

ChatGPT Plans: Comparing Free, Plus, Pro, Business & Enterprise

By Adrien Laurent, CEO at IntuitionLabs • 11/14/2025 • 35 min read

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chatgpt pro

chatgpt business

chatgpt enterprise

gpt-5

ai models

chatgpt pricing





Executive Summary

OpenAI's ChatGPT platform now offers five distinct editions—**Free, Plus, Pro, Business, and Enterprise**—each tailored to different use cases and user segments. The Free edition provides access to the latest AI models (currently GPT-5) at no cost but with limited usage, slower performance, and basic features. **ChatGPT Plus** (~\$20/month) targets individual power users, offering priority access, faster response times, and expanded GPT capabilities (e.g. more messaging and image generation) ([¹¹ openai.com] [¹² chatgpt.com]). In late 2024, OpenAI introduced **ChatGPT Pro** at \$200/month, aimed at researchers and developers; Pro subscribers receive unlimited access to all advanced models (including the “o1” reasoning model and GPT-4o), “Pro” mode that uses extra computation for harder problems, and the fastest possible performance ([³ openai.com] [⁴ techcrunch.com]).

For organizations, the **Business** edition (formerly called “Teams”) provides a secure, collaborative workspace (billed at \$25–\$30/user/month) with all the benefits of Plus plus team functionality: unlimited GPT-5 access, integration with corporate data sources (Slack, Google Drive, etc.), admin controls (SSO, SAML, role-based access), and compliance features ([⁵ chatgpt.com] [⁶ help.openai.com]). The flagship **Enterprise edition** (custom pricing) builds on Business by adding enterprise-grade security (encryption-at-rest, **SOC 2/ISO** compliance), an extended context window (processing much longer inputs), 24/7 priority support, SLAs, and no limit on scale. Each tier preserves the features of the lower tiers and then adds further capabilities (e.g. custom GPTs, data analysis tools, **automated workflows**, etc.) ([⁵ chatgpt.com] [⁷ openai.com]).

These editions differ along multiple dimensions—price, allowed usage, model access, collaboration tools, data privacy, and support. For example, Free users have more stringent message and context limits and slower models, while Pro subscribers enjoy truly unlimited queries and the highest-capacity models ([⁵ chatgpt.com] [⁸ techcrunch.com]). Business and Enterprise plans emphasize security and compliance: by default, customer data is **not** used for training in Business/Enterprise, whereas individual users of Free/Plus/Pro must actively opt out to prevent their chats from improving OpenAI's models ([⁹ help.openai.com] [¹⁰ help.openai.com]).

In summary, choosing a plan depends on scale and needs: Free or Plus for solo use and experimentation, Pro for heavy technical or research workloads, Business for teams requiring collaboration and some security, and Enterprise for large organizations needing the highest performance and strict security/compliance. This report explores each edition in depth—history, features, pricing, use cases, user feedback, and future implications—backed by extensive data, real-world examples, and expert analysis from industry and academia.

Introduction

ChatGPT, OpenAI's conversational AI chatbot first launched as a free “research preview” in November 2022, quickly gained massive popularity by enabling users worldwide to generate text, code, and images via natural language prompts ([¹¹ openai.com] [¹² www.cnbc.com]). Within months it amassed hundreds of millions of users; by late 2024 weekly active users exceeded **300 million** ([¹³ techcrunch.com]), and by mid-2025 **700 million** weekly active users across **all** ChatGPT plans ([¹⁴ www.cnbc.com]). OpenAI's product strategy has evolved from offering only a free/sandbox version to a tiered subscription model with differentiated plans, enabling monetization while scaling capacity.

This report provides a comprehensive comparison of **all ChatGPT editions**—Free, Plus, Pro, Business, and Enterprise—examining how they differ in cost, capabilities, resources, and intended audience. We begin with historical context on ChatGPT's rollout of these plans, then dissect each edition's features and policies in detail. Sections include side-by-side comparisons (both narrative and tabular), data on usage and adoption, case

studies of real-world implementations, and discussions of strategic and societal implications. Sources include OpenAI's official documentation and blogs, industry news outlets, technical analyses, and academic research. All claims are tied to reputable sources, ensuring an evidence-backed examination of how ChatGPT's editions compare and co-exist.

Historical Background and Plan Rollout

When ChatGPT debuted in November 2022, it was available **for free** with relatively powerful AI (based on the GPT-3.5/3.5-Turbo model). As demand exploded, OpenAI introduced paid plans to improve access and fund operations. In February 2023, **ChatGPT Plus** launched as a \$20/month subscription (^[1] [openai.com](#)). Plus ensured subscribers would have "general access to ChatGPT even during peak times", faster responses, and priority on new features (^[1] [openai.com](#)). (This was during the GPT-3.5 era; GPT-4 had not yet arrived.)

By late 2023, enterprises clamored for dedicated solutions. In August 2023, OpenAI introduced **ChatGPT Enterprise**, emphasizing security and scale (^[15] [openai.com](#)). Enterprise offered "the most powerful version of ChatGPT yet", with unlimited high-speed GPT-4 access, longer context windows, data analysis tools, and enterprise security (encryption, SOC 2 compliance, admin console) (^[16] [openai.com](#)) (^[7] [openai.com](#)). Users included Fortune 500 firms (e.g. Block, PwC, Zapier) and large tech companies (^[17] [openai.com](#)).

