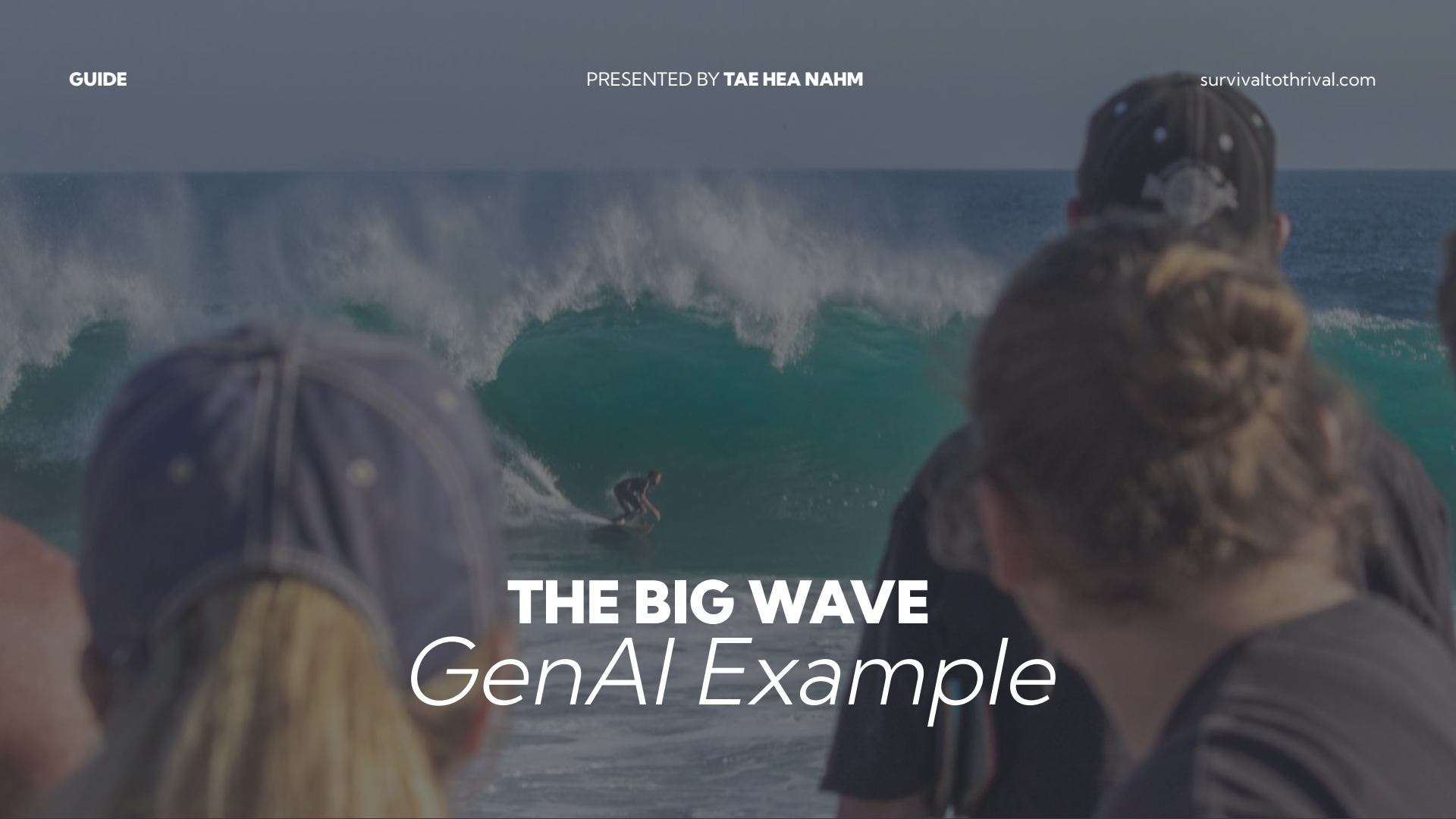


GUIDE

PRESENTED BY TAE HEA NAHM

survivaltothrive.com

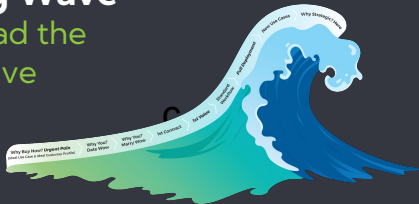
A photograph of a surfer riding a large, curling wave. The scene is viewed from behind a crowd of people, with the backs of their heads and shoulders visible in the foreground. The surfer is a small figure in the distance, riding the base of the wave. The water is a deep blue-green, and the wave's crest is white with foam. The overall tone is cinematic and adventurous.

THE BIG WAVE *GenAI Example*

Path to Surfing Unicorn

Big Wave

Read the Wave



Great Surfer People Journey



Surf the wave

Company Journey

What is a **Surfing Unicorn**?

Valuation >\$1b



Milestone
Category Leader

Revenue
>\$100m

Why is a Big Wave so critical?

Big waves means lots of customers

- **Big Wave creates lots of leads**
- **Big Wave creates an opening**
(a new urgent pain where current solutions may be weak)
- **Big Wave creates a new category – and destroys existing categories**
- **Big Wave is created by a new trend but consists of many customers**

Why is a Big Wave so critical?

Big waves means lots of customers



Read correctly:
Surfing the Big Wave

- **Big Wave creates lots of leads**
- **Big Wave creates an opening**
(a new urgent pain where current solutions may be weak)
- **Big Wave creates a new category**
– and destroys existing categories
- **Big Wave is created by a new trend**
but consists of many customers

Must read the wave: Know where the wave is going. *CEO must have the right Market and Product vision*



“SaaS is dead”
Satya Nadella, Microsoft CEO

Kodak
NOKIA
intel.

Read incorrectly:
Fighting the Big Wave

Big Waves & their financial impact

\$186 B

3.7X previous wave



PC

\$646 B

3.5X previous wave



INTERNET

\$2,164 B

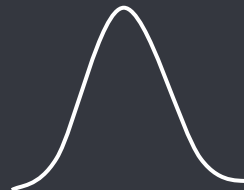
3.4X previous wave



MOBILE

\$6,504 B

3.0X previous wave



CLOUD

\$21,159 B

3.3X previous wave



AI

What's driving the AI Wave?

ChatGPT 3.5 delivered enough general purpose value for everyone. Prior versions not helpful.

	GPT-2	GPT-3	GPT-3.5	GPT-4	GPT-4.o	GPT-5 (projected)
	2019	2020	2022	2023	2024	2025
	Text	Text	Text	Text, Image	Text, Im, Audio, Video limited	Text, Im, Audio, Video limited, agents
Token price at launch: \$/1M	N/A	~\$80	~\$2	~\$30 (Turbo)	~\$15	\$5-10
Overall Performance	Poor	Poor	High School	College	Expert in Some	PhD in many
SAT (Score /1600)	N/A	~1020	~1260	~1410	~1450+	1550

THEN,
dramatic yearly improvements!

What's driving the AI Wave?

Surprisingly, general purpose AI outperforms experts

	GPT-2	GPT-3	GPT-3.5	GPT-4	GPT-4.o	GPT-5 (projected)
	2019	2020	2022	2023	2024	2025
	Text	Text	Text	Text, Image	Text, Im, Audio, Video limited	Text, Im, Audio, Video limited, agents
Token price at launch: \$/1M	N/A	~\$80	~\$2	~\$30 (Turbo)	~\$15	\$5-10
Overall Performance	Poor	Poor	High School	College	Expert in Some	PhD in many
SAT (Score /1600)	N/A	~1020	~1260	~1410	~1450+	1550
Coding (HumanEval)	0%	0%	48%	67%	85%	95%
Accounting (CPA Exam)	Fails	Fails	Fails most sections	Passes	High Pass (Image input)	V high pass (>90%)
Uniform Bar Exam	Fails	Fails	Passes (bottom 10%)	Aces (top 10%)	High Pass	Top 1%
Medical Licensing	Fails	Fails	Passes (~60%)	High Pass (~87%)	Expert (>90%)	>95%

Source: Gemini

What's driving the AI Wave?

