Welcome to the OpenAI podcast, the podcast that opens up the world of AI in a quick and concise manner.

Tune in daily to hear the latest news and breakthroughs in the rapidly evolving world of artificial intelligence.

If you've been following the podcast for a while, you'll know that over the last six months I've been working on a stealth AI startup.

Of the hundreds of projects I've covered, this is the one that I believe has the greatest potential.

So today I'm excited to announce AIBOX.

AIBOX is a no-code AI app building platform paired with the App Store for AI that lets you monetize your AI tools.

The platform lets you build apps by linking together AI models like chatGPT, mid-journey and 11Labs, eventually will integrate with software like Gmail, Trello and Salesforce so you can use AI to automate every function in your organization.

To get notified when we launch and be one of the first to build on the platform, you can join the wait list at AIBOX.AI, the link is in the show notes.

We are currently raising a seed round of funding.

If you're an investor that is focused on disruptive tech, I'd love to tell you more about the platform.

You can reach out to me at jaden at AIBOX.AI, I'll leave that email in the show notes.

So the big headline here is the fact that AI21 Labs has just raised $155 million to accelerate generative AI for the enterprise.

Now this is often called kind of an open AI or chatGPT competitor.

And I think what's really interesting here is that this is actually a Tel Aviv based leader in large language models.

And this is actually their series C-Found Round of Funding that they have essentially just closed.

So the goal here is really aiming to expedite the growth of their text-based generative AI services for enterprise clients.

I think the significant capital injection evaluates the company at around $1.4 billion after the close of this round, which is very impressive.

We're not seeing a ton of companies doing this.

There are a handful, but they're definitely pushing this past unicorn status and they're in the big leagues now.

So I think the roster of investors participating in this funding round is noteworthy.

They have investors, they have Walden Catalyst, Potango, as well as strategic investors including SCB10X, B2 Ventures, and Samsung Next.

So tech giants like Google and NVIDIA also contributed to the round along with individual investor Amnon Sheshua.

So I think what's really interesting, this company was actually just established AI21 was back in 2017, and they have a team of really solid AI trailblazers in there.

And they have been instrumental in essentially democratizing generative AI, or a lot of people say that about them in any case.

So despite their early achievements, the company has been navigating an increasingly competitive landscape, often being compared to rivals such as OpenAI.

During a $64 million series B last year, you have Shoham, an emeritus professor of AI at Stanford University, observed that the market for LLMs and multimodal models was growing more saturated.

He acknowledged this evolving landscape in an interview with VentureBeat, saying that the company is, quote, very aware of the environment and not complacent in any way.

So AI21 Labs technology is really kind of underpinned by its proprietary Jurassic 2 foundation models, which stand as some of the largest and most advanced LLMs globally.

And these models fuel AI21 Studio, which is a developer platform designed for crafting custom text-based business applications, and WordTune, which is a multilingual AI-powered reading and writing assistant targeted at professionals and general consumers.

So I think the thing to kind of note here with AI21 and their angle on this is they're really kind of focused on the enterprise.

And I think up until now, that was a business model that in my opinion could fly, right?

That's like, yeah, you know, OpenAI is really kind of targeting chat should be tea for everyone.

This is more for like the enterprise and I'm sure they have special like security and accuracy things for the enterprise.

But I think now with OpenAI kind of hiviting a little bit and making a lot more enterprise products, specifically chat should be tea enterprise.

I've seen a ton of excitement, enthusiasm and interest from enterprises and getting that integrated.

And I'm sure that AI21 is facing a lot more competition right now, something that I think is really interesting.

And I know everyone has different approaches to business.

But one thing I've seen OpenAI do successfully, I've seen other companies like Canva do it is they essentially focus on the masses first.

If you can get mass market adoption with something, it makes a lot easier to move to the enterprise because as some tweets that I was recently seen from people talking about chat should be the enterprise said, they were essentially like tallying up how many people in their company were already using chat should be the like, yeah, we already have, you know, 20 people that are personally playing paying for chat should be in our company.

Let's just get, you know, chat should be the enterprise, we get more security and everything, you know, then we don't have to make our employees pay for a software that they're using for work and plus then we can have a kind of secure and worried about any company data leaking, yada, yada.