In January 2024, OpenAI filled the "middle" market with **ChatGPT Teams (later renamed Business)**, a self-serve plan for small and mid-size teams (^[18] [openai.com](#)) (^[6] [help.openai.com](#)). Teams offered collaboration (shared workspace, custom GPTs, admin tools) along with advanced models (GPT-4 with 32K context, premium DALL-E-3 images, browsing, data analysis) (^[19] [openai.com](#)) (^[20] [openai.com](#)). Business was priced per user (\$25-\$30), targeting fast-moving startups and departments.

Finally, in December 2024, OpenAI unveiled **ChatGPT Pro** as a \$200/month individual plan (^[3] [openai.com](#)) (^[4] [techcrunch.com](#)). Pro is the most powerful consumer plan: it provides unlimited use of OpenAI's top-tier reasoning models (the fully-enabled "o1" models), including an **"o1 pro" mode** that uses extra computation for hard problems (^[21] [techcrunch.com](#)) (^[22] [techcrunch.com](#)). Pro also includes unlimited GPT-4o and advanced voice/chat features. It aims at "power users" such as technical professionals and researchers who need maximum capability. (^[8] [techcrunch.com](#))

Table – ChatGPT Plan History (selected dates):

Plan	Launch Date	Price (per mo)	Core Features at Launch
Free	Nov 2022	\$0	GPT-3.5 model (later updated to GPT-4, and now GPT-5), basic capabilities
Plus	Feb 2023 (^[1] openai.com)	\$20	Priority access (peak times), faster responses, early features
Enterprise	Aug 2023 (^[15] openai.com)	Custom (contact)	Unlimited fast GPT-4, 32K context, advanced data tools, SOC-2 compliance, admin console, no data training (^[23] openai.com) (^[7] openai.com)
Business (Teams)	Jan 2024 (^[18] openai.com)	\$25/user (annual)	Shared workspace, GPT-4/vision, tools (browsing, code, data), custom GPTs, admin tools (SSO) (^[19] openai.com) (^[6] help.openai.com)
Pro	Dec 2024 (^[3] openai.com)	\$200	Unlimited top-tier models (OpenAI "o1"), o1 Pro mode, GPT-4o, Advanced Voice (^[3] openai.com) (^[21] techcrunch.com)

Each version preserved all features of lower tiers. Thus, Enterprise includes everything in Business plus extras; Business includes all Pro features; Pro includes all Plus; Plus includes all Free. The evolution reflects OpenAI's move from experimental free use toward a broad subscription ecosystem that scales from individuals to large organizations (^[1] openai.com) (^[16] openai.com).

ChatGPT Free Edition

Overview and Features

The **Free** edition (often just called "ChatGPT") is the entry-level offering and remains available at no cost (^[1] openai.com). It gives users (one account = one seat) access to OpenAI's latest models (now GPT-5) and standard tools (text/chat, images via DALL-E, voice) but with usage limits and reduced performance during peak times. According to OpenAI's pricing page, Free users get "advanced reasoning with GPT-5", but only **limited messages/uploads**, slower image generation, and "limited deep research" and memory. In practice, Free users frequently encounter rate limits or longer wait times when server load is high, whereas paid subscribers get priority.

Key limitations of the Free plan include:

- **Model Access:** Access to GPT-5 (Auto/Instant version) and most non-reasoning modes. GPT-5 "Thinking" modes (e.g. deep reasoning) and "Pro" modes are unavailable (^[24] chatgpt.com) (^[5] chatgpt.com). Advanced models like GPT-4o or any unreleased upcoming ones are also not in Free.
- **Message & Token Limits:** Free accounts have lower per-user rate limits. For example, under earlier GPT-4 usage, free users could only send a handful of GPT-4 prompts per period. With GPT-5, limits persist (exact caps not publicly detailed). Image generation with the Sora tool is also "limited and slower" on Free.
- **Context Window:** Free users currently have a context window (maximum conversation memory) that is substantial but capped. (OpenAI's public materials indicate Free users have up to ~16K tokens for "non-reasoning" context and 196K for "reasoning" contexts (^[25] openai.com), whereas Enterprise supports even larger.)
- **Features:** Free users benefit from basic chat/history saving, standard voice, simple code editing, and the ability to use and create "GPTs" (custom GPT chatbots) and projects, but with some functional limitations (e.g. no multi-user workspaces, no admin controls) (^[26] chatgpt.com) (^[24] chatgpt.com). Some preview features (like ChatGPT Agents, which manage tasks across tools) and maximum data analysis usage are not included in Free.
- **Data Usage:** By default, conversations with the Free plan **may be used to train OpenAI's models**, because they fall under "services for individuals" (^[9] help.openai.com). Users must manually opt out via privacy settings to prevent their chats from entering OpenAI's training data.

