# OpenAI plans super assistant to make ChatGPT users’ primary internet interface



ChatGPT has made waves since its debut in 2022, developing into one of the foremost generative AI tools available today. OpenAI is now setting even loftier ambitions, as reflected in a recently disclosed strategy document outlining plans for a "super assistant." This initiative is designed to not only augment ChatGPT's functionalities but also position it as users' primary interface to the internet.

The internal document, revealed amid the Justice Department’s antitrust case against Google, illustrates OpenAI's vision for this upgrade, stating that it aims to transform ChatGPT from a mere tool into a comprehensive companion. The AI is envisioned as a device that integrates seamlessly into everyday life, assisting with tasks ranging from note-taking during meetings to making restaurant recommendations or reconnecting with friends. As articulated in the document, “ChatGPT is in our lives through existing form factors — our website, phone, and desktop apps. But our vision for ChatGPT is to help you with all your life, no matter where you are."

OpenAI describes this enhanced model as "T-shaped," indicating it will possess broad capabilities for managing routine tasks while also offering deep expertise in more specialised activities, such as programming. The company plans to allocate the first half of 2025 toward refining these new features, which are expected to increasingly leverage advanced AI capabilities for user interaction and functionality. Notably, OpenAI anticipates that models like GPT-4o will enable ChatGPT to better perform complex tasks, ultimately enriching the user experience.

Challenges remain on the horizon, however. OpenAI identifies competition from tech giants like Google's Gemini and Meta as formidable obstacles. The internal document highlights that Meta particularly poses a significant threat due to its ability to weave equivalent functionalities into its existing product suite without incurring the same business model risks as Google. OpenAI is advocating for regulatory changes that would allow users to select ChatGPT as their default assistant across various platforms, potentially increasing its market reach.

Moreover, the document also draws attention to the company's growing infrastructure needs, necessitated by an ever-expanding user base that has recently crossed over 200 million active users weekly. This surge has led OpenAI's CEO, Sam Altman, to prioritise the development of data centres crucial for sustaining the operational demands of ChatGPT. The growth strategy is intrinsically linked to revenue generation based on user commitment, marking a significant transition from the nonprofit roots of OpenAI to a more profit-oriented model that balances ambition with societal implications.

With plans already in motion to offer subscription tiers that could reach up to $2,000 per month for advanced services, OpenAI is not just betting on technological advancements but also on monetisation strategies that capitalise on its user base's expanding demands. As part of these efforts, features like the 'Canvas' interface and 'Projects' functionality have been introduced, empowering users to tailor their experience more effectively. This goal is further enhanced with the launch of SearchGPT, which promises to evolve traditional web search capabilities by offering more contextually relevant answers.

In the midst of fierce market competition, OpenAI remains committed to pushing the boundaries of what generative AI can achieve. Increasingly, they position ChatGPT not merely as a chatbot but as an integral part of users' daily lives, evolving in ways that could fundamentally change our interaction with technology and the internet.

## Reference Map:

* Paragraph 1 – [[1]](https://www.tomsguide.com/ai/chatgpt-future-just-revealed-get-ready-for-a-super-assistant), [[2]](https://www.laptopmag.com/ai/open-ai-court-doc-super-assistant)
* Paragraph 2 – [[1]](https://www.tomsguide.com/ai/chatgpt-future-just-revealed-get-ready-for-a-super-assistant), [[5]](https://www.axios.com/2024/12/05/openai-chatgpt-subscription-o1-model)
* Paragraph 3 – [[3]](https://www.reuters.com/technology/artificial-intelligence/openai-considers-pricier-subscriptions-its-chatbot-ai-information-reports-2024-09-05/), [[4]](https://www.theatlantic.com/technology/archive/2024/12/openai-o1-reasoning-models/680906/?utm_source=apple_news), [[6]](https://apnews.com/article/bc9ab24c7affb601d5f650e4aca1b988)
* Paragraph 4 – [[2]](https://www.laptopmag.com/ai/open-ai-court-doc-super-assistant), [[7]](https://www.neowin.net/news/heres-a-recap-of-major-openai-chatgpt-features-and-events-of-2024/)

