Everyone, Including OpenAI, Wants to Buy Google's Chrome Browser, According to a Top ChatGPT Executive

With more than 67% of the global search browser market, Google Chrome is the dominant worldwide search leader (Safari is No. 2 with nearly 18%, Microsoft Edge has 5.2%, and Firefox has 2.54%).

So it's no surprise that, when asked by a judge Tuesday if OpenAI would try to buy Google's browser if parent company Alphabet is forced to divest, ChatGPT's Head of Product Nick Turley said a definite yes — and that they wouldn't be the only company interested.

Related: Firefox Would Like to Remind Everyone It Exists and 'Isn't Backed By a Billionaire'

"Yes, we would, as would many other parties," Turley said in court Tuesday, per *Bloomberg*, adding that ChatGPT and Chrome combined would give his company the chance to offer an "incredible experience" that's "AI-first."

OpenAI says it has more than 400 million weekly active users, per CNBC.

In August 2024, after a 10-week trial, a federal judge ruled that Google illegally monopolized the online search and search ads markets. The judge wrote in a 286-page opinion that "Google is a monopolist, and it has acted as one to maintain its monopoly" through exclusive agreements.

Now, Google is back in court regarding the DOJ's request for the tech giant to sell its Chrome browser to remedy the monopoly. A judge will decide by August what Alphabet must do — like sell Chrome, for example, or license its search data to rivals.

Google is appealing part of the rulings.

Bloomberg notes that the last time a court ordered a breakup of a major U.S. company was AT&T in the 1980s.

https://www.entrepreneur.com/business-news/openai-would-love-to-buy-google-chrome-browser-chatgpt-exec/490424

Word-of-Mouth Alone Can Double Your Revenue Growth — Here's How to Turn Your Customers Into Brand Advocates

Opinions expressed by Entrepreneur contributors are their own.

Customer advocacy is emerging as one of the most powerful and underutilized growth drivers for businesses today. So what is "customer advocacy" and why does it matter? A simple definition is when customers actively promote your brand, product or service to others. It's where you build a

relationship with loyal customers and encourage them to share positive experiences. It matters because it builds trust, increases loyalty and repeat business, improves your reputation, gives you insights on how to keep improving and powers growth.

Traditional marketing is becoming less effective and customer expectations keep rising so companies that harness the power of advocacy are seeing higher conversion rates, increased loyalty and exponential revenue growth.

Why advocacy is the new competitive advantage

Recent research underscores the profound impact on business performance:

But statistics alone don't tell the full story. The real power of advocacy is revealed through real-world business results.

Related: 'How Can I Save People Money?' Here's How This Shop Owner Turns Customers Into Loyal Advocates.

Real-world impact: Turning advocacy into growth

At Feedback ASAP, we work with brands across industries to help them unlock the true power of advocacy. Each of the case studies that follow – from auto service, fashion retail and telco retail – is from current national clients operating in highly competitive markets. We survey their customers daily, and these case studies are based on results over the last 12 months. Each survey response averages around 40 words, so the volume of actionable feedback and verbatim comments is substantial.

Here are some real-world examples of how CX-driven advocacy is

transforming businesses:

Australian car servicing client case study:

- The top 20% of stores generated 78% of their new customers from advocacy – referrals and reviews – compared to just 32% in the bottom 20% of stores.
- As a result, the top-performing stores achieved a 24% year-on-year higher sales growth.
- The difference? Stores that actively measured and improved customer experience saw a direct impact on their revenue growth.

Australian fashion retailer client case study:

- When all customer experience standards were met, NPS was at an impressive 99, meaning nearly every customer became an advocate.
- However, when just two CX standards were missed, NPS dropped 20% and Average Transaction Value (ATV) plummeted by 16%.
- This proves that consistency in customer experience is critical to driving advocacy and sales.

New Zealand telecommunications client case study:

- A leading telco brand leveraged CX advocacy strategies and achieved 18% growth in NPS in 12 months and 31% increase in add-on rates, demonstrating that advocacy isn’t just about reputation – it directly impacts revenue.

In short, businesses that focus on advocacy can achieve more growth with less effort by leveraging customers as active promoters rather than relying solely on traditional paid acquisition.