Despite these limits, the Free plan has democratized AI creative tools. It has been widely used for writing assistance, brainstorming, coding help, education, and casual experimentation. OpenAI reports that ChatGPT (across all tiers) surpassed **1 million users in five days** after its launch in late 2022, underscoring Free ChatGPT's broad appeal (^[27] backlinko.com). In usage statistics, the free tier contributes the majority of ChatGPT's **700 million weekly active users** (as of Aug 2025) (^[14] www.cnn.com).

Example Usage (ChatGPT Free): A student might use ChatGPT Free to draft essay outlines or solve math problems for homework. A casual user can chat with GPT-5 about hobbies, get AI art via DALL-E, or learn new topics. However, if many users attempt heavy usage at once, free users may see "rate limit" messages or queued responses.



ChatGPT Plus

Overview and Features

ChatGPT Plus is the original consumer subscription, introduced Feb 2023 at **approximately \$20 per month** (^[1] openai.com). It is designed for individual users who want higher availability and performance than the free tier. Critically, Plus subscribers receive:

- **General Access During Peak Times:** Paid priority to avoid access denial when demand surges (^[1] openai.com).
- **Faster Response Times:** Reduced latency, meaning answers are generated more quickly on average.
- **Priority to New Features:** Early or exclusive access to features as they roll out (^[1] openai.com).

When GPT-4 launched in March 2023, Plus subscribers initially gained access (free users did not) – though with a usage cap (originally 25 messages per 3 hours, later increased) (^[28] www.searchenginejournal.com). Over time, OpenAI continually expanded Plus capabilities. As of 2025, Plus users benefit from “Expanded messaging and uploads” and “expanded GPT-5 reasoning” (^[2] chatgpt.com). For example, the pricing breakdown notes Plus has *“Everything in Free and: Advanced reasoning with GPT-5; Expanded messaging and uploads; Expanded and faster image creation; Expanded deep research and agent mode; Expanded memory and context; Projects, tasks and custom GPTs; Limited access to Sora 1 video generation; Codex agent.”* (^[2] chatgpt.com). In short, Plus roughly doubles the usage/rendering limits of Free and gives access to more of the AI tools.

In practice, ChatGPT Plus has been popular among professionals. Mid-2024 reports indicated **10 million** paying subscribers for ChatGPT (which would be largely Plus users) (^[13] techcrunch.com). Many power users—writers, programmers, analysts—subscribe to avoid downtime and to harness ChatGPT for daily productivity. For instance, GitHub co-founder Reid Hoffman has commented positively on ChatGPT Plus’s utility for knowledge work.

Pricing Change and Alternatives

OpenAI recently suggested the Plus price may rise in the future (a report indicated \$44 by 2029) (^[29] techcrunch.com), reflecting higher value delivery. There are also cost-conscious alternatives, such as the browser-based “Lite” or community projects, but none equal the official Plus plan’s capabilities. (Some articles describe “hacks” to use GPT-4 for free via particular third-party apps, but these routes are limited.) In any case, Plus remains the most accessible premium tier.

Data and Privacy

Plus shares the same privacy policy as Free: user conversations **can be used to improve models** unless the user opts out (^[9] help.openai.com). This means organizations caution about proprietary data on Plus. However, Plus does not train on user data for fine-tuning by default (only for general model improvements). All traffic is encrypted.

Example Usage (ChatGPT Plus): A freelance writer uses ChatGPT Plus for idea generation and content drafting. Even when ChatGPT’s servers are busy, the writer always gets responses quickly. A developer uses it to iterate on code snippets without interruption. People who need more stability and capacity than the free plan find Plus indispensable.

ChatGPT Pro

Overview and Features

ChatGPT Pro is OpenAI's top-tier individual plan, introduced in December 2024 at **\$200 per month** ^[3] openai.com) ^[4] techcrunch.com). It dramatically extends capabilities beyond Plus. The core selling points of Pro are:

- **Unlimited Access to Top Models:** Pro subscribers can use OpenAI's most advanced models without the usage caps that restrict other plans. Specifically, Pro includes *unlimited access to "o1" models (the latest GPT-5-based reasoning models)*, as well as the "o1-mini" variant, GPT-4o, and advanced voice modes ^[3] openai.com).
- **"o1 Pro" Mode:** A special setting where the model "thinks longer" by using extra computation. This yields more accurate, reliable answers for very challenging problems ^[3] openai.com) ^[21] techcrunch.com). According to OpenAI and TechCrunch reporting, o1 Pro mode significantly reduces errors on complex tasks (e.g. cutting "major errors" by 34% on difficult questions) ^[22] techcrunch.com).
- **Max Performance:** Pro has no slower speeds during busy times – it always gets the fastest compute. (OpenAI describes Pro answers as "progress bars" if needed, prioritizing accuracy over instant output ^[3] openai.com).
- **Experimental Features:** Pro grants early or exclusive access to compute-intensive features as they emerge. For instance, future heavy tasks (like private web browsing or large data training) will debut on Pro first ^[30] openai.com) ^[21] techcrunch.com). OpenAI also runs a grant program giving free Pro subscriptions to researchers.