What's next?

	GPT-2	GPT-3	GPT-3.5	GPT-4	GPT-4.o	GPT-5 (projected)
	2019	2020	2022	2023	2024	2025
	Text	Text	Text	Text, Image	Text, Im, Audio, Video limited	Text, Im, Audio, Video limited, agents
Token price at launch: \$/1M	N/A	~\$80	~\$2	~\$30 (Turbo)	~\$15	\$5-10
Overall Performance	Poor	Poor	High School	College	Expert in Some	PhD in many
SAT (Score /1600)	N/A	~1020	~1260	~1410	~1450+	1550
Coding (HumanEval)	0%	0%	48%	67%	85%	95%
Accounting (CPA Exam)	Fails	Fails	Fails most sections	Passes	High Pass (Image input)	V high pass (>90%)
Uniform Bar Exam	Fails	Fails	Passes (bottom 10%)	Aces (top 10%)	High Pass	Top 1%
Medical Licensing	Fails	Fails	Passes (~60%)	High Pass (~87%)	Expert (>90%)	>95%
Text → Voice → Video → Physical						
Video Creation	No	No	No	No	No	Basic/Short

Source: Gemini

Is the model reaching a ceiling?

Concerns:
No more data.
Scaling limit.

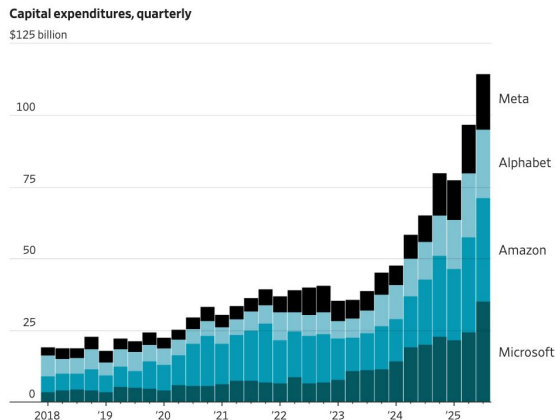
Future?
Full video,
cheaper,
long term
memory,
personalization,
true agency

Accelerating the AI Wave

AWS, Google, Meta and Microsoft investing \$400b+/year in AI cap ex.

WHY?

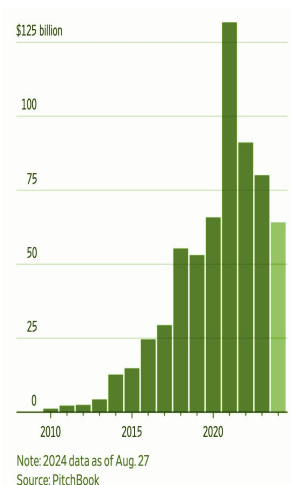
- Google: to add AI to search, Android ... every B2C app
- Meta: to add AI to every B2C app
- AWS, Google and MSFT: to reaccelerate cloud growth



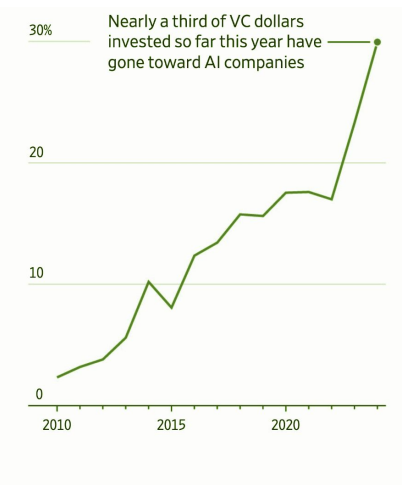
Source: the companies

Further accelerated by VC's

VC investment in AI startups ...