From passive feedback to proactive advocacy

Too many businesses treat customer experience (CX) as a measurement exercise rather than a growth strategy. Simply collecting NPS scores or customer feedback is no longer enough — companies must turn passive customers into vocal brand advocates by embedding advocacy into every touchpoint of the customer journey.

The brands that are excelling at advocacy today are those that:

- **Identify and track their best advocates**. Successful businesses proactively measure and engage with customers who are already promoting their brand.
- **Leverage customer feedback to drive action**. Feedback should lead to real, front-line improvements that inspire advocacy rather than just sitting in a report.
- **Empower teams to deliver exceptional experiences**. Employees who feel accountable for CX improvement create stronger customer relationships, which fuels advocacy.
- **Integrate advocacy across departments**. Advocacy isn't just a marketing function — it should be a company-wide initiative spanning operations, customer service and HR.

Related: 3 Ways Founders Can Connect With Their Customers to Drive Sales

Winning on action: The future of CX is proactive

Fred Reichheld, creator of NPS, highlights in *Winning on Purpose* that the companies achieving the fastest growth aren't those collecting the most feedback but those taking deliberate, strategic action based on customer-led

improvements.

With over 25 years of experience in 74 countries, leading CX programs for Apple and McDonald's, we've seen firsthand that the future of CX is about more than just measuring loyalty — it's about engineering advocacy into the DNA of a business.

The new formula for CX growth

Winning brands are moving beyond traditional CX metrics to an end-to-end improvement system that integrates:

- **Customer centricity and advocacy:** Prioritizing customer success to create loyalty advocates.
- **Accountability and motivation:** Ensuring teams take ownership of CX-driven growth.
- **Action practices and skill development:** Empowering teams with real-world behaviors that drive engagement and revenue.
- **Embedding best practices and consistency:** Aligning operations, marketing and HR to eliminate guesswork and enable continuous improvement.

The evolution of CX: What's next?

Several key trends are shaping the future of CX:

1. **Hyper-personalization in CX:** Brands are moving away from generic interactions and leveraging AI-driven insights to personalize customer interactions at scale.
2. **Predictive CX analytics:** Companies are using advanced analytics to anticipate customer needs before issues arise, shifting from reactive service to proactive engagement.
3. **Seamless omnichannel experiences:** Customers expect consistent, high-quality interactions across in-store, online and mobile platforms.

4. **The integration of CX and employee experience (EX):** Companies that invest in employee engagement see higher customer satisfaction, reinforcing that happy employees create happy customers.
5. **The rise of CX-driven revenue models:** More businesses are tying CX improvements directly to financial metrics, proving that advocacy and loyalty are key revenue drivers.

Related: **Why Your Business Needs a Chief Customer Advocate**

Final thoughts

CX is no longer about simply measuring satisfaction – it's about building advocacy as a strategic asset. Companies that understand this shift and invest in advocacy-driven CX will see higher-value customers, more referrals and organic growth that outpaces competitors. The key to success? Acting on feedback, embedding advocacy into business operations and ensuring every team member is accountable for delivering remarkable customer experiences.

As companies shift their mindset from customer measurement to customer action, those who lead the charge in advocacy will set the new standard for growth in the experience economy.

https://www.entrepreneur.com/growing-a-business/how-word-of-mouth-alone-can-double-your-revenue-growth/486728

Angry Crab Shack Franchises

Deliver Impressive Returns and Rapid Payback

Are you searching for a franchise opportunity that stands out in the crowded restaurant industry? At Entrepreneur, we're excited to introduce you to the Angry Crab Shack—a bold, fast-growing seafood franchise that's redefining casual dining with its unique Asian-Cajun flavors and proven business model.

As an Angry Crab Shack franchisee, you'll benefit from::

- **A Proven, Profitable Model:** With average unit volumes exceeding $3.6 million at the top 50% of locations Angry Crab Shack delivers impressive returns and rapid payback.
- **Low Investment, High Value:** The brand's smart real estate strategy focuses on converting second-generation restaurant spaces, keeping build-out costs low and minimizing overhead.
- **Streamlined Operations & Full Support:** Simple kitchen protocols, robust training, and ongoing corporate support make it easy to launch and manage your restaurant, even if you don't have prior seafood or restaurant experience.
- **Strong Brand & Growing Demand:** As seafood consumption rises, Angry Crab Shack's established brand presence and loyal customer base give new franchisees a head start in capturing their local market.

