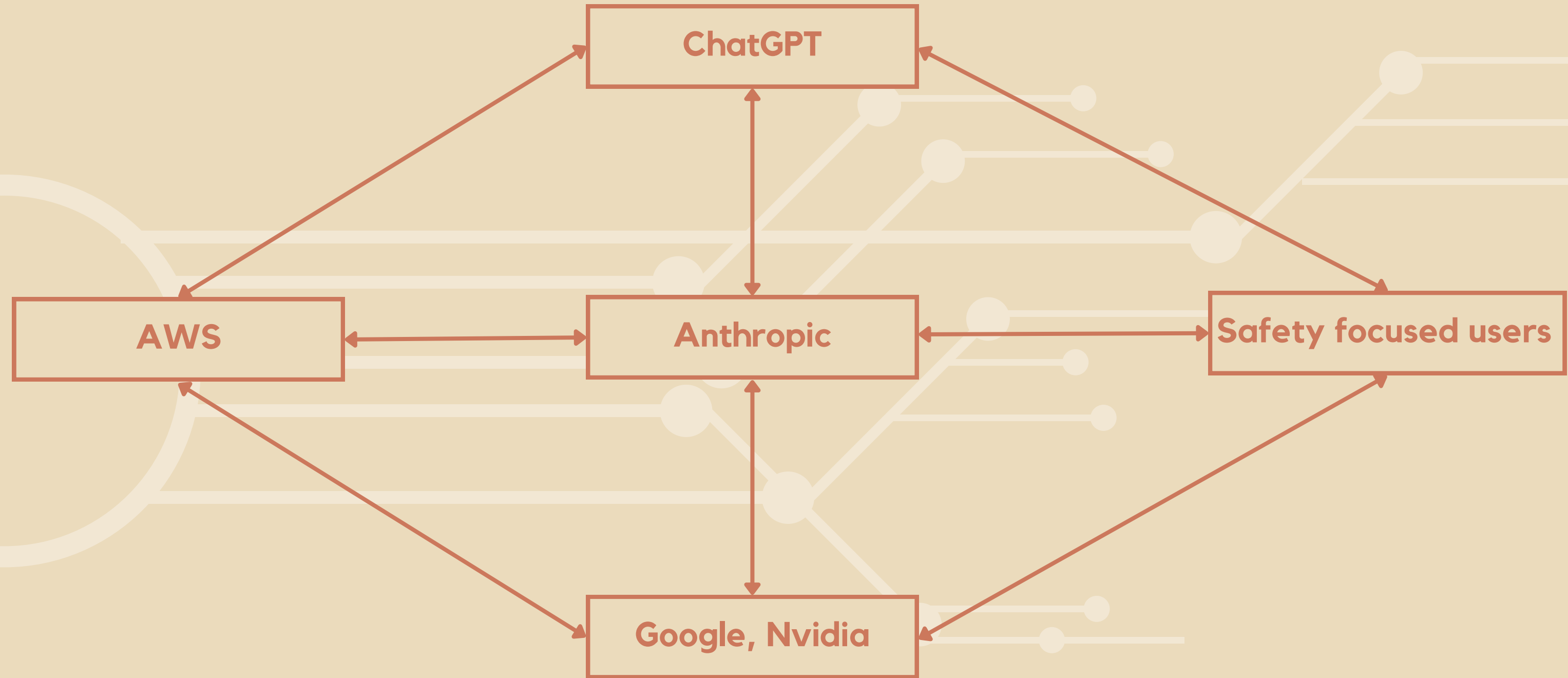
Policy makers, Partnerships and AGI Vision form the backbone of Anthropic's future


VALUE

TIME

HORIZON 1
2023-2026

Anthropic should focus on **funding**, **policy engagement,** and **talent retention**.

HORIZON 2
2026-2028

Anthropic should focus on **monetization**, **government partnerships**, and **global expansion**.

HORIZON 3
2026-2030

Anthropic should shape the future of AI by focusing on **sustainability**, **customization,** and **AGI development**.

