

Frontier Model

Four groups now define the LLM landscape



Big idea: The model lab is becoming the new platform company.

What it really takes to win the LLM race



Bottom line: Foundation models are becoming the operating system for knowledge work.

Assistants Comparison

Three assistants, **different strengths**

Choose by task, **not by hype.**

All three can answer, write, summarize, translate, and analyze files.



ChatGPT

All-around AI



Write + reason



Images + voice



Projects + GPTs



Gemini

Google-native AI



Gmail + Drive



Search + YouTube



Workspace



Claude

Docs + structured work



Long writing



Artifacts



Word · Excel · PPT

Perplexity — the answer engine

Doesn't build its own frontier model, **orchestrates models + web citations.**



Different from Frontier Labs



ChatGPT /
Gemini / Claude



Build models



Perplexity



Search +
orchestrate



Web-first



Cited answers



Comet Browser



Ask any page



Summarize as you read



Browser actions

— Tabs • search • workflows



Best For



Quick research

with sources



Latest news

fresh web info



**Company /
market research**

deeper answers



Source verification

see where
claims came from



Subscription Models

Match what you spend **to what you need**

Pick the **lowest tier** that fits your use

\$0	Free ChatGPT • Claude • Gemini • Perplexity	 Light use
\$10–20	Bundle Abacus • Poe	 Try many models
\$20	One Pro ChatGPT Plus • Claude Pro • Perplexity Pro	 Daily driver
\$40–325	Power Claude Max • Perplexity Enterprise	 Heavy use

 **Watch out:** cheap bundles may cap or downgrade top models.