

# The shift has already begun.



## Intelligence is no longer scarce.

Open models are accelerating access for everyone.

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## Distribution is now the advantage.

Proximity to users, data, and workflows captures the value.

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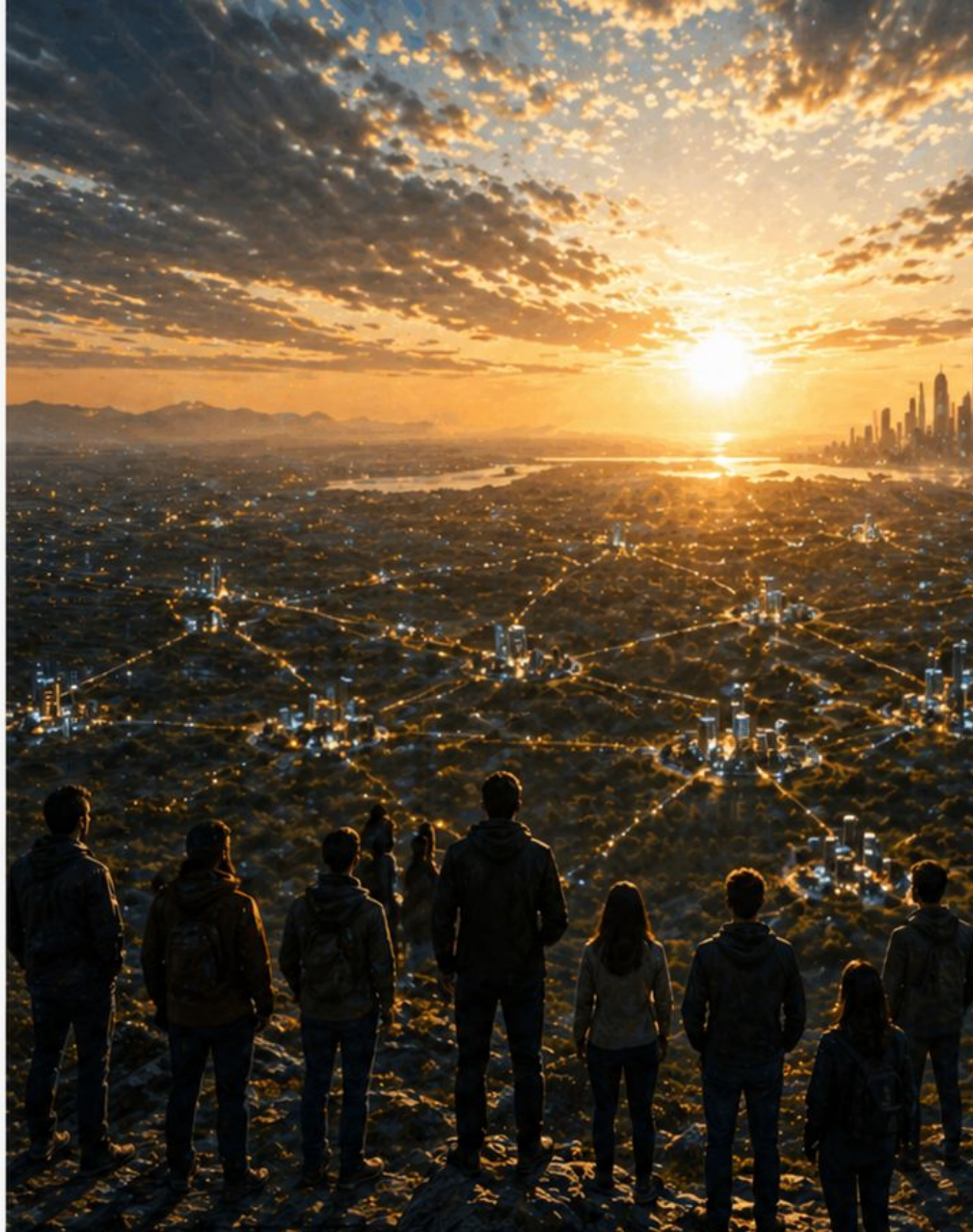


## Builders are moving.

Thousands of Gardens are emerging. The momentum is compounding.

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**This is not a future scenario.  
It is already in motion.**



# Better performance. Dramatically lower cost.

DeepSeek V4 (Apr '26) delivers near-frontier capability at a fraction of the cost—flipping the AI economics in favor of open models.



### Open Models Are Winning on Efficiency

DeepSeek V4 Pro leads price/performance among the most capable models.



### Frontier Performance, Tower Pricing

Top proprietary models cost 10–30x more for incremental gains.



### The Sweet Spot is Massive

For most real-world tasks, open models deliver more than enough at a tiny fraction of the cost.

## AI Model Price vs Performance (Artificial Analysis Intelligence Index)

Higher is better on both axes



THE FRAME

# Not the iPhone moment for AI. It's the Linux moment.

## iOS • Towers

One company owns the stack. Extracts rent. The world rents access.

## Linux • Gardens

The substrate is free. Value flows to those who distribute, package, and apply it.

100% of the world's TOP500 supercomputers run Linux.

The substrate that won.





## APPLICATION / SAAS LAYER

PowerPoint, CRM,  
doc tools — being  
absorbed into  
model providers

**BEING EATEN**

## DISTRIBUTION + VERTICAL SPECIALIZATION

Country-specific,  
customer-trained,  
packaged agent stacks

**WHERE VALUE GOES**

## FOUNDATION MODEL LAYER

Open-source forks →  
cost approaches zero  
for non-frontier work

**COMMODITIZING**

## THE EON POSITION

# Door 3 is the Red Hat layer

Built for the Gardens scenario — packaged commodity intelligence, owned distribution.

DOOR  
3

### Agent Proprietorship

250 proprietary agents per founder.  
Build on free substrate.



### Open-source models as the engine

Open-source models (Chinese or US) as the engine — no rent paid to a tower.



### Package vertically

Country-specific, language-specific, industry-specific. The substrate is generic; the package is not.



### Train on the customer

The agent's value is its embedded knowledge of one organization — not transferable, not commoditizable.



### Own distribution

Direct relationship with the founder, school, or enterprise. The model layer doesn't see them.



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REFRAME

# From defense → offense

BEFORE

**\$975 insurance policy**



Defensive framing:  
Protect against career disruption  
Three payout scenarios

→ Sells fear

AFTER

**\$975 to own a Garden**



Offensive framing:  
The substrate is now free  
Founders who package it win

→ Sells upside

The opportunity didn't get smaller.  
It just got **cheaper to enter.**



## THE BET

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# Door 3 is the right play under the most likely scenario.

Not the only one.

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If frontier labs deliver step-function agentic capability and hold it for 2+ years, Towers re-emerges and the calculus flips.

We're betting that DeepSeek V4 just made that materially less likely — and that the trillion dollars chasing the Towers outcome will instead accelerate commoditization of the substrate underneath everything.



The substrate just got **cheaper**.

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The window just got **wider**.