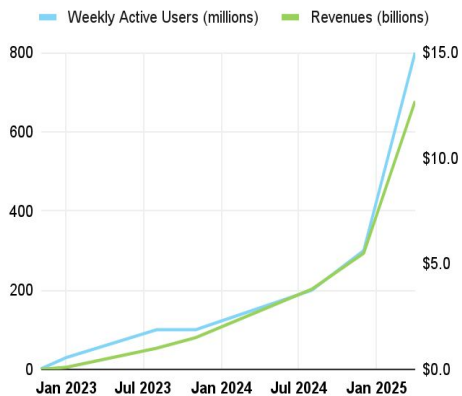


... as a share of total VC deal value each year

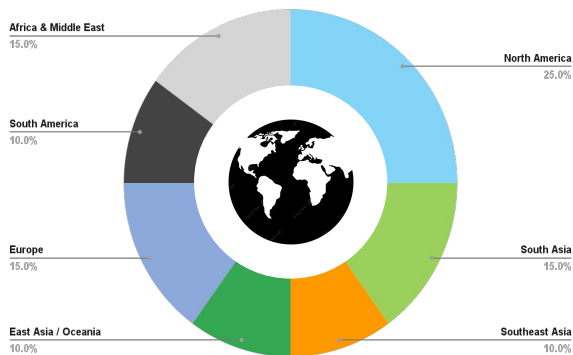


Mass WW adoption of OpenAI

Chat GPT growth



Usage by Region



BUT,

OpenAI made **\$1 TRILLION** in financial commitments

Is AI a bubble?

Nov 22

Chat GPT released

Sep 23

Sequoia report: Where is the \$200b of revenue to justify the AI investment?

Jun 24

Sequoia later raised to \$600b

Oct 25

OpenAI needs **\$2 TRILLION** in revenues to support its \$1T in financial commitments to Oracle, AMD, Broadcom and Nvidia

But, AI revenue is growing

Internal applications

- Search (Google)
- AI companion (Meta)

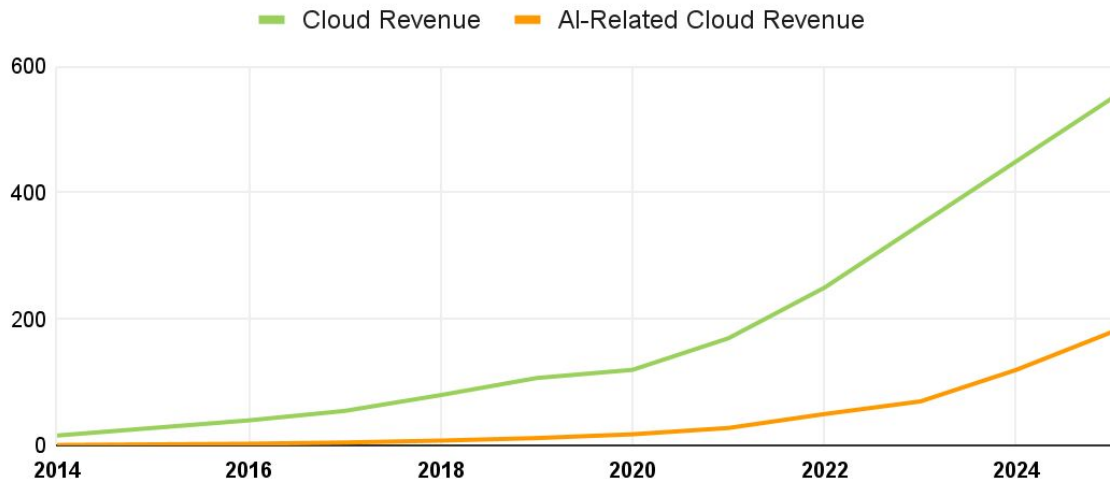
External applications

- Cloud re-accelerating
- AI Coding (also internal)
- Call center
- Content creation



