AI News Digest

11/09/2026 - 11/15/2026

WEEKLY DIGEST: BUSINESS & ENTREPRENEURSHIP

Enterprises Accelerate AI Monetization with New OpenAI Tools

OpenAI rolled out a suite of business-focused features-including a corporate profile hub, a Business Agent, and the ChatGPT Wallet-that let companies both showcase themselves and let AI agents transact on users' behalf. At the same time, firms such as SharkNinja are dedicating large swaths of staff to internal AI hackathons, underscoring a shift from experimentation to production. Enterprise AI spending has surged to a $176.8 billion annualized run rate, yet a sizable share of projects still falter, highlighting the need for clearer role definitions and disciplined execution. The convergence of payment-enabled agents, internal innovation sprints, and rising budgets signals a rapid move toward commercializing generative AI in the business world.

KEY FINDINGS

✓ OpenAI's "Businesses in ChatGPT" and ChatGPT Wallet give enterprises a branded presence and enable AI-driven purchases while preserving card security and rewards.

✓ SharkNinja's "Jailbreak week" mobilized roughly one-third of its 4,600 employees to co-create AI solutions, illustrating corporate commitment to internal AI innovation.

✓ Menlo Ventures reports enterprise AI spending at a $176.8 billion annualized run rate, with paying adoption rising from 55% to 65%, even as 42% of corporate AI initiatives are abandoned.

IMPLICATIONS

→ B2B AI platforms that combine brand management, workflow automation, and payment capabilities will become core infrastructure for large enterprises.

→ Companies will need standardized terminology and governance around "assistant," "copilot," and "agent" roles to avoid wasted investment and improve ROI.

→ The high failure rate of AI projects will drive consolidation toward proven providers like OpenAI, while underperforming internal initiatives may be pruned or spun out.

> Key Metrics: SharkNinja: 4,600 employees, ~1,533 (one-third) participating in AI "Jailbreak week."; ChatGPT Wallet: Available to U.S. ChatGPT Pro users 18+ with eligible Visa, Mastercard, or American Express cards.; Enterprise AI spending: $176.8 billion annualized run rate (Sept 2026).; Enterprise AI paying adoption: 55% → 65% year-over-year.; Corporate AI initiative abandonment rate: ~42%.; Holiday Extras reduced mobile app development time from 6 months to 2 weeks using Codex.; MIT Project NANDA: 95% of organizations report no measurable ROI from generative-AI investments.

1. Jailbreak week: how SharkNinja is hacking its own business to unlock AI

Category: Business
Departments: Marketing, Management & Supply Chain
Topics: Enterprise AI, AI Democratization, Decision-Making AI, Company-wide AI Hackathon

Impact Score: 17.0
Rubric Scores

Research Relevance: 1	Educational Value: 3	Innovation / Novelty: 2
Practical Impact: 4	Interdisciplinary Potential: 4	Ethical / Policy Implications: 3

SharkNinja is conducting its second "Jailbreak week," during which roughly one-third of its 4,600 employees will suspend regular computer use to collaboratively experiment with AI solutions for business challenges. The initiative aims to democratize AI participation across all functions, reducing the gap between technical and non-technical groups. AWS's "Reimagining Turning AI into Value" report, referenced in the discussion, finds that successful AI adoption shifts organizational focus from execution to decision-making among a broader set of employees. The article contrasts SharkNinja's full-company shutdown approach with more incremental AI efforts, such as the Boston Celtics' internal chatbot built on AWS Bedrock.

https://aibusiness.com/generative-ai/jailbreak-week-sharkninja-hacking-own-business-unlock-ai

2. OpenAI's Businesses in ChatGPT targets enterprise trust

Category: Business
Departments: Computer Science, Marketing, Management & Supply Chain, Political Science & Public Administration
Topics: Enterprise AI, Business Agent, Enterprise Trust, Data Privacy Controls

Impact Score: 15.0
Rubric Scores

Research Relevance: 0	Educational Value: 1	Innovation / Novelty: 3
Practical Impact: 4	Interdisciplinary Potential: 3	Ethical / Policy Implications: 4

OpenAI launched "Businesses in ChatGPT," a beta suite that lets companies identify themselves on ChatGPT, manage their information, and engage users through Business Hub and Business Agent features. The product targets enterprise adoption, positioning OpenAI against rivals such as Anthropic and competing services like Google Business Profile, Salesforce, and SAP. OpenAI says existing Enterprise customers, advertisers, and Shopify merchants can claim their business and connect to the platform to deepen integration with its ecosystem. Analysts note the offering could boost enterprise trust but raise concerns about data privacy and control of AI agents.

https://aibusiness.com/generative-ai/openai-s-businesses-in-chatgpt-targets-enterprise-trust

