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ROBOTICS
SOLUTIONS**

The rapid evolution of artificial intelligence has long been a dominant theme in the business world. But if you were expecting a brief respite after the intense developments of 2024, think again. The new year has only escalated the competition — AI innovation has become a global race, and the industry is undergoing major disruptions that may force many players to rethink their strategies. We break down what's happening and, most importantly, offer practical takeaways on how to navigate these changes.

Stargate Project: Trump's AI Moonshot



OpenAI

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US President Donald Trump's announcement of the Stargate Project on January 22, 2025, sent shockwaves through the global tech community. This \$500 billion private-sector AI infrastructure initiative, backed by tech giants OpenAI, Oracle, SoftBank, and UAE-based MGX, aims to cement U.S. leadership in AI. The project's ambitious scope includes building massive data centers and advanced computing systems, starting in Texas and expanding nationwide. With initial funding of \$100 billion and projections to create over 100,000 jobs, Stargate is positioned as a direct challenge to China's AI ambitions.

The project's partnerships are a who's who of tech powerhouses: OpenAI will handle operational logistics, Oracle and Microsoft will provide cloud infrastructure, and NVIDIA/Arm will supply the crucial chips. Trump framed the initiative as a "bold affirmation of faith in America's capabilities," emphasizing its role in countering China's technological advancements.

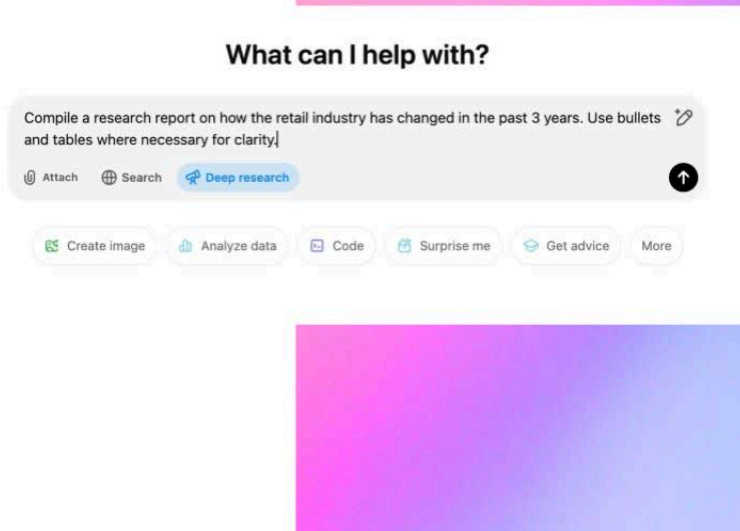
DeepSeek: The Dark Horse That Shook Silicon Valley



Later in January, in a move that caught many off guard, Chinese startup DeepSeek disrupted global tech markets with the unveiling of its R1 model. This open-source AI system has managed to rival OpenAI's GPT-4 in reasoning benchmarks, but what's truly remarkable is that it was developed at a fraction of the cost. The R1 model stands out for its efficiency, having been trained on 14.8 trillion tokens using a Mixture-of-Experts (MoE) architecture. This innovative approach allows it to activate only 37 billion parameters per query, significantly reducing computational costs.

What makes DeepSeek's achievement even more impressive is that it was accomplished despite U.S. chip sanctions. The company leveraged older NVIDIA GPUs and employed novel load-balancing techniques to overcome these obstacles. The pricing strategy is equally disruptive, with DeepSeek charging just \$0.55 per million tokens compared to OpenAI's \$15, making advanced AI capabilities accessible to smaller firms. The market reaction to DeepSeek's announcement was swift and severe. NVIDIA saw a staggering \$600 billion wiped off its market value, while ASML and other European AI firms also experienced significant dips.

OpenAI Counters With o3 And Deep Research



In a rapid response to DeepSeek’s challenge, OpenAI unveiled its o3 model, a cutting-edge AI system designed for complex, abstract reasoning tasks. This next-generation model quickly garnered attention for its impressive performance, achieving a new high score of 26.6% accuracy on “Humanity’s Last Exam,” a benchmark of expert-level questions. This represents a significant leap from previous models, with DeepSeek’s R1 scoring 9.4% and Google’s Gemini Thinking reaching 6.2%.

Building on the success of o3, OpenAI swiftly launched Deep Research, an AI agent that leverages a version of o3 optimized for web browsing and data analysis. This powerful tool can search, interpret, and analyze massive amounts of text, images, and PDFs from the internet, conducting multi-step research and pivoting as needed based on encountered information. Deep Research is capable of producing comprehensive reports at the level of a research analyst in a fraction of the time it would take a human. However, the computational intensity of the o3 model currently limits Deep Research to 100 queries per month for Pro users at \$200 per month.

Europe Catches Up

At the AI Action Summit held in Paris on February 10, 2025, French President Emmanuel Macron announced a €109 billion private investment plan for the country's AI sector. This massive investment initiative is France's response to the U.S. Stargate project, aimed at securing the country's position in the global AI race. Macron described the summit as a "wake-up call" for European AI strategy, emphasizing the need to accelerate efforts to compete with the U.S. and China.

CEO Insights: Key Lessons from DeepSeek's Disruption

At first glance, all these events might seem to be happening, figuratively speaking, in the stratosphere — astronomical investments, massive market shocks wiping out billions in capitalization, and a global showdown between superpowers. However, the ripple effects will shape the business landscape worldwide, all the way down to the grassroots level.



Dimitri Rodin, CEO

Stay Calm — Panic is a Mistake

Market turbulence is always temporary, and no short-term fluctuations can alter the fundamental trend — massive investments in AI will continue. As many experts have pointed out, we are witnessing a new application of the classic **Jevons Paradox** — an economic principle from the 19th century stating that as a resource becomes more efficient to use, its overall consumption tends to increase rather than decrease. Microsoft CEO Satya Nadella put it succinctly: *“As AI gets more efficient and accessible, we will see its use skyrocket, turning into a commodity we just can’t get enough of.”*

AI is the New Oil

Everything happening right now makes one thing abundantly clear — AI is becoming the new oil, the fuel that will power the economy of the future. AI

adoption is no longer a luxury but a necessity for optimizing operations and improving efficiency. It's hard to name an industry, sector, or business model that AI won't radically transform. If you haven't yet integrated AI into your company's processes, you're already falling behind—and the longer you wait, the greater the risk of being left out of the game entirely.

DeepSeek's Story: A Lesson for Innovators

The rise of DeepSeek is particularly inspiring for us at **Retail Robotics Solutions**. It proves that, at this stage of AI development, success isn't reserved for tech giants with billion-dollar budgets. Small, agile, and independent teams can still drive breakthroughs and reshape industries — especially when they focus on specific domains, applications, and challenges. Our mission is to do exactly that, and we're ready to prove it with our work.

Thank You!



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