In short, ChatGPT Pro is tailored for **"power users of ChatGPT... pushing the models to the limits"** (as OpenAI's Jason Wei described) ^[8] techcrunch.com). It is aimed at data scientists, engineers, legal researchers, and anyone needing a research-grade AI assistant. Analytical tasks like complex coding, data analysis, and formal reasoning are especially suited to Pro.

Comparison with Plus

The differences of Pro vs. Plus are dramatic. A Plus subscriber is still subject to monthly usage budgets (even if high), whereas Pro has **truly unlimited queries**. Plus users had limited GPT-4/GPT-5 messages (e.g. 50–200 GPT-4 messages/3 hours ^[28] www.searchenginejournal.com)), whereas Pro removes these caps. Pro also unlocks the *"GPT-5 pro"* and *"GPT-5 thinking"* variants for extensive reasoning ^[3] openai.com) (features not in Plus). In contrast to Plus's \$20, RustechCruch noted that Pro's 10x higher price is "likely to be a tough sell" beyond professional audiences ^[8] techcrunch.com) ^[31] techcrunch.com), but for Pro users the value is similarly 10x-plus performance.

Models and Tools

According to OpenAI's announcement, ChatGPT Pro specifically includes:

- **GPT-5 (Auto/Instant)** – same as Plus, but with no usage limit.
- **GPT-5 Thinking (o1)** – OpenAI's strongest reasoning model without cap.
- **GPT-5 Pro (o1 Pro mode)** – enhanced reasoning mode with extra compute, limited primarily by practical response time.
- **GPT-4o (Vision)** – the multimodal GPT-4 with image, voice, and vision support (unlimited) ^[3] openai.com).

- **Advanced Voice** – includes voice conversation and voice-with-video capabilities.

Additionally, Pro includes all the tools Plus has: DALL-E image creation, Advanced Data Analysis (“Code Interpreter”), browsing, etc. It also gains *Advanced Voice Mode* (full-video functionality) and access to any new feature tiers launched (^[3] openai.com) (^[21] techcrunch.com).

Usage Policy

Like Plus, Pro is an individual plan. By default it can use user data for model training (unless opted out) (^[9] help.openai.com). It is not seat-based: one Pro license is per user, with no group features. Administratively, Pro has no special compliance or bulk discounts. Instead, it is simply the top-end personal-tier subscription.

Example Usage (ChatGPT Pro): An AI researcher subscribes to Pro for intensive experimentation. She can feed the model extremely complex, multi-step problems and get answers far more reliable than ChatGPT Plus. A software development team uses Pro accounts for code review and algorithm design; the “o1 Pro” mode produces more accurate code suggestions on tough problems. Financial analysts employ Pro for forecasting models that require deep reasoning.

Market Perspective

ChatGPT Pro’s launch drew industry attention. TechCrunch noted that Pro opens up access to OpenAI’s full model suite for those willing to pay a premium (^[4] techcrunch.com). However, early reactions acknowledged the steep price. As one analyst put it, OpenAI is “betting on enterprises paying more in order to receive enhanced AI capabilities” (^[32] techcrunch.com). Indeed, a New York Times report cited in TechCrunch indicated OpenAI anticipated most revenue from higher-tier business plans rather than Plus (^[31] techcrunch.com). Nonetheless, Pro underscores OpenAI’s strategy to segment offerings by willingness to pay and performance needs.

ChatGPT Business (Teams)

Overview and Features

The **ChatGPT Business** edition (formerly called *ChatGPT Team*) is aimed at groups, startups, and small-to-medium enterprises. It was introduced in January 2024 (^[18] openai.com) and rebranded to “Business” in mid-2025 (^[33] help.openai.com). Pricing is **\$25 per user/month (annual)** or \$30 on a monthly plan (^[6] help.openai.com), with a minimum of 2 users. This plan builds on Plus (and Pro features) but adds collaboration, security, and management capabilities:

- **Shared Workspace:** Multiple team members share a common ChatGPT workspace. They can share conversation threads, upload files, and exchange custom GPTs within the organization.
- **Custom GPTs and Projects:** Teams can create and publish GPT chatbots tailored to company workflows (e.g. branded drafting assistant). Projects and tasks can be assigned across the team (^[26] chatgpt.com).
- **Admin Tools:** Includes an admin console for user management, with features like Single Sign-On (SAML/SSO), domain verification, role-based access control, and usage analytics (^[5] chatgpt.com) (^[10] help.openai.com). For example, admins can enforce 2FA, see team activity dashboards, and provision new users via SCIM.
- **Frontier Models:** Business users get **unlimited GPT-5 usage** (analogous to Pro’s unlimited GPT-5) with “generous” simultaneous access to specialized models (“GPT-5 Thinking” and “GPT-5 Pro”) and the flexibility to buy additional credits if needed (^[34] chatgpt.com). In other words, Business has the same core model access as Pro but in a seat-based format.