AI Cloud Revenue growing exponentially

Cloud vs AI-Related Cloud Revenue



Source: Gemini



\$12b

Revenue

\$6b

AI Cloud spend

ANTHROPIC

\$6b

Revenue

\$2.5b

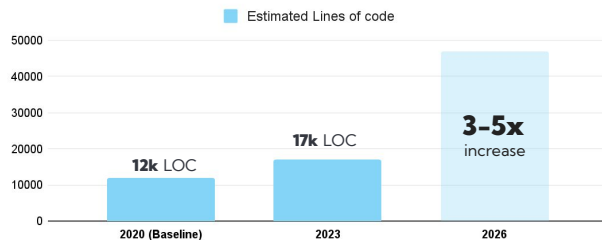
AI Cloud spend

\$200b

AI Cloud revenue 2025 forecast

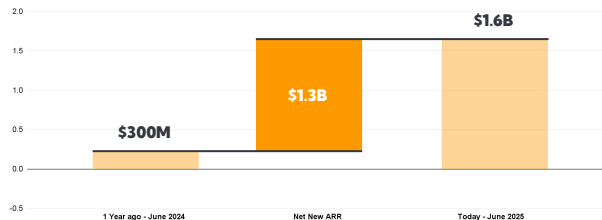
AI Coding is exploding

AI-driven code output per developer

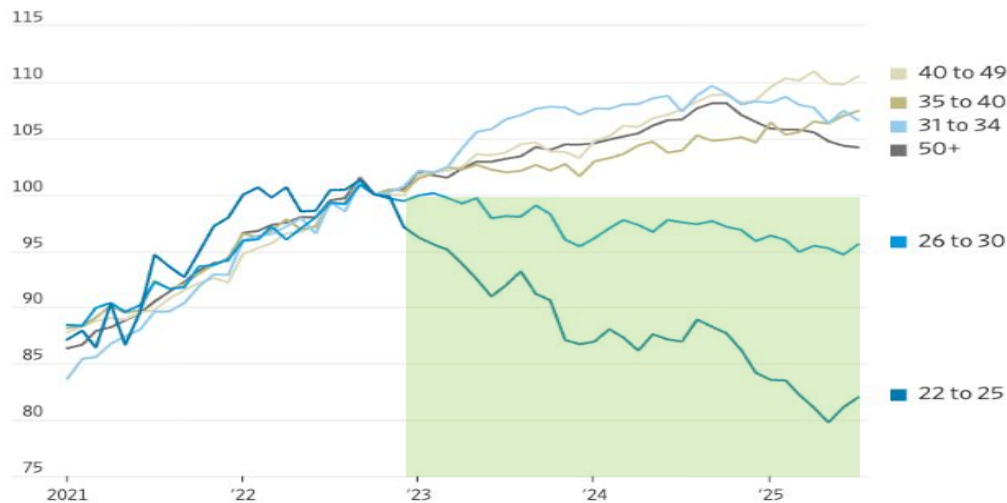


\$1.3B of net new revenue generated in 1 year (Coatue)

GitHub Copilot



Employee headcount among software developers, by age WSJ, Aug 26, 2026



AI coding hurt the hiring of young software engineers

AI Call Centers

50m

Call center agents worldwide

\$250b

Agent staffing expenses
(salaries, benefits, training)

80%

Of calls will be resolved by AI
by 2029 (Gartner prediction)
20% now in certain call centers

