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SAMPLE BRIEF | COMPETITIVE INTELLIGENCE PACK

AMI Labs: Competitive Intelligence Pack

Monthly competitor signals, positioning shifts, and GTM moves across the world model and physical AI landscape — with practical response recommendations for AMI Labs. Coverage period: March 2026.

COMPETITIVE LANDSCAPE OVERVIEW

COMPETITOR	CATEGORY	THREAT LEVEL	PRIMARY OVERLAP	MOMENTUM
World Labs (Marble)	Spatial / Generative	MEDIUM	Robotics simulation env.	↑ Rising
Google DeepMind (Genie 3)	Generative + Simulation	HIGH	Physical AI, robotics	↑ Rising
OpenAI (GPT-5.4)	LLM / Enterprise	MEDIUM	Clinical AI, agentic workflows	→ Stable
Meta (Llama 4 / MSL)	LLM / Open-weight	LOW	Wearables (Ray-Ban)	↓ Declining
Physical Intelligence (Pi)	Robotics Foundation Model	HIGH	Industrial robotics, manipulation	↑ Rising

MONTHLY SIGNALS & RESPONSE RECOMMENDATIONS

Google DeepMind — Genie 3

■ HIGH THREAT — PRODUCT LAUNCH

MOVE

DeepMind quietly released Genie 3 benchmarks showing real-time interactive 3D environment generation at 24fps from text prompts. Positioning it as a hybrid simulation + physical AI platform, targeting robotics training labs.

RECOMMENDED RESPONSE

Accelerate V-JEPA 2 benchmarks publication emphasising zero-shot task success (62hr training vs Genie 3's data-hungry pipeline). Frame JEPA's latent-space efficiency vs pixel generation as the key differentiator in enterprise robotics RFPs.

World Labs — Marble

■ POSITIONING SHIFT

MOVE

World Labs expanded Marble's export formats to support RoboSuite and Infinigen physics engine integration directly. Targeting robotics simulation as a growth wedge after initial 3D asset generation positioning.

RECOMMENDED RESPONSE

Lean into AMI's native physics understanding as a counter-narrative: 'Marble knows what things look like. AMI knows what they do.' Push this framing in robotics trade press and at Hannover Messe 2026 side events.

OpenAI — GPT-5.4 Enterprise

■ HIGH THREAT — MARKET ENTRY

MOVE

OpenAI expanded its clinical AI push, signing a formal partnership with a major US hospital network for ambient AI documentation — directly overlapping with Nabla's core workflow. Pricing disclosed at USD 50/seat/month for enterprise.

RECOMMENDED RESPONSE

Activate Nabla partnership for a co-published clinical outcomes study differentiating JEPA reliability (near-zero hallucination in structured clinical tasks) vs GPT-5.4 LLM baseline. Target EU hospital procurement teams — OpenAI's GDPR exposure is a real wedge.

Meta — Superintelligence Labs (MSL)

↓ COMPETITOR WEAKENING

MOVE

MSL underwent its fourth internal reorganisation in six months following the Llama 4 benchmark controversy. Two high-profile hires (Verma, Knight) departed back to OpenAI. Meta's Ray-Ban AI glasses roadmap slipped to Q4 2026.

RECOMMENDED RESPONSE

The Ray-Ban slip creates a window: proactively brief Meta's hardware partnerships team on JEPA's edge-device efficiency. A formal MOU here would validate the wearables vertical without requiring full product readiness — and gives AMI a strategic hedge.

Physical Intelligence (Pi) — π0.2

■ HIGH THREAT — TALENT + MINDSHARE

MOVE

Physical Intelligence (backed by Bezos, Tiger Global) published π0.2, a robotics foundation model achieving state-of-the-art dexterity on 68 manipulation tasks. Announced a Series B at USD 400M. Actively hiring from EU robotics programs.

RECOMMENDED RESPONSE

Pi is AMI's closest technical peer in industrial robotics. Counter by publishing V-JEPA 2 open weights ahead of schedule (reinforces 'Linux of World Models' narrative) and fast-track partnership announcements with Toyota Ventures portfolio companies to lock down automotive robotics deals before Pi expands into EU.

STRATEGIC POSITIONING SNAPSHOT — MARCH 2026

DIMENSION	AMI LABS	WORLD LABS	DEEPMIND	PHYSICAL INTEL.
Core Architecture	JEPA (predictive)	Generative 3D	Hybrid gen+sim	Diffusion + RT
Physics Understanding	Native / intrinsic	External engine	Partial	Task-specific
Primary Market	Clinical + Industrial	Gaming + Simulation	Robotics + Research	Industrial robotics
Open-Source Stance	Open weights (planned)	Closed	Mixed	Closed
Funding Stage	Seed $1.03B	Series A $1B val.	Alphabet-backed	Series B $400M

PRICING & ENGAGEMENT

Starts at USD 2,000 / month

Ongoing monthly retainer. Competitor tracking across 4–6 players, monthly signal report, GTM move analysis, and practical response recommendations delivered on the 1st of each month.

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