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## Bibliography

1. <https://www.tomsguide.com/ai/chatgpt-future-just-revealed-get-ready-for-a-super-assistant> - Please view link - unable to able to access data
2. <https://www.laptopmag.com/ai/open-ai-court-doc-super-assistant> - An internal OpenAI document titled 'ChatGPT: H1 2025 Strategy' outlines plans to evolve ChatGPT into a 'super-assistant' during the first half of 2025. The enhanced model aims to deeply understand users and serve as their interface to the internet, assisting with a wide range of tasks from mundane to complex. The document also reveals OpenAI’s competitive strategy against rivals like Google's Gemini, Anthropic's Claude, Microsoft Copilot, and Meta AI, highlighting Meta as a significant threat. OpenAI advocates for open AI integration across platforms, lobbying for users’ rights to choose their default AI across systems like iOS, Android, and Windows. The Justice Department supports measures to enable competition, such as granting companies like OpenAI access to crucial Google search data. This document signals OpenAI’s ambition to position ChatGPT as a comprehensive personal AI agent and a dominant player in the evolving generative AI market.
3. <https://www.reuters.com/technology/artificial-intelligence/openai-considers-pricier-subscriptions-its-chatbot-ai-information-reports-2024-09-05/> - OpenAI is considering higher-priced subscriptions for future large language models, including 'Strawberry' and 'Orion,' with prices potentially reaching $2,000 per month. Currently, the ChatGPT Plus subscription costs $20 monthly, while the free version has hundreds of millions of users. The project 'Strawberry' aims to enhance AI performance through deep research and post-training adaptations. This consideration of higher prices follows reports of potential investments by Apple and Nvidia, which could value OpenAI at over $100 billion. Recently, ChatGPT hit over 200 million weekly active users, doubling its user base since last fall. OpenAI has not yet responded to requests for comments on the reported price discussions.
4. <https://www.theatlantic.com/technology/archive/2024/12/openai-o1-reasoning-models/680906/?utm_source=apple_news> - OpenAI released 'o1,' described by CEO Sam Altman as the 'smartest model in the world,' featuring advanced reasoning capabilities that distinguish it from previous AI models like ChatGPT. This marks a significant shift towards AI that can 'reason' rather than just predict text based on patterns, representing what OpenAI calls the 'Intelligence Age.' While specifics of o1's technology are largely secret, it is believed to involve extensive trial and error training, allowing it to solve problems more intelligently. Despite potential limitations and increased computing power requirements, OpenAI and other tech giants see reason-based AI as the future, moving beyond mere pattern recognition towards more complex problem-solving abilities.
5. <https://www.axios.com/2024/12/05/openai-chatgpt-subscription-o1-model> - OpenAI has launched a $200 monthly ChatGPT Pro subscription, giving subscribers unlimited access to the new o1 reasoning model, GPT-4o, and Advanced Voice mode. The introduction of this tier marks ChatGPT's two-year anniversary and OpenAI's ongoing efforts to enhance human-like reasoning tasks and increase revenue. The model is currently available to ChatGPT Plus and Team users, with Enterprise and Edu users gaining access next week. Future plans include incorporating web browsing, file uploads, and making the o1 model available through the API with additional capabilities like vision, function calling, developer messages, and structured outputs to enable more complex interactions with external systems.
6. <https://apnews.com/article/bc9ab24c7affb601d5f650e4aca1b988> - OpenAI, the creator of ChatGPT, has raised $6.6 billion in venture capital as it transitions from its nonprofit roots towards a for-profit model. The funding was led by Thrive Capital and supported by major tech companies including Microsoft, Nvidia, and Softbank. This marks one of the largest funding rounds in recent U.S. history and increases the company's market value to $157 billion. OpenAI plans to use the funds to enhance its AI research, increase computing capacity, and develop advanced AI tools. The shift from a nonprofit to a for-profit entity involves a potential change in its governance structure to a public-benefit corporation, balancing societal benefits with profit-making. Microsoft continues to strengthen its partnership with OpenAI, while Nvidia did not comment on its involvement. Despite speculation, Apple was not a part of this funding round. The move comes amidst heightened competition in the AI field, notably from Elon Musk's xAI, which recently raised $6 billion.
7. <https://www.neowin.net/news/heres-a-recap-of-major-openai-chatgpt-features-and-events-of-2024/> - OpenAI introduced several significant updates to ChatGPT in 2024. The 'Canvas' interface allows users to generate writing or code, then highlight sections for the model to edit, enhancing the editing process. The 'Projects' feature enables users to organize chats with shared topics or context, keeping related chats, files, and custom instructions together in one place. Additionally, OpenAI launched a new search prototype, SearchGPT, aiming to elevate search queries with timely answers from across the internet and the ability to ask follow-up questions. These updates reflect OpenAI's commitment to enhancing user experience and expanding ChatGPT's capabilities.