\$200b

Potential savings due to AI

\$30b

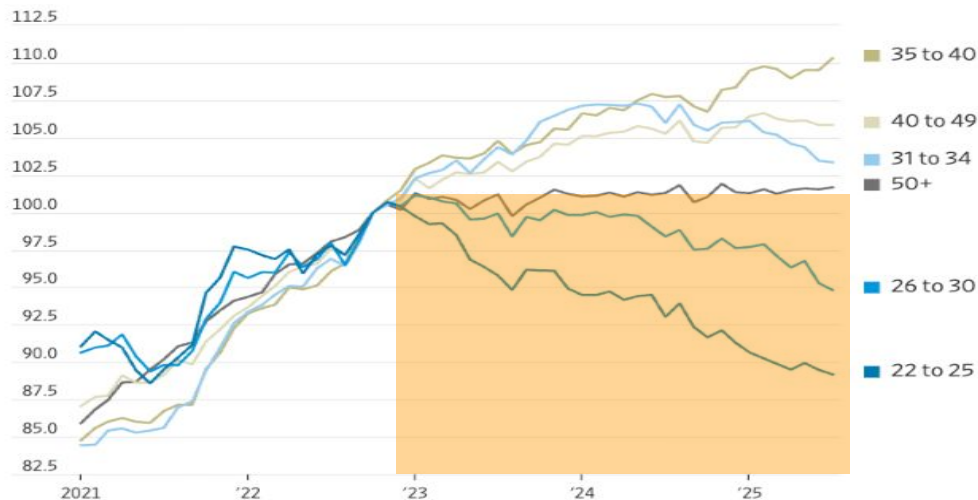
Pre-AI Call Center Software market

??b

What is the market size for the AI
Call Center Software market
generating \$200b in savings?

talkdesk

Employee headcount among customer service representative, by age WSJ, Aug 26, 2026



AI call center hurt the hiring
of young representatives

Typical CEO guidance: Grow without hiring!

- Grow by **hiring AI agents**,
and not more people
(hiring freeze)

Typical Team response:
but, AI has these
problems



In the meantime,
**AI solutions keep
getting better**

Where to invest in the AI wave?

Human Interface

AI Applications
(Data)

AI Tools

AI Models
(LLM)

AI Infrastructure
(Compute)

AI Tech
(Semiconductor)

NOV 2022: OpenAI launches ChatGPT

	Any LLM	Anthropic	OpenAI	Google
Human Interface			 ChatGPT	
AI Applications (Data)				
AI Tools				
AI Models (LLM)			 ChatGPT	
AI Infrastructure (Compute)			 Microsoft Azure	
AI Tech (Semiconductor)			 NVIDIA	

OpenAI: Partner with Microsoft, which is a major Nvidia customer

DEC 2023: Google launches Gemini & starts AI vertical integration

	Any LLM	Anthropic	OpenAI	Google
Human Interface			 ChatGPT	
AI Applications (Data)				AI-embedded Search, Maps, Chrome, Android YouTube, Gmail Workspace
AI Tools				Vertex AI
AI Models (LLM)			 ChatGPT	
AI Infrastructure (Compute)				
AI Tech (Semiconductor)				 

Google: Embed Gemini in everything

Become free as part of the bundle

Google: Positioned for best Video LLM with YouTube data. Lower LLM prices to pressure LLM competitors (eg free to students)

Google: Much lower AI COGS
(pay no cloud tax or no Nvidia tax)

OCT 2025: Anthropic and OpenAI responds

OpenAI to beat Google in B2C
Anthropic to be Google's B2B partner

	Any LLM	Anthropic	OpenAI	Google
Human Interface		 Claude	 ChatGPT Atlas browser	
AI Applications (Data)		AI Coding B2B Verticals	 OpenAI AppStore for B2B/B2C	AI-embedded Search, Maps, Chrome, Android YouTube, Gmail Workspace
AI Tools		Amazon Bedrock	 AgentKit	Vertex AI
AI Models (LLM)		 Claude	 ChatGPT  Sora	
AI Infrastructure (Compute)		 GCP  amazon aws services	 Stargate  Microsoft Azure  ORACLE CLOUD	 GCP
AI Tech (Semiconductor)		 amazon aws services  NVIDIA	 BROADCOM  AMD  NVIDIA	 BROADCOM

Google: Embed Gemini in everything

OpenAI: Leverage user growth to become the Super App and create its own App Store (& charge tax unaffected by Google pricing)

Anthropic: Focus on B2B verticals

Become free as part of the bundle

Google: Positioned for best Video LLM with YouTube data. Lower LLM prices to pressure LLM competitors (eg free to students)

Google: Much lower AI COGS
(pay no cloud tax or no Nvidia tax)

OpenAI: Move from MSFT to Stargate with \$1T purchase commitments to Oracle, Nvidia, AMD & BRCM. But, how generate >\$2T revenue??