If you're ready to take the next step toward business ownership with a franchise that combines fun, flavor, and

financial opportunity, we invite you to learn more.

https://www.entrepreneur.com/franchises/angry-crab-shack-franchises-deliver-impressive-returns-and/490414

‘Over 1,000 Good-Paying Jobs’: Chobani Is Building the Biggest Dairy Factory in the U.S.

Greek yogurt maker Chobani is planning to open the biggest dairy factory in the U.S. in upstate New York, two decades after opening its first factory in the state.

New York Governor Kathy Hochul announced on Tuesday in an Instagram post that Chobani is building a $1.2 billion facility in Rome, New York, marking the nation’s “largest natural food production facility anywhere.” Hochul added that the facility will create “over 1,000 good-paying jobs” in the state. The factory will be constructed by the end of 2026, per *Food Dive*.

“New York is where Chobani’s journey began,” Chobani founder and CEO Hamdi Ulukaya stated in a press release. “It was the perfect spot to start Chobani 20 years ago, and it’s the perfect place to continue our story.”

The factory will have 1.4 million square feet of manufacturing space and the capacity to make one billion pounds of dairy

products every year, per *The New York Times*. Chobani makes a variety of yogurt products, oat milk, ready-to-drink coffee beverages, and creamers.

Chobani needs to construct the factory to keep pace with the growing demand over the past few years. The company doubled its earnings in the first nine months of 2023, reaching net sales of $2.52 billion for the year overall. In December 2023, Chobani bought ready-to-drink coffee maker Colombe for $900 million.

It continued that growth trajectory into 2024, hitting net sales of $2.96 billion, an increase of 17% from 2023, per *The Times*. The company's adjusted pretax earnings climbed 26% in 2024 to $509 million.

Related: How Yogurt Brand Noosa Thrived By Cancelling Its Biggest Retail Deal

The company conducted a nationwide search before settling on Rome, New York, as the site of its next production facility. It's only about 50 miles from Chobani's first factory in South Edmeston, New York.

So far, New York State has contributed $23 million to the project to get the site prepped for construction, and Oneida County has contributed an additional $6 million.

Ulukaya started Chobani in 2005 by purchasing a yogurt factory in South Edmeston that was being closed by Kraft. He bought the facility for $700,000 with the help of a small business loan and spent the next two years perfecting the product, eventually launching Chobani's first offering, its Greek yogurt, in 2007.

Chobani now reports holding about a fifth of the $8.6 billion U.S. yogurt market, or 20.8% market share.

Related: Chobani CEO Donates $1 Million to Earthquake Relief

for Turkey

Ulukaya founded Chobani with no business degree or prior experience building a company. He told the *Harvard Business Review* (HBR) in April 2022 that creating Chobani was "a personal journey" of determining how to run the company at different stages of growth.

In 2016, Ulukaya surprised Chobani's full-time employees (around 2,000 at the time) with equity stakes of up to 10% in the company, based on tenure or the length of their employment. This decision would turn some employees into millionaires when Chobani eventually goes public. The company filed for an initial public offering in 2021 at a valuation exceeding $10 billion but withdrew it the following year due to unfavorable market conditions.

https://www.entrepreneur.com/business-news/chobani-is-building-a-billion-dollar-dairy-factory-in-ny/490417

No Sales Experience? No Problem. Here's How to Confidently Turn Conversations Into Revenue.

Opinions expressed by Entrepreneur contributors are their own.

As a founder, you start your business with a bold vision, a breakthrough product and tremendous industry expertise — but

most founders don’t have a background in sales. Yet, selling is the lifeblood of any startup or small business. So, how do you go from avoiding sales conversations to confidently closing deals and driving growth?

This article will provide a practical, no-fluff guide for founders who need to sell but don’t see themselves as “salespeople.” It will introduce strategies founders can use to build stronger client relationships, better sales outcomes and increased productivity. Plus, we’ll share examples of how entrepreneurs can transform from reluctant sellers to revenue-driving rainmakers. If you’re struggling to grow your business, read on to learn how a proven sales framework can help.

Let’s look at two examples of founders – a web designer and an architect who have started their own businesses. Both entrepreneurs excel in their fields and are passionate about their work, but they haven’t given too much thought about how to win business. Unfortunately, customers don’t just come knocking at your door or clicking on your website. It takes a combination of sales and marketing efforts to attract potential customers, win their trust and, ideally, build customers for life.