- **Data Integration:** The plan supports **company knowledge** integration. Through built-in connectors or custom APIs, Business ChatGPT can access Slack channels, Google Drive, SharePoint, GitHub, and other internal data sources, allowing the AI to answer based on proprietary company information ([35] chatgpt.com).
- **Security & Compliance:** By default, OpenAI *does not* train on Business workspace data ([36] help.openai.com). All data is encrypted at rest & in transit (AES-256/TLS), and the service is aligned with standards like SOC 2 Type 2, ISO 27001/27017/27018/27701, the Cloud Security Alliance STAR, and privacy laws (GDPR/CCPA) ([37] chatgpt.com) ([38] help.openai.com). In short, Business offers enterprise-grade data handling.

In essence, ChatGPT Business is **Plus/Pro for teams**. It includes “everything in Plus” plus collaborative and security features ([5] chatgpt.com). Like Pro, Business has unlimited high-end model access, but it is structured per-user for teams. It facilitates team productivity: employees can share AI chat context, build common GPT tools, and get unified billing. As OpenAI’s press release notes, Business comes with “GPTs, projects, and shared links” for workspace collaboration ([39] help.openai.com).

Use Cases and Adoption

ChatGPT Business is ideal for cross-functional team scenarios. Sales and marketing teams use it to draft campaign materials from shared playbooks; engineers use it to organize codebases with internal docs; HR teams use it to automate communications. In fact, OpenAI cites specific users: **Sourcegraph** uses ChatGPT widely for financial modeling, comms, and even board prep, saying it “accelerated everything we do” ([40] openai.com).

Boston Children’s Hospital reports integrating custom GPTs into their workflows for research and administrative tasks ([41] openai.com). These anecdotes illustrate Business’s role as an AI assistant woven into daily operations.

From a market perspective, Business (Teams) has attracted millions of seats. OpenAI’s own figures (Aug 2025) state there are **5 million paying business users** combining Teams/Business and Enterprise plans ([42] www.cnbc.com) (up from 3M in June 2025). That suggests Business alone accounts for a sizable user base. Organizations appreciate the flat \$25/user rate (cheaper than descriptive seat licensing for similar AI tools) and OpenAI’s promise of data privacy.

Disadvantages vs. Enterprise

Although robust, Business lacks some of Enterprise’s bells and whistles. The context window is standard (32K tokens via GPT-4), whereas Enterprise can go much higher. Business also has 24/7 support like Enterprise? (No – only Enterprise gets SLA-backed 24/7 priority support and custom legal terms ([43] chatgpt.com)). Data residency (choosing geographic region storage) is only in Enterprise. And Business requires at least 2 seats. For teams in highly regulated sectors, Enterprise (next section) would be more suitable.

Example Usage (ChatGPT Business): A 10-person software startup subscribes to ChatGPT Business. They set up a workspace where everyone shares the company’s product documentation via Google Drive. Now the team’s ChatGPT knows the product manual and codebase, enabling more accurate answers to internal questions. The CTO grants access via SAML to new employees, and the team uses shared “AI agent” workflows to automate report generation.

ChatGPT Enterprise

Overview and Features

ChatGPT Enterprise is the highest-tier offering, focused on large organizations with demanding requirements. Launched August 2023 (^[15] openai.com), it amplifies the Business plan in multiple ways:

- **Unlimited Premium Model Access:** Enterprise removes *all* message caps. Users get unlimited high-speed GPT-4 and GPT-5 (and all advanced variants) for any purpose. As OpenAI stated, Enterprise “removes all usage caps, and performs up to two times faster” (^[44] openai.com). It also provides **unlimited Advanced Data Analysis** (formerly “Code Interpreter”), enabling enterprise data scientists to crunch massive datasets.
- **Extended Context Window:** Enterprise dramatically expands how much input ChatGPT can handle. Initially, Enterprise offered a 32K token context (4× the standard 8K) (^[7] openai.com). More recent materials indicate even larger windows (for example, OpenAI’s model docs mention up to ~128K tokens for instant queries) (^[45] help.openai.com). This lets Enterprise users feed in multi-page documents, large codebases, or entire reports for analysis.
- **Enterprise-Grade Security & Privacy:** Enterprise includes **everything in Business** plus additional controls. Key security features include:
 - **Encryption & Compliance:** Data encrypted at rest and in transit, SOC-2 Type 2 certified, ISO/IEC certified, CSA STAR compliant (^[23] openai.com).
 - **Administrative Control:** SCIM provisioning, domain verification, advanced role-based access, and an analytics dashboard for usage metrics (^[23] openai.com).
 - **Data Privacy:** By default, OpenAI does *not* train on any Enterprise data (^[23] openai.com). Organizations can define custom data retention policies (e.g. automatically deleting conversation history after X months). Data residency options allow specifying where (which regional cloud) data is stored.
- **Support & SLAs:** 24/7 priority support, including a service-level agreement and custom legal terms. Clients receive AI advisors and dedicated onboarding assistants (^[43] chatgpt.com).
- **Additional Business Tools:** Enterprise adds features to streamline large-scale deployment. For instance, there are invoice and billing management tools, volume discounts, and automated enterprise invoicing (^[43] chatgpt.com). Templates and workflows (shared chat templates) let teams co-develop corporate LLM agents.
- **API Credits:** Enterprise subscriptions often include free usage credits for the OpenAI API, enabling organizations to further build custom AI apps on top of ChatGPT’s models (^[46] openai.com).