Anthropic: Partner with AWS and Google

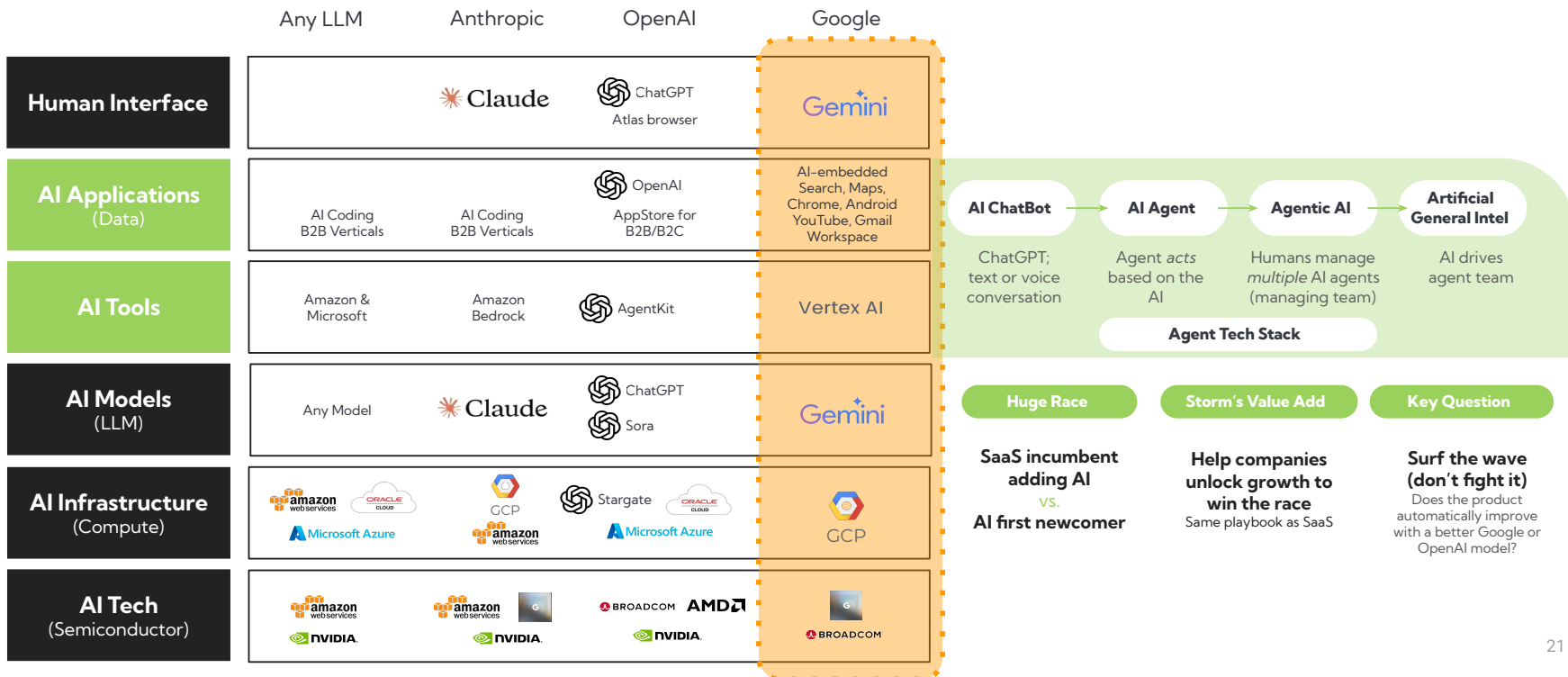
AWS's, Microsoft's & Oracle's AI infra support any LLM