Related: 3 Steps to Sell Your Product (Even If You’re Not a Salesperson)

What is a sales framework, and why do I need one?

A sales framework is a clear, repeatable process for turning conversations into revenue.

Most founders and solopreneurs create a business around their competency. What they quickly find out is that without sales, nothing happens. That’s because a founder’s comfort zone

usually involves talking about their products and services, rather than engaging prospects to uncover problems and add value. And, when sales don’t happen quickly, many business owners start thinking about cutting prices and offering discounts, which is seldom the right solution.

Founders need to change their mindset. They need to stop selling and start solving.

Three ways to do this include:

1. Build trust-based relationships:

People buy from people. Building client relationships rooted in trust and integrity begins with understanding their specific challenges. This requires active listening, empathy and genuine interest in their challenges.

Make the conversation about them; this shows that you care more about their success than simply making a sale. Ask thoughtful questions and offer insights that reflect your expertise. When you develop trust and build relationships over time, that will eventually lead to sales.

2. Uncover true value:

It’s easy to get caught up in talking about features and specifications, but the real value of your solution is how it improves both your client’s business and personal life. As a solopreneur or small business founder, you must go beyond the surface and uncover and articulate both business and personal value to meet your customers’ logical and emotional needs. The business value may include things like increased efficiency, cost savings or enhanced competitiveness, while personal value could be peace of mind, more free time or reduced stress.

3. Drive results through conversations

Sales is ultimately about problem-solving. Use strategic conversations to position yourself as a problem-solver, not a

seller. Your conversations should focus on outcomes – how your solution will make their lives easier or their businesses more successful. Most importantly, it's not enough to say, "It will save you time and money." You'll need to quantify the value of your offerings to make a real impact. Ask targeted questions and encourage prospective buyers to share information about their business.

Related: 3 Good Questions for the Non-Salesperson's Sales Process

What's my hook?

A value-based sales conversation must start with a credibility introduction. Credibility gets you in the door, and it hooks your prospect into wanting to learn more.

Your credibility intro should be tailored to your prospect and their issues, and it should also include brief explanations of:

- Who you are and what you do
- Prior successes with similar companies
- What makes your solution unique
- The financial and/or business impact of previous successes

In total, this should only take between 30 seconds and two minutes. This is your chance to engage your prospect with a short, relevant story that piques their interest and lets them understand how you've helped others in their situation.

Here are two examples of credibility intros:

"At WebVibe Design, we've been working with small businesses, like yours, to help them stand out online and capture leads

through their website. For example, we've recently helped a client increase their organic traffic by 55% and boost form fills by 37% in the first six months working together by redesigning their site. Based on my research, it looks like you might be facing similar challenges, but I don't want to assume. What are the biggest challenges you're facing?"

"As a licensed architectural firm with 10 years of experience, Visionary Structures works with local businesses, like yours, in retail and hospitality to create impressive spaces that support their operational goals. For example, we recently worked with a client who wanted to preserve the aesthetic of their current space while expanding their operational footprint. By working with us, Andrea's Sweets Shoppe extended the charm and character of its existing space to include a café, which is on track to increase annual revenue by 32%. Based on your initial inquiry, it sounds like you have a similar project in mind. What are the challenges and goals that led you to reach out?"

Practice your intro so you can deliver it effortlessly with confidence and conviction.

Related: 4 Steps to Becoming a Sales-Focused Founder (and Why It's Important)

Selling doesn't have to feel uncomfortable or pushy — and it certainly doesn't require a traditional sales background. However, specific sales training for entrepreneurs can help you focus on building trust-based relationships, uncovering true value and driving results through meaningful conversations. This lets founders shift from "selling" to "solving" and helps you position your solution in terms of the value it creates. Master that mindset, and the sales will follow.

https://www.entrepreneur.com/growing-a-business/how-to-win-new-clients-without-any-sales-experience/489392

3 Marketing Trends You Need to Capitalize on Now Before Your Competition Beats You to It

Opinions expressed by Entrepreneur contributors are their own.

When I was 16, big hair was in, and you couldn’t go one day without hearing “Jessie’s Girl” on the radio. Forty-four years later, the ’80s style of sweater vests, mullets and big hair has made a comeback.