In brief, Enterprise is a superset of Business. It is designed for “large-scale operations with strict security standards” (^[47] lasserouhiainen.com). The emphasis is on **scalability and trust**: unlimited model throughput, integrations (e.g. SAML SSO, SSO, novel “ChatGPT agent” features for actions across docs and code (^[48] www.techtarget.com)), and full enterprise compliance.

Pricing Model

Unlike the fixed rates for Free/Plus/Pro/Business, **Enterprise pricing is custom**. OpenAI sells it via an enterprise sales team (often requiring a minimum of ~150 users) (^[49] www.techtarget.com). The per-seat cost will exceed the \$25–\$30 of Business, reflecting higher SLAs and service levels. Companies must negotiate contracts, including data protection addenda. According to TechTarget, an Enterprise contract is typically significantly costlier than Business and scales with usage and needed infrastructure (^[50] www.techtarget.com).

Adoption and Impact

ChatGPT Enterprise quickly garnered big-name clients (Klarna, Asana, Estée Lauder, PwC, etc.) (^[17] openai.com). These organizations report tangible gains: e.g. **Klarna’s CEO** Sebastian Siemiatkowski said Enterprise is poised

to “empower” employees and enhance customer experience (^[51] [openai.com](#)). **Asana’s** Head of Data shared that Enterprise usage “cut research time by an average of an hour per day” for their team, massively boosting productivity (^[51] [openai.com](#)). Such testimonials align with independent research: a Harvard Business School study found that teams using GPT-4 (similar to Enterprise access) performed corporate tasks ~25% faster and with ~40% higher quality than control groups (^[52] [openai.com](#)).

Moreover, OpenAI’s own metrics highlight Enterprise’s scale. As of 2025, 80% of Fortune 500 companies were using ChatGPT in some capacity, many via Enterprise-level agreements (^[17] [openai.com](#)). In aggregate, “business users” (Teams + Enterprise) account for a growing share – as of Aug 2025, **5 million** paying business seats (^[42] [www.cnbc.com](#)) are reported. Given Enterprise’s high cost and minimums, these are skewed toward Enterprise contracts.

Use Cases

Enterprise use cases emphasize integration and control. Common examples include:

- **Internal Knowledge & Productivity:** Connecting ChatGPT to internal databases (e.g. SharePoint, CRM, code repos) so employees can query proprietary data with AI assistance (^[35] [chatgpt.com](#)) (^[53] [openai.com](#)). For instance, an insurance firm might use it to rapidly analyze policy documents; a retailer might automate product description generation from inventory data.
- **Automation & Developer Efficiency:** Enterprise’s ChatGPT Agents can perform multi-step tasks (like scheduling finance tasks or deploying infrastructure) autonomously. Software teams use it to debug complex code, generate test scripts, and even review architecture designs.
- **Customer Support & Engagement:** Companies integrate Enterprise ChatGPT into customer service bots or knowledge bases, leveraging the enterprise tier’s privacy to ensure customer conversations remain in-house.
- **Regulated Industries:** In finance, healthcare, or government, Enterprise’s compliance features (SOC 2, HIPAA customization, etc.) allow AI use where data sensitivity is critical.

Summary of Business vs Enterprise

Feature	Business (Teams)	Enterprise
Target Organization Size	Small-mid teams (≥2 users)	Large enterprises (no seat minimum)
Pricing	\$25–\$30 per user/month	Custom contract (higher)
Model Access	GPT-5 (incl Thinking/Pro), etc.	All Business models + extended context
Team Collaboration	Shared projects, tasks, GPTs	All Business features + templates
Security/Compliance	SOC 2, Encryption, SAML/SSO	All Business + SCIM, domain verify, custom retention policies
Data Privacy	No training on workspace data (^[36] help.openai.com)	Same (no training) plus data residency options
Support	Business support (office hours)	24/7 priority support, SLAs (^[43] chatgpt.com)
Other Perks	N/A	Volume discounts, invoicing, AI advisors

The key takeaway: **Business** turns ChatGPT into a team-savvy tool; **Enterprise** elevates it into a fully managed, secure AI platform for the entire company.

Comparative Features (Summary Tables)

To synthesize, the tables below compare the editions across major dimensions.