3. Introducing ChatGPT Wallet

Category: Business
Departments: Computer Science, Economics & Finance, Accounting & Information Systems
Topics: AI Ethics & Safety, Agent-Led Commerce, Biometric Transaction Authentication, Tokenized Card Payments

Impact Score: 15.0
Rubric Scores

Research Relevance: 0	Educational Value: 1	Innovation / Novelty: 3
Practical Impact: 4	Interdisciplinary Potential: 3	Ethical / Policy Implications: 4

OpenAI announced ChatGPT Wallet, a payment system that enables agents to make purchases on behalf of users without exposing the users' actual card details and that requires a biometric security check for each transaction while preserving card rewards and dispute protections. The wallet, developed with American Express, Chase, Mastercard and Visa, will initially be available to ChatGPT Pro subscribers in the United States through the dots platform. Users add a card once, approve each purchase via Face ID or fingerprint, and receive a tokenized card number that is used for the payment, keeping the card information hidden from both the agent and the merchant. OpenAI also released tools and guidance for businesses to integrate agent-led commerce into existing payment and risk systems, with plans to allow delegated purchases under user-defined limits in future phases.

https://openai.com/index/introducing-chatgpt-wallet

4. Lawfare Daily: Aya Ibrahim on Progressive Priorities for the New Democratic Congress

Category: Policy & Ethics
Departments: Political Science & Public Administration, Economics & Finance
Topics: AI Policy & Regulation, AI Governance Frameworks, US-China AI Competition, Security Economics of AI

Impact Score: 15.0
Rubric Scores

Research Relevance: 0	Educational Value: 2	Innovation / Novelty: 1
Practical Impact: 3	Interdisciplinary Potential: 4	Ethical / Policy Implications: 5

Peter Harrell and AI Now's Aya Ibrahim discuss a progressive legislative agenda for the upcoming Congress, focusing on AI regulation and U.S.-China policy. They evaluate the Biden administration's successes and shortcomings in managing U.S.-China competition. The conversation also addresses how to align security economics with domestic economic priorities. The episode is part of the Security Economics podcast series, which examines the interplay between economics and national security.

https://ainowinstitute.org/news/lawfare-daily-aya-ibrahim-on-progressive-priorities-for-the-new-democratic-congress

5. AI Assistant vs. Copilot vs. Agent, and When to Use Each

Category: Business
Departments: Marketing, Management & Supply Chain, Computer Science
Topics: Generative AI, Assistant Copilot Taxonomy, Agentic AI Orchestration, Generative AI ROI Framework

Impact Score: 14.0
Rubric Scores

Research Relevance: 1	Educational Value: 2	Innovation / Novelty: 2
Practical Impact: 4	Interdisciplinary Potential: 3	Ethical / Policy Implications: 2

The article argues that inconsistent use of "assistant," "copilot," and "agent" terminology is causing poor ROI on generative-AI investments, citing MIT's 2025 Project NANDA finding 95 % of organizations see no measurable return and Gartner's forecast that over 40 % of agentic-AI projects will be cancelled by 2027. It introduces a three-tier mental model that distinguishes assistants (advisory), copilots (answer-fetching and small actions), and agents (autonomous reasoning and action), and explains how orchestration technology can integrate them into business processes. It recommends organizations define tools by behavior, adopt a single reference vocabulary, and embed these definitions in business-case templates to avoid mis-buys and improve measurable outcomes.

https://towardsdatascience.com/ai-assistant-vs-copilot-vs-agent-and-when-to-use-each/

6. ChatGPT's new Wallet lets AI agents shop and check out for you

Category: Applications
Departments: Computer Science, Marketing, Management & Supply Chain
Topics: Consumer AI, Agentic Commerce, AI Payment Tokenization, Biometric Transaction Approval, Retailer Integration Framework

Impact Score: 13.0
Rubric Scores

Research Relevance: 0	Educational Value: 1	Innovation / Novelty: 3
Practical Impact: 4	Interdisciplinary Potential: 2	Ethical / Policy Implications: 3

OpenAI introduced a ChatGPT Wallet that enables its AI agents, called dots, to select and purchase items on behalf of U.S. ChatGPT Pro subscribers aged 18 or older with eligible Visa, Mastercard, or American Express cards. Users must review the items, total cost, and payment method and approve the transaction with a biometric check, while the system uses a payment token to keep actual card details hidden from the agent and merchant. The rollout is limited to a small group of users to allow testing, with future updates planned for spending limits, category controls, and expanded retailer support despite some merchants, such as Amazon, blocking AI agents. OpenAI also published a Commerce Partner Playbook to help retailers integrate with agentic commerce.

https://techcrunch.com/2026/11/13/chatgpts-new-wallet-lets-ai-agents-shop-and-check-out-for-you/

7. The AI graveyard: a running list of projects and startups that didn't make it

Category: Business
Departments: Computer Science, Economics & Finance
Topics: Enterprise AI, AI Product Scaling, AI Deployment Reliability, Funding Risk Mitigation, Regulatory Compliance