1 Anthropic should focus on Funding, Policy Engagement, and Talent Retention

How

Why

Focus on **investor funding** that can help the company advance its technology.

Partner with the government to **develop policies and regulations** that promote the development of **safe** and beneficial AI.

Establish a dedicated fund within the organization for AI Research and Development by forging partnerships with leading **universities and research institutions** to jointly address AI advancement.
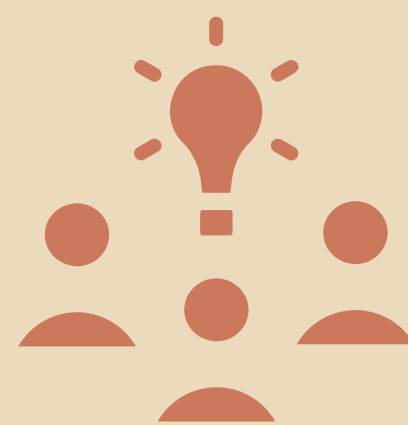
To build **Claude-Next**, the organization needs $1 billion and 18 months to release it. Also built robust data centres to accommodate user traffic.

To be in accordance with the entity that came up with the "Blueprint for an **AI Bill of Rights**."

Investing within the company to **retain and gain talent** whose beliefs strongly align with the organization's is going to be vital in the future and capture the brightest from the source.

2 **Next, Anthropic should focus on Monetization, Government Partnerships, and Global Expansion.**

How

Open new **revenue-generating models** such as providing more **API licensing**, providing **AI education** and **AI consultation** to organizations.

Forge **governmental relationships** that go beyond national borders that foster safe AI innovations.

Initiate the construction of an **AI infrastructure** called an "**AI Web**" a **global interconnected network**, through a collaboration with cloud service providers.

AI Web features include a **monitoring** and **surveillance** system and **quantum-safe encryption algorithms.**

Why

To avoid overdependence on investor funding who are also competitors and be **financially self-sustainable**.

Focus on **strategic partnerships** to solidify technology assets to maintain a dominant position.

Fortify the **infrastructure** and its scalability without relying on big technology companies.

Ensure that the services are **globally accessible** anywhere in the world and **uninterrupted**.
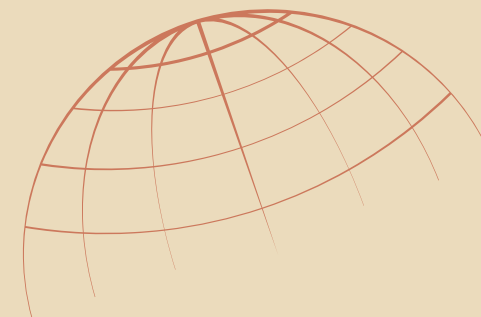
3 **Anthropic Should shape the future of AI by focusing on Sustainability, Customization and AGI Development**

How

Develop data centres that are not only **energy-efficient** by utilizing advanced renewable energy solutions to generate excess clean energy that can be fed back into the grid.

Form **industry advisory committees** comprised of specialists, from the partner organizations.

Work on deep research and development of **AGI - Artificial General Intelligence**.
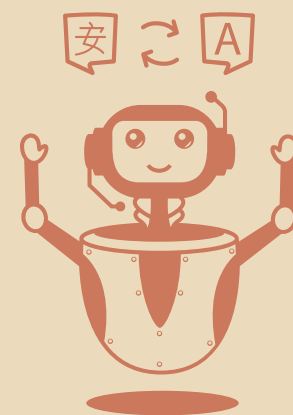
Why

To become the **shapers** of the AI industry, being **sustainable** is important in the field where data centres will be consuming huge amounts of power.

To design AI systems in a modular fashion, allowing for **customization** for certain industries such as healthcare, education, manufacturing, and agriculture.

Focus on AGI since it is the **inflection point to ride the next S-curve**.