The point being that it started out as the masses, so their employees were using anyways and then it moved up to the enterprise because, you know, the employees saw the value in it.

And so I think there's some, of course, that's harder to do because hitting the masses and getting the scale that chat should be got is very difficult to replicate.

But if possible, you know, you saw the same thing with Canva, how they were a very simple tool that like I remember using in college for simple graphic design stuff that when I got my first corporate job, I got everyone in the company using Canva because they had

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already made team features and corporate features and had a whole bunch of really more sophisticated stuff, but it was a very simple way.

So start with the masses.

If you get some mass adoption, product market fit, then I think it's quite a lot easier to move it into the enterprise versus something like it would appear AI21 Labs concept here is like we're going straight to the enterprise because if you're only in the enterprise and you are not able to get that mass market adoption, that perhaps product market fit, it's a little bit difficult to go the other way around.

So in any case, I think AI21 Labs technology is quite impressive.

The chairman, Amaran Shusa, elaborated on the company's vision in a press release saying AI21 Labs is a pure play in AI as it develops and owns foundation models which are served as a platform to developers and enterprise will developing derivatives such as word tune directly to end users.

The current round fuels the growth for the company to reach its goal of developing the next level of AI with the capabilities of reasoning across many domains.

We believe that the impact of AI21 Labs growth plans would be of global scale and quite soon.

So I mean, it appears that right here, they're looking for the global scale, they're looking for the mass market, they said quite soon, I'm not sure how soon that is.

It's not, it's to be honest, it's like I've never used word tune or any of their products to date.

So perhaps it's great, I'll definitely have to test it out.

But I think time's a ticking and if they really want to get that mass growth, they're going to have to either do something very different or have it be very cheap, which is hard to compete because Chatchapiti is also free.

They got to find some really unique angles that other people are not doing because they're not super late to the game.

But if they've had this technology in the bag for a long time, they probably should have released this to the public sometime when Chatchapiti released to not get super left behind.

See what Anthropic did.

I think Anthropic did a great job of not getting super left behind, even though Claude is only available on the Po2 platform.

I know a ton of people that have seen a couple of different features in Claude, Anthropic's Claude chatbot that Chatchapiti didn't do, namely that it has way bigger context windows so you can put way more text in there.

That's super useful and I literally use it for that sometimes.

Sometimes I've pasted a bunch of stuff into Chatchapiti that your prompt's too long so I'm like, okay, whatever, I go over to Claude and use it.

And so good move on Anthropic's Claude, a lot of people know it and have tested it.

And I think they have a bright future because they were able to get in early so I do hope that AI21 really starts thinking about that and making sure that they're going because time's a ticket and the time to capitalize on this is definitely now.

So echoing the optimism about AI21 lab's trajectory, Jensen Huang, who's the founder

and CEO of NVIDIA, commented in the same press release saying, generative AI is driving a new era of computing across every industry, the innovative work by AI21 lab's team will help enterprises accelerate productivity and efficiency with generative AI based systems that are accurate, trustworthy and reliable.

So I think in terms of its industry reach, AI21 labs has been working with a bunch of different customers across various sectors.

So they have Car4, Clarevat, eBay, Guesty, Monday.com, Ubisoft.

So I think the company's recently has kind of earned a spot on the inaugural CB Insight Gen AI 50 list, which is recognizing its impact on general intelligence or artificial intelligence.

So I think it's going to be interesting to see where they go.

I've already mentioned my opinion on a lot of it, but I think there's definitely hope for them.

I think they just got to start pushing the envelope and get known to more of a broader user base.

If you are looking for an innovative and creative community of people using chatGPT, you need to join our chatGPT creators community.

I'll drop a link in the description to this podcast.

We'd love to see you there where we share tips and tricks of what is working in chatGPT.

It's a lot easier than a podcast as you can see screenshots, you can share and comment on things that are currently working.

So if this sounds interesting to you, check out the link in the comment.

We'd love to have you in the community.

Thanks for joining me on the open AI podcast.

It would mean the world to me if you would rate this podcast wherever you listen to your podcasts and I'll see you tomorrow.