	Any LLM	Anthropic	OpenAI	Google
Human Interface		 Claude	 ChatGPT Atlas browser	
AI Applications (Data)	AI Coding B2B Verticals	AI Coding B2B Verticals	 OpenAI AppStore for B2B/B2C	AI-embedded Search, Maps, Chrome, Android YouTube, Gmail Workspace
AI Tools	Amazon & Microsoft	Amazon Bedrock	 AgentKit	Vertex AI
AI Models (LLM)	Any Model	 Claude	 ChatGPT  Sora	
AI Infrastructure (Compute)	 amazon web services  ORACLE CLOUD 	 GCP  amazon web services	 Stargate  ORACLE CLOUD 	 GCP
AI Tech (Semiconductor)	 amazon web services 	 amazon web services 	 BROADCOM  AMD 	 BROADCOM

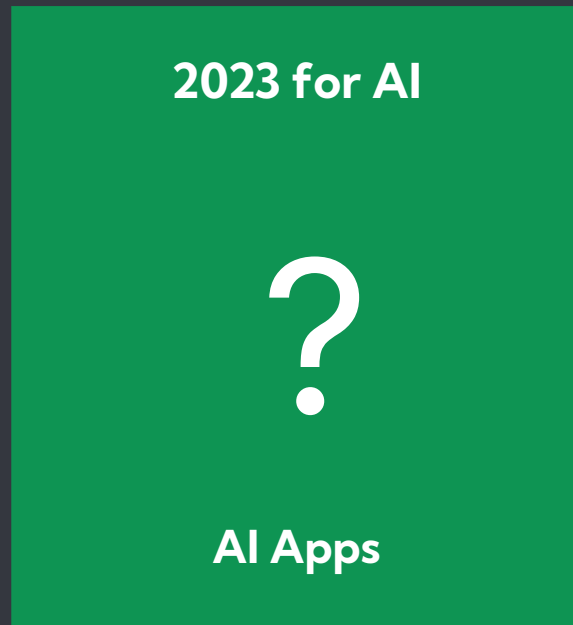
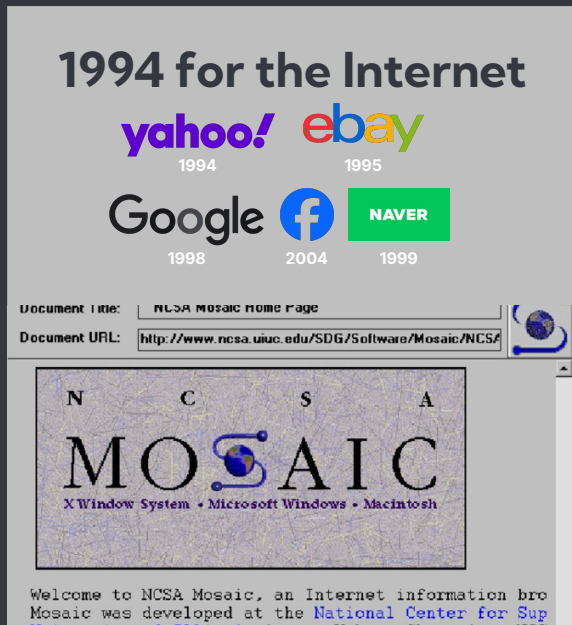
Any Model: open, distillation, local

AWS/Azure/Oracle: huge investment in AI Infrastructure with AWS building its own AI semiconductor

AI application layer rapidly evolving & critical for each stack



Similar periods in Silicon Valley



Path to Surfing Unicorn



Please feel free to contact me on
LinkedIn: [linkedin.com/in/tnahm](https://www.linkedin.com/in/tnahm)

DOWNLOAD BOOKS 1 & 2