Executive Summary

Future of AI Hinges on **Computational Advances** and **Political Regulatory**

AI seascape is engulfed by **security concerns**, **government regulations** and **computational power**

Government Regulations Drive AI Industry **Leadership**, **Ethics**, and **Growth** Amidst **Computational Challenges** and **Competition**

Anthropic's blue ocean can turn red any moment: **ChatGPT**, **Apple** or even a **backstab by Amazon**

Anthropic navigates AI seascape sailing from **visionary to adaptive to shaping** position anchoring as a leader

Anthropic Leverages AI Safety Research and Expert Talent to Develop Constitutional AI, Assistant Claude

Anthropic should position itself at the **heart of the AI ecosystem**

**Policy makers**, **Partnerships** and **AGI Vision** form the backbone of Anthropic's future

Anthropic should focus on **Funding, Policy Engagement, and Talent Retention**

Next, Anthropic should focus on **Monetization, Government Partnerships, and Global Expansion**

Anthropic Should shape the future of AI by focusing on **Sustainability, Customization and AGI Development**
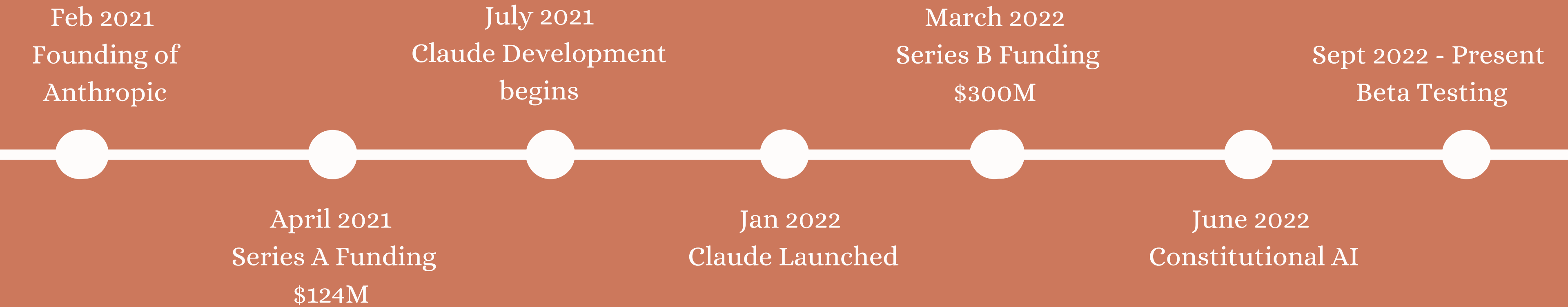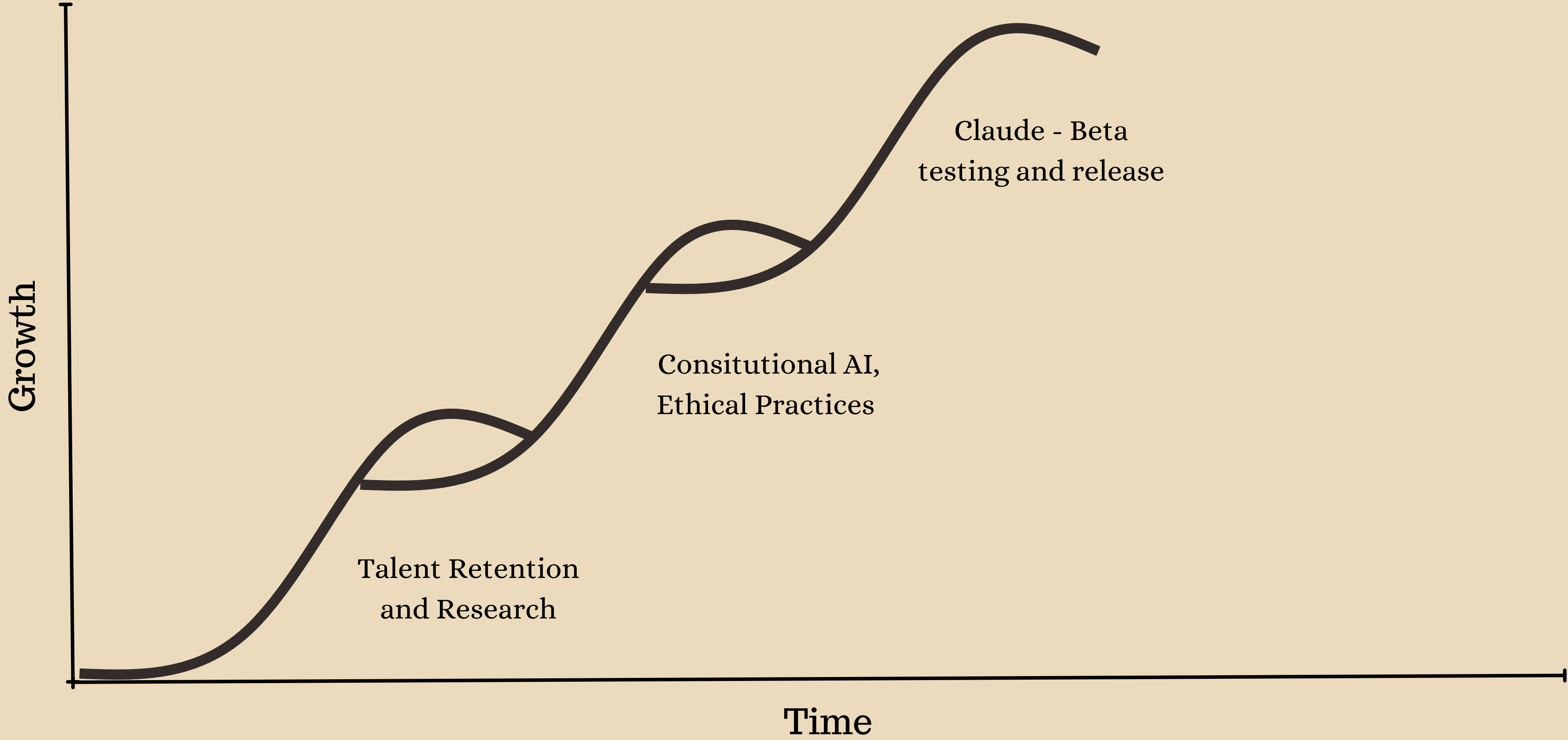
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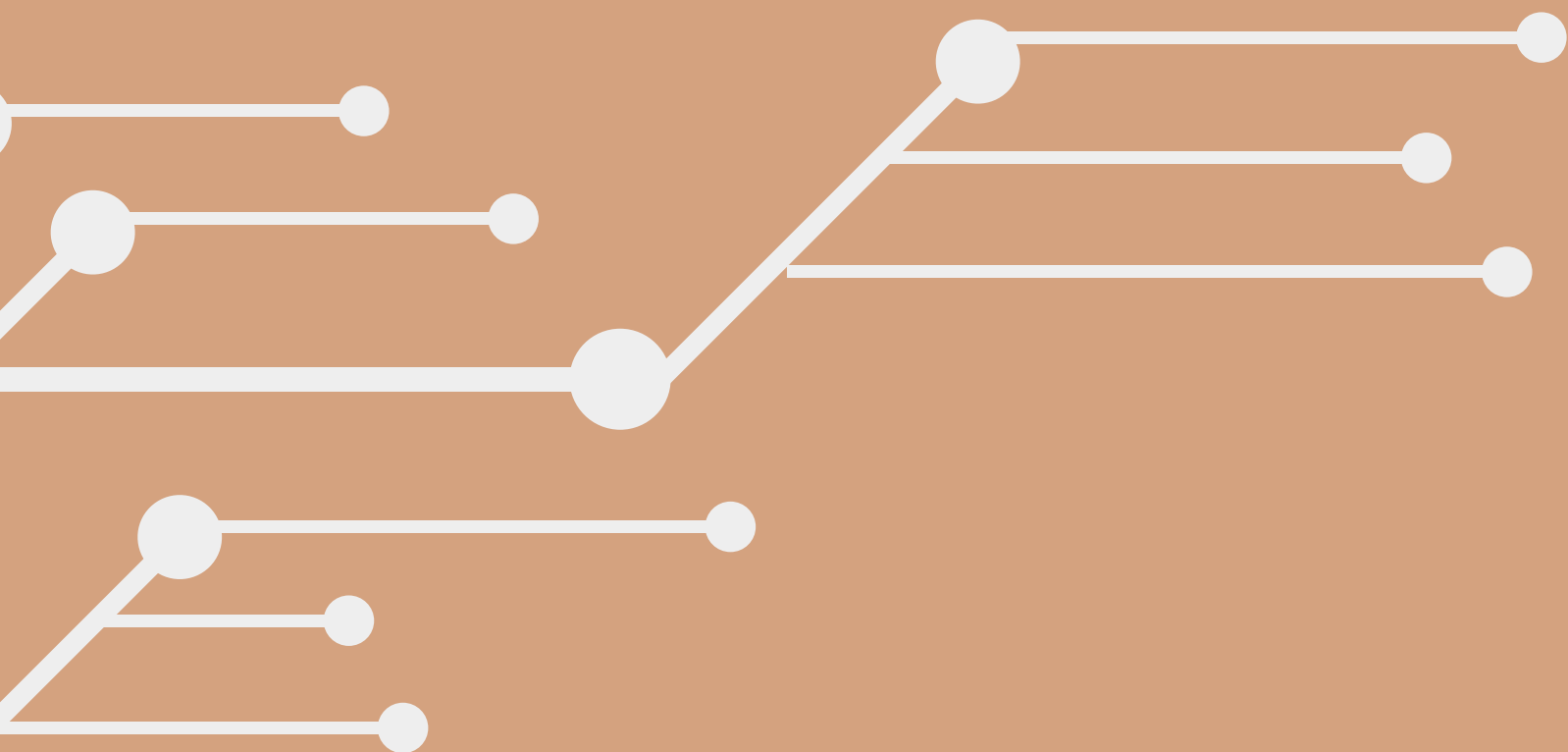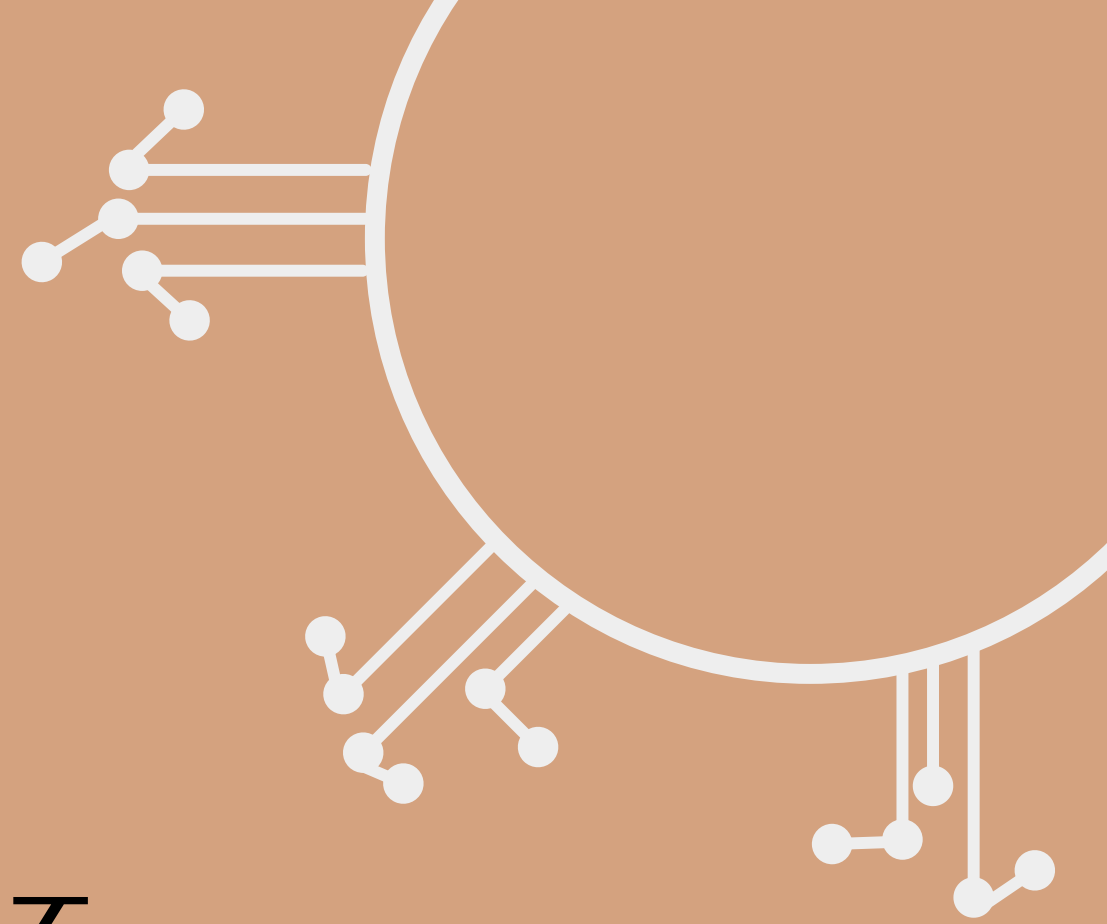
Company Highlights