Impact Score: 12.0
Rubric Scores

Research Relevance: 0	Educational Value: 2	Innovation / Novelty: 0
Practical Impact: 3	Interdisciplinary Potential: 3	Ethical / Policy Implications: 4

Recent bankruptcies of Character.ai and Ollie illustrate a broader trend where roughly 42% of corporate AI initiatives are abandoned due to funding, technical, competitive, scaling, or demand issues. OpenAI experienced multiple setbacks, including a rapid rollback of a redesigned ChatGPT "super app," the discontinuation of stand-alone products such as ChatGPT Atlas, Operator, and the video platform Sora, with features folded into the core ChatGPT service. Apple's AI-enhanced Siri, announced as part of Apple Intelligence in 2024, faced repeated delays and engineering problems, contributing to a $250 million settlement over alleged mis-marketing before its limited release in the iOS 27 beta. The article compiles these high-profile failures to highlight the challenges of scaling AI products and to provide lessons for the industry.

https://techcrunch.com/2026/11/14/the-ai-graveyard-a-running-list-of-projects-and-startups-that-didnt-make-it/

8. Holiday Extras is rethinking what it can build with Codex

Category: Business
Departments: Computer Science, Accounting & Information Systems
Topics: Enterprise AI, Code Generation, Low-Code Development, AI-Driven Mobile Apps, AI-Enabled Finance Automation

Impact Score: 12.0
Rubric Scores

Research Relevance: 0	Educational Value: 2	Innovation / Novelty: 2
Practical Impact: 4	Interdisciplinary Potential: 3	Ethical / Policy Implications: 1

Holiday Extras deployed ChatGPT Enterprise and OpenAI's Codex to rebuild its main mobile app, cutting development time from an estimated six months to two weeks and enabling simultaneous iOS and Android feature creation. The rebuilt app raised open-to-book conversion by 32.5% and reduced the error rate from 19% to 9%, while shifting release cadence from annual to weekly updates. AI tools were extended beyond developers, allowing non-technical staff to redesign finance systems and automate customer-chat ticketing based on operational knowledge. The rollout illustrates organization-wide AI integration to accelerate iteration, embed customer insight, and broaden employee experimentation under security guardrails.

https://openai.com/business/customer-stories/holidays-extras-codex

9. Why Enterprise LLMs Fail Before They Calculate, and What Context Engineering Changes

Category: Applications
Departments: Computer Science, Accounting & Information Systems
Topics: Enterprise AI, Context Engineering, Analytical Hallucination Mitigation, Evidence Selection, Data Estate Scaling

Impact Score: 12.0
Rubric Scores

Research Relevance: 1	Educational Value: 3	Innovation / Novelty: 2
Practical Impact: 3	Interdisciplinary Potential: 2	Ethical / Policy Implications: 1

Enterprise LLMs often produce analytically incorrect answers because they select inappropriate context before any reasoning or calculation occurs. The article argues that validating analytical decisions-such as population, filters, denominators, and source relationships-is essential, as correct arithmetic can mask wrong evidence selection. It highlights that business questions encode unresolved analytical choices that LLMs must interpret, and that failures increase with larger, more complex data estates. Context engineering, which ensures accurate identification of relevant evidence and defensible reasoning paths, is presented as a solution to improve reliability in enterprise analytical workflows.

https://www.analyticsvidhya.com/blog/2026/11/why-enterprise-llms-fail-before-they-calculate/

10. Report: Enterprise AI Spending Outpaces Adoption Growth

Category: Business
Departments: Economics & Finance, Marketing, Management & Supply Chain, Political Science & Public Administration
Topics: Enterprise AI, AI Agents, Foundation Model Commercialization, Enterprise AI Adoption Metrics

Impact Score: 10.0
Rubric Scores

Research Relevance: 0	Educational Value: 2	Innovation / Novelty: 1
Practical Impact: 3	Interdisciplinary Potential: 2	Ethical / Policy Implications: 2

Menlo Ventures' 2026 State of Enterprise AI report estimates enterprise AI deployment spending reached a $176.8 billion annualized run rate by September 2026, up from $33 billion in 2025. The proportion of enterprises paying for AI increased from 55 % to 65 %, but spending growth outpaced adoption, driven by deeper usage among existing adopters and extensive agent activity that accounts for 80 % of tokens on OpenRouter. Average reported spend grew 4.7 times year-over-year versus a 2.2 times increase in the median, indicating that a small group of large spenders skews the average. The report attributes 69 % of deployment spending to Anthropic, OpenAI, and Google and notes that the figures are modeled estimates based on surveys, public filings, and third-party data, not cumulative spend.

https://campustechnology.com/articles/2026/11/09/report-enterprise-ai-spending-outpaces-adoption-growth.aspx