Trends are fluid and often cyclical, and many times the “old” becomes “new” again. Much like fashion, older marketing trends can also re-emerge and become in vogue once again.

I know it’s not always easy to stay on top of the latest marketing news when you are a busy entrepreneur, but it’s essential for achieving success.

I built my company, PostcardMania, from the ground up without funding, and we’re now making $119 million a year. A large part of my growth can be attributed to staying on the lookout for rising (and falling) marketing trends — and balancing those shifts with fundamentals that stay consistent across the ages, regardless of economic climates or what’s “in.”

So, here’s what’s trending up (and down) so you can stay ahead of the curve before your competition beats you to the punch.

Related: 3 Marketing Blind Spots That Are Holding You Back (and How to Fix Them)

People are increasingly wary of digital, so optimize your presence there without spending more

If lately you've tried to cut back on your screentime or felt overwhelmed by your inbox, you're far from alone. A March 2024 survey found that 35% of U.S. adults reported taking an extended break from social media due to negative effects on their mental health. Another study revealed that 53% of consumers believe the current state of social media has decayed compared to the prior year, up to five years ago.

Not only are fewer people online (for less time per session), but it now costs more to reach them. Digital ad costs have been rising steadily every year. Meta's average price per ad increased by 10% worldwide year-over-year in 2024 while impressions only grew 6%. Similarly, Google search ads also rose in cost by 25% from 2023 to 2024.

To sum it up: You're paying more and getting less on digital's two largest ad platforms. So, as the value shrinks, you need to offset those rising costs by improving ad performance.

I suggest testing your digital ads and closely analyzing the results to see which ones deliver the highest ROI — not the most impressions, the most dollars.

We did this recently and ran extensive tests on our social media ads. The winning formula included an audience based on our own database of clientele and video-based ads featuring our clients' successful marketing campaigns. As a result, our social media leads doubled, increasing by 105%! Since then, we've transitioned most of our ads on Facebook and Instagram to video.

Related: How I Turned a Marketing Mistake Into $1 Million in New Business

Trust in print advertising remains high, and big brands are leveraging this with increased print investment

Print catalogs were in style decades ago, but when digital advertising increased, many companies decided to convert their catalogs to digital or cancel them entirely.

Recently, that trend is shifting back – J.Crew returned to mailing catalogs just a few months ago after being discontinued for nearly eight years in order to generate more annual revenue. According to J.Crew Men's Creative Director, their catalog is a physical reminder that lends the brand more gravitas, bringing a lift in esteem to the images and clothes. Similarly, Patagonia also developed a new catalog to leverage print's high trust ratings (76% compared to 43% for social media ads).

Reports show more than half of consumers read the print advertisements they receive in the mail from companies they are satisfied with. Why? Because people enjoy the nostalgia of fingering through the pages of a catalog. By engaging more of the senses, like touch and smell, brands can establish a longer-lasting impression.

My own company, PostcardMania, which has been a leader in direct mail marketing for 27 years, can confirm that mail is on the upward trend. Since 2020, PostcardMania's annual revenue has grown an average of 17% each year. In the decade previous (2009-2019), annual revenue growth averaged only 4.67%. That's a 264% increase in our growth rate.

In fact, direct mail ad spend actually grew last year by 12.9% in the third quarter for the first time in more than two years.

I suggest trying to diversify your ad spend and invest in direct mail to see if it will improve your overall growth as the trend to unplug from the digital world continues.

Truly maximize your marketing returns by combining the best of digital automation and traditional

Often, an old item can be refurbished into a new treasure, like refinishing an antique chest or adding embellishments to a vintage jacket.

The same is being done with traditional advertising channels – especially direct mail.

The “old” direct mail meant high-volume printing requirements, so you’d have to print and mail thousands of postcards at a time. However, the “new” direct mail is individual and responsive to consumer behavior, meaning you only mail a single piece to someone when they take a specific action or a trigger is activated. For example, if someone abandons a shopping cart or becomes a new lead, or if a current lead goes a week without responding to phone calls or emails, they would all get a single postcard following up with them specifically.

These triggers work through a direct mail automation platform that connects to your website or CRM. Some companies charge fees for a setup, but I recommend avoiding this if you can. Ideally, you only want to pay for the mail you send.