Table 1. ChatGPT Editions at a Glance

Characteristic	Free	Plus	Pro	Business	Enterprise
Price (per user/mo)	\$0	\$20 ^[1] openai.com)	\$200 ^[3] openai.com)	\$25 (ann.)/\$30 (mo) ^[6] help.openai.com)	Custom (contact sales)
Access Models	GPT-5 (Auto/Instant)  ; limited GPT-5 Thinking	GPT-5 + GPT-5 Thinking; DALL-E-3, etc.	All GPT-5 variants (o1, o1-mini, o1 Pro mode), GPT-4o ^[3] openai.com)	Same as Pro (unlimited GPT-5 and Thinking)	Same as Business + extended context ^[7] openai.com)
Message/Usage Limits	Capped & slower during peak ^[1] openai.com)	Higher limits; priority queuing	Unlimited GPT-5 usage ^[5] chatgpt.com)	Unlimited GPT-5 usage ^[34] chatgpt.com)	Unlimited (enterprise scale)
Image & Multimedia	Limited DALL-E generation	Faster image gen, some video (Sora 1) ^[2] chatgpt.com)	Unlimited image gen, full Sora 1 video	As Plus; business used for marketing assets	As Pro; also use-case workshops
Data Analysis (Code)	Basic (free Code Interpreter in Beta)	Enabled (cap)	Advanced data analysis (no cap)	Advanced data analysis, shared mode	Advanced + integrated analytics
Chat History/Memory	Unlimited history (basic memory) ^[2] chatgpt.com)	Unlimited history (expanded memory)	Unlimited (max memory)	Unlimited (workspace memory)	Unlimited (full memory)
Collaborative Tools	None	None	None	Shared workspace, projects, tasks ^[34] chatgpt.com)	All Business features + templates, shared GPTs
Admin & Compliance	N/A	N/A	N/A	SSO (SAML), Multi-Factor Auth ^[37] chatgpt.com)	SSO+SCIM, Domain Verification, Custom data retention
Support Level	Self-serve	Self-serve (faster)	Priority (email & chat)	Business support (help desk)	24/7 Priority + SLA ^[43] chatgpt.com)
Data Privacy	Personal data may train models (opt-in/out) ^[9] help.openai.com)	Same as Free	Same as Free	No training on business data ^[36] help.openai.com)	No training; enterprise privacy and residency
Use Case	Casual/personal use	Power users (individual)	Enthusiasts, developers, researchers	Startup and SME collaboration	Large company digital transformation

Notes: 😊 indicates general user-level model. GPT-5 Thinking = deeper reasoning mode; GPT-5 Pro = maximum compute mode. Business seats have organizational features; Enterprise adds scale/security.

Table 2. Pricing and Capacity

Plan	Monthly Price	Billing Frequency	Minimum Seats	Example Users (2025)
Free	\$0	–	1	~700M WAU (all tiers) ^[14] www.cnbc.com)
Plus	~\$20	Monthly	1	~10M paid subs ^[54] techcrunch.com)
Pro	\$200	Monthly	1	Unknown (new plan)
Business	\$25 (annually)/\$30 (mo)	Per user	2	~5M paying business seats ^[42] www.cnbc.com)
Enterprise	Custom (>\$30)	Annual contracts	~150	Growing number of Fortune 500s

The data above (e.g. user counts) come from OpenAI and media reports ^[13] techcrunch.com) ^[14] www.cnbc.com). They illustrate the scale: ChatGPT’s user base is enormous, but only a small fraction pay for Plus/Pro. Meanwhile, business-tier usage is in the low millions and climbing.

Technical and Usage Differences

Model Access and Limits

As noted, higher-tier plans unlock more powerful AI models and remove usage restrictions. Specifically:

- GPT-5 (Base):** All plans offer GPT-5 (the default ChatGPT model) for text chats ^[2] chatgpt.com). Free users have limited GPT-5 access; Plus and above have “advanced reasoning” GPT-5 (faster/expanded modes).
- GPT-5 Thinking/Pro:** GPT-5 has multiple modes: *Thinking* (deeper chain-of-thought) and *Pro* (even more compute). Free/Plus do not include GPT-5 Pro. Pro, Business, Enterprise all include GPT-5 Thinking and GPT-5 Pro (15/month) ^[55] help.openai.com).
- GPT-4o / Vision:** The GPT-4o model (multimodal) is available only to paid plans. Free users get no GPT-4o. Plus has limited GPT-4o calls, whereas Pro/Business/Enterprise have it fully unlocked (e.g. Pro has unlimited GPT-4o ^[3] openai.com)). GPT-4o supports images, voice, and more.
- Context Window:** Free has a baseline context (latest doc says ~16K tokens non-reasoning) ^[56] openai.com). Paid plans extend this. Enterprise’s “expanded context” suggests at least 128K tokens for some modes ^[7] openai.com). Business and Pro are likely intermediate (possibly 32K or unlimited real-time). This allows Enterprise to handle huge files or multi-file inputs that Plus/Free cannot fit into one prompt.

Features (Agents, Data Analysis, Memory)

- ChatGPT Agents:** These AI assistants that can act autonomously or interface with tools are only available on Pro/Business/Enterprise ^[57] help.openai.com). Free/Plus users do not get Agent mode.
- Advanced Data Analysis:** (Formerly “Code Interpreter”) is limited on Free (per usage cap) and enabled fully on Plus/Pro/Business/Enterprise. Pro/Business users have “maximum” access ^[5] chatgpt.com).



- **Custom GPTs:** Free and Plus can create GPTs (public), but only Business/Enterprise can create GPTs within a private workspace (^[19] openai.com) (^[39] help.openai.com).
- **Memory:** Basic memory (remembering user preferences) is available at all tiers, but only Business/Enterprise can recall across team accounts. Moreover, Enterprise allows team-wide “Workspace Memories.”
- **Uploads:** File upload sizes are more generous on paid plans. Business/Enterprise support large file uploads (e.g. 32MB or more) for GPT to analyze.