- Raised over *$420 million* in VC funding to date from investors like Dara Khosrowshahi and Tiger Global

- Developing AI assistant Claude to be *helpful, harmless, and honest*

- Claude currently in beta testing, with promising progress on safety and usefulness

- Flagship product is conversational AI assistant Claude, aiming for broad consumer launch

- Core technology leverages proprietary models plus licensed algorithms.

- Over 200 employees in San Francisco, Tel Aviv, and other locations

- Founders and researchers are influential in the field of AI safety and ethics

- Developed *Constitutional AI* technique to align models with human values

- Collaborates with other AI leaders like DeepMind on beneficial AI research

- Still *pre-revenue* but has significant funding to pursue ambitious research goals

Anthropic released Claude - A Constituitonal AI model and continues efforts for transforming AI

Feb 2021
Founding of
Anthropic

July 2021
Claude Development
begins

March 2022
Series B Funding
$300M

Sept 2022 - Present
Beta Testing

April 2021
Series A Funding
$124M

Jan 2022
Claude Launched

June 2022
Constitutional AI

Anthropic Moves from research, through developing constitutional AI to developing Claude AI which attracts consumer trust.

Growth

Claude - Beta
testing and release

Consitutional AI,
Ethical Practices

Talent Retention
and Research

Time

Anthropic Moves from research, through developing constitutional AI to developing Claude AI which attracts consumer trust.

S-Curve 1 - Focus on research and development of a safe AI platform

- Early Stage - Anthropic builds a dedicated research team with experienced research formerly from OpenAI.
- Inflection Point - Pursuit of investments and rapid development and expansion.
- Rapid Growth - Anthropic develops a recognition around safe AI models.

S-Curve 2 - Creation of constitutional AI

- Early Stage - Focus on ehtical and safe AI model.
- Inflection Point - Release of constituional AI model in 2022 and continued research.
- Rapid Growth - Adoption of contitutinal AI and industry-wide focus on safety and ethical AI.

S-Curve 2 - Product development, beta testing, and adoption

- Early Stage - Development of claude AI assitant
- Inflection Point - Launch the beta product of Claude and adoption amongst consumers.
- Rapid Growth - Claude gains trust amongst consumers for safety.

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