Related: How to Boost Your Business With Direct Mail Automation and Retargeting – a Detailed Beginner’s Guide

Triggered mail is responsive to prospects' actions (or inaction), which also means it's incredibly scalable and budget-friendly, because you can easily control how many pieces you mail every month.

One of my clients in the HVAC industry reported great success with their triggered mail campaign that targeted website visitors. Any time someone visited their website, they received a postcard within 24-48 hours. That campaign, in conjunction with digital ads and traditional direct mail, resulted in $285,000 in revenue!

Like this client, I foresee many businesses this year combining both old and new marketing methods to better reach prospects and customers. The key is testing, tracking and trying new trends!

https://www.entrepreneur.com/growing-a-business/make-these-3-marketing-moves-to-outpace-your-competition/489491

This Sweet Treat's Popularity on TikTok Is Causing a Pistachio Shortage

Going viral on social media can lead to big sales, or in the case of the latest dessert food craze, a global ingredient shortage.

Dubai chocolate in the candy bar form has been dominating the food space on TikTok since last summer. The sweet treat is made with milk chocolate stuffed with a creamy pistachio and *knafeh* (or *kunafa,* a crispy, shredded phyllo pastry*)* filling.

But this latest food trend to hit TikToker's feeds has led to something more than sales – a worldwide scarcity of pistachios.

Related: Indie Bookstore Goes Viral After Hundreds of Customers Line Up to Help Move Its Inventory to a New Location – One Book at a Time: 'Book Brigade'

The recipe's creator, Sarah Hamouda, is the founder of Fix Dessert Chocolatier. The brand launched as a side hustle in 2021, per CNN, inspired by her "pregnancy cravings."

But the surge in popularity can be traced to a December 2023 ASMR TikTok that has more than 60 million views.

> *@mariavehera257 @fixdessertchocolatier WOW, JUST WOW!!! Can't explain how good these are! When a chocolate, a dessert and a piece of art meet this is what you get! ? "Can't Get Knafeh of it," "Mind Your Own Busicoff," and "Crazy Over Caramel." Order on Instagram Chatfood or Deliveroo and let me know what's your FIX? Instagram : fixdessertchocolatier #asmr #foodsounds #dubai #dubaidessert ♬ оригинальный звук – mariavehera257*

The treat's most important ingredient, pistachio kernels, are largely grown in Iran or the U.S. Giles Hacking, from nut trader CG Hacking, told the *Financial Times* that in the last year, prices have surged from $7.65 to $10.30 a pound.

Iranian pistachio producers told *FT* they have exported 40% more nuts to the UAE in the last six months than the entirety of the previous year.

Meanwhile, pistachio supplies in the U.S. fell 20% from February 2024 to February 2025, according to data from the Administrative Committee for Pistachios seen by Food Navigator.

Handwritten sign in a store window announcing upcoming Dubai chocolate restock, Lafayette, California, March 25, 2025. (Photo by Smith Collection/Gado/Getty Images)

Farm Progress reported earlier this month that pistachio processors are “probably at 90% sold right now.”

Fix Dessert Chocolatier bars are not yet sold in the U.S., but there are plenty of spinoffs, from big chocolate brands like Lindt (its CEO recently told CNBC the company “was surprised by the demand”) and mom-and-pop ice cream shops serving up sundaes.

> *@natandirvadventures The Best Sweet Treat @Hampton Chocolate Factory #tampa #foodie #foodtiktok #tampadesserts #hamptonchocolatefactory #dubaichocolate #placestoeatintampa*

#thingstodointampa ♬ Azul – J Balvin

https://www.entrepreneur.com/business-news/dubai-chocolate-tiktok-popularity-causes-pistachio-shortage/490403

Why Most New Day Traders Go Broke and How a Trading Simulator Helps

Opinions expressed by Entrepreneur contributors are their own.

We day traders are an impatient lot. After all, most investors and fund managers would pump their fists in ecstasy if their stock gained 50% in a year. Day traders are accustomed to seeing stocks move 50% in minutes.

The problem is that the impatience for action and results is fully present in most day traders before they have even left the starting blocks as beginners, long before they've built up any knowledge, skills or discipline. That imbalance between expectations and experience is a great way to go broke in a hurry.