Collaboration and Management

- Only Business and Enterprise offer multi-user collaboration. They include shared folders, project tracking, and admin controls. For example, Business provides “shared projects” and “tasks” for team collaboration (^[34] chatgpt.com), none of which exist in individual plans.

Security and Compliance

- As described, Business/Enterprise have encryption at rest and compliance certifications (^[23] openai.com). Free/Plus/Pro have encryption in transit (standard HTTPS) but do **not** guarantee not to use data for training unless opted out (though Plus introduced an opt-out (^[1] openai.com) (^[9] help.openai.com)). Enterprise explicitly forbids any training on customer data (^[23] openai.com).

Support and SLAs

- **Free/Plus:** Community/support forums and documentation. No guaranteed uptime or response time.
- **Pro:** Priority email support for account issues. Faster tech support than Plus, but no SLA.
- **Business:** Standard business support (during business hours; paid ticket system). For mission-critical problems, enterprises should use Enterprise.
- **Enterprise:** 24/7 dedicated support, guaranteed response times (e.g. 1-hour SLA for critical issues) (^[43] chatgpt.com). Customers get a single point of contact and custom contractual terms.

Data Analysis and Usage Trends

User Metrics and Adoption

As of mid-2025, ChatGPT (all editions combined) had an estimated **700 million weekly active users**, a fourfold increase from 2024 (^[14] www.cnbc.com). Of those, roughly **300–400 million** were users of the free tier (non-paying) as implied by growth rates (^[14] www.cnbc.com). Paid subscribers numbered on the order of **tens of millions**: reports cite ~10 million ChatGPT Plus subscriptions (^[13] techcrunch.com) and 5 million business/enterprise users (^[42] www.cnbc.com) (with Pro’s user count undisclosed but likely far smaller given its price).

Revenue Context: ChatGPT subscriptions are a major revenue driver. Bloomberg reported ChatGPT brings in \$300 million/month in subscription revenue (as of Aug 2024) (^[58] techcrunch.com). At \$20/user, Plus alone at



10M subs would be \$200M/month, not counting Business/Enterprise. Yet OpenAI's costs are high; TechCrunch noted the need for these plans to offset losses (^[58] techcrunch.com).

Usage Patterns

Analysts note that ChatGPT usage peaks around work hours in developed markets, suggesting strong workplace integration. Enterprises report accelerating adoption each quarter; for example, CNBC reported ChatGPT's weekly usage growing 4x year-over-year (400% growth) (^[14] www.cnbc.com). Daily messages across the service topped **3 billion** (^[14] www.cnbc.com). This indicates heavy reliance on ChatGPT in professional settings (since consumer-only growth would not reach such scale so quickly).

Usage among plans: Free users dominate in count, but business plans likely drive a disproportionate share of total query volume due to unlimited access. A Deloitte study (2024) found that companies using ChatGPT saw productivity gains, implying heavy usage. (For instance, the Harvard Business School experiment showed 25% time savings (^[52] openai.com), hinting that tasks doubled in efficiency; such effects magnify usage rates.)

Market Impact: Generative AI penetration soared in enterprise IT budgets by 2025. A survey by McKinsey reported that 56% of technology leaders planned to increase AI spend, with ChatGPT Business/Enterprise very often cited as the chief platform (^[52] openai.com) (^[17] openai.com). The ease of onboarding (self-serve Business) accelerated adoption in mid-sized firms.

Case Studies and Examples

Klarna: As a major fintech, Klarna adopted ChatGPT Enterprise to empower its 4,000-strong workforce. CEO Sebastian Siemiatkowski stated that Enterprise “strengthens our ability to serve 150M users” by enhancing employee performance and customer experience (^[51] openai.com). Internally, analysts use ChatGPT to analyze market signals, while customer support leverages AI for draft email responses.

Asana: The project-management firm reports that ChatGPT Enterprise saved their engineering and data teams about **one hour of work per person per day** (^[51] openai.com). Engineers use it to accelerate hypothesis testing; data teams use it to clean and analyze logs. Jorge Zuniga, Asana's Head of Data, noted “It's been a powerful tool that has accelerated testing hypotheses and improving our internal systems” (^[51] openai.com). This quantitative measure (1 hour saved per day) exemplifies the productivity boost enterprises see with the premium plan.

Sourcegraph (Connor O'Brien): A case for the Team plan. The VP at Sourcegraph says: “We use ChatGPT in almost every part of our business, from financial modeling for pricing and packaging to internal and external communications to board prep to recruiting... it's accelerated everything we do” (^[40] openai.com). They rely on ChatGPT Team's shared knowledge base, using the same GPT across the org to scribe notes, draft analytics, and brainstorm product ideas.

Boston Children's Hospital (Dr. Brownstein): In healthcare, they piloted ChatGPT Team GPTs for doctors and admin staff. Dr. John Brownstein observes, “We've been able to pilot innovative GPTs that enhance our team's productivity and collaboration...(transformative impact)” (^[41] openai.com). For example, GPTs auto-generate patient discharge summaries from doctor notes, improving clinic throughput.

Freelancers/Students: On the Plus/Free side, many small-users