The right kind of trading simulator ("Sim") has the potential to save your day trading career from a fast, fiery end. They allow you to trade with no real money on the line until you've shown that you won't be a danger to yourself with real money.

What’s a good Sim?

You have lots of choices in Sims, but they’re definitely not all alike. Look for four characteristics:

1. You must have real-time data. You’d think they all do, but you’d be wrong. Some use historical data; others have delayed feeds. You want to be able to look at news now, real-time data and see the market’s reaction now and not from 20 minutes ago.

2. You need Level 2 data. Most people are familiar with stock quotes that show the “bid” and “ask” prices. Level 2 data is much more useful because it shows you which exchanges show quotes for how much of a given stock at what prices. It’s the difference between a grainy snapshot and a full-color movie.

3. The Sim should allow the use of hotkeys. Day trading happens so quickly that you’ll need to get comfortable using the fewest keystrokes to execute commands. By getting comfortable with these hotkeys in the Sim, you’ll be less likely to make a massive blunder with the wrong command later.

4. Your Sim should allow you to export your trading history. You absolutely need that data so you can regularly study how you did. That will enable you to learn from your mistakes and get better over time. More on this in a moment.

Related: Ask Yourself These Questions Before You Start Trading

Three minor downsides to Sim trading

First, it’s difficult to simulate the emotions you’ll feel when you take a trade and lose (or win) the equivalent of your mortgage payment in two minutes.

It’s also difficult to replicate actual market liquidity. In a Sim, you can, for example, put an order out to buy 100,000

shares, but in real life, there may be nothing like that quantity available. In this case, the Sim might lead you to think you could have made much more money than was actually possible.

The same stock at the same instant will behave differently, depending on the size of the position you take. Therefore, the best approach is to practice in a Sim by trading around 100 shares at a time. That's an appropriate size for when you decide to go live with real money.

Finally, it's hard to brag about your market conquests if that's your style and you're in a Sim. There'll be plenty of chances to beat your chest down the road if you actually take the time to learn this profession.

More reasons to use a Sim

1. The foundation of successful day trading is discipline. The very decision to first spend time in a Sim is an act of discipline. The Sim then allows you to cultivate enough discipline so that you take actions based on knowledge and experience, and not based on your emotions.
2. If you're serious about becoming a real day trader and not a gambler, there is so much to master all at once. The Sim allows you to get accustomed to reading charts, absorbing news and applying what you've learned, all coming at you through a firehose. Unlike most professions, you must make decisions not in days or hours, but in minutes or seconds. Fighter pilots also must decide things in seconds, and they spend countless hours in their own Sims before ever getting the chance to fly a plane worth millions.
3. You can try different strategies without betting the farm, and learn to identify the type of stock behavior you're most comfortable taking trades on.

4. It’s only a matter of time before every day trader has a major setback or “drawdown.” The Sim allows you to work through your first drawdown without panicking. You can analyze what happened, get some advice and plan your comeback without undue stress.

Related: A Guide to Penny Stocks – From a Day Trader’s Perspective

Keep this in mind

You’re not confined to trading in a Sim for some arbitrary period, like years or even many months. You get to graduate to real money precisely when you’ve demonstrated that you can handle it, by virtue of your consistency in making profitable trades.

When you’re trading in a Sim – and even later when you’re trading with real money – you will shorten your learning curve if you keep a trading journal and scrutinize your trade history like a detective: What pattern did you see forming when you took that trade? What then happened? Did you stick to your plan to sell at a certain point, or did you let your emotions hijack you into doubling down? Trading experience is not about making the same mistakes over and over again; it’s about making plenty of different mistakes, then recognizing they were mistakes and learning what to do differently next time.

Gamers who are blazingly fast on their computers soon learn that there are no cheat codes when day trading. It requires rewriting the software between their ears to build the knowledge, skills, discipline and habits to trade effectively. That process takes a while. Even so, I know of no shorter way than a Sim to reach the point where you’re consistently getting more out of day trading than you’re putting in. It’s definitely worth the effort.

https://www.entrepreneur.com/money-finance/why-every-aspiring-day-trader-should-start-with-a-simulator/489436

Saying ‘Please’ and ‘Thank You’ to ChatGPT Costs OpenAI ‘Tens of Millions of Dollars’

It costs millions of dollars to be polite to AI.

OpenAI CEO Sam Altman confirmed last week that OpenAI’s electricity bill is “tens of millions of dollars” higher due to people being polite to ChatGPT.

Last week, an X user posted: “I wonder how much money OpenAI has lost in electricity costs from people saying ‘please’ and ‘thank you’ to their models.” The post has been viewed 5.7 million times as of press time.

Altman replied the following day: “Tens of millions of dollars well spent—you never know.”

> *tens of millions of dollars well spent—you never know*
>
> *— Sam Altman (@sama) April 16, 2025*

A survey released in February by the publisher, Future, found that 67% of people who use AI in the U.S. are polite to the chatbot. Nearly one out of five respondents of that group (18%) stated that they say “please” and “thank you” to AI to protect themselves in case of a possible AI uprising. The

remaining 82% said they were polite simply because it was “nice” to be that way to anyone, AI or human.

Being polite to AI may serve a functional purpose. Microsoft design director Kurtis Beavers noted in a Microsoft blog post that “using polite language sets a tone for the response” from AI. In other words, when you’re polite to AI, it is likely to respond in kind.

Related: New Google Report Reveals the Hidden Cost of AI

However, that politeness has an energy cost. According to a May 2024 report from The Electric Power Research Institute (EPRI), it takes 10 times more energy to ask ChatGPT a question or send it a comment than it takes to run a standard Google search without AI overviews summarizing results at the top of a search page.

Researchers at financial advice site BestBrokers found that ChatGPT needs 1.059 billion kilowatt-hours of electricity on average every year. That would amount to an annual expenditure of about $139.7 million on energy costs alone for the AI chatbot.

AI also requires substantial amounts of water to cool the servers that power it. Research from the University of California, Riverside shows that ChatGPT requires up to 1,408 milliliters of water, or about three 16.9-oz bottles worth, to generate a 100-word email. It takes 40 to 50 milliliters of water to generate a three-word “You are welcome” response from ChatGPT.

Related: Is ChatGPT Search Better Than Google? I Tried the New Search Engine to Find Out.

Meanwhile, OpenAI can afford the tens of millions of dollars in AI electricity costs. Earlier this month, the startup raised $40 billion at a valuation of $300 billion in the biggest private tech deal ever recorded. OpenAI noted at the

time that it had 500 million global weekly users, up from 400 million in February.

https://www.entrepreneur.com/business-news/saying-thank-you-to-chatgpt-costs-millions-in-electricity/490341

Airbnb's Pricing Is About to Look a Lot Different

The Federal Trade Commission's (FTC) "junk fees" ruling, which was passed in December 2024, goes into effect on May 12. The new law requires businesses selling tickets and short-term lodging to "clearly" show all fees (like service and cleaning fees) at the time of purchase.

On Monday, Airbnb announced in a statement that it is getting started early.

All Airbnb guests globally will now automatically see the complete cost of their proposed stay, including all fees (before taxes), when looking at search result listings.

Related: 'I Can't Get Everyone to Move Here': Why Airbnb's CEO Is Sticking With a Once-a-Month Hybrid Schedule

"With the global rollout of total price display, we're making it easier for guests to better understand the price they'll pay, and for hosts to succeed in a more transparent marketplace," the company said. "We believe these improvements will continue to create positive guest experiences from search to stay while also supporting the growth of the Airbnb

community around the world.”

Parts of Europe, Canada, Korea, and Australia have already had total pricing transparency since 2019, following those countries’ individual regulations.

The total price feature has been optional in the U.S. for two years, Airbnb notes, and 17 million guests have opted to use the feature. Meanwhile, the option for full price disclosure actually helped lower cleaning fees imposed by hosts.

In its Q4-2023 and full-year financial results, Airbnb noted that after enabling the feature, nearly 300,000 listings removed or lowered cleaning fees, while 40% of active listings eliminated it completely.

“Guests everywhere will now see the total cost of their reservation, including all fees before taxes,” the statement reads. “We know that clear, upfront pricing improves the Airbnb experience for both guests and hosts.”

Related: Airbnb’s New ‘Icons’ Cost Less Than $100 Per Night, Including the House from ‘Up’ and Prince’s ‘Purple Rain’

https://www.entrepreneur.com/business-news/airbnb-to-show-full-pricing-with-cleaning-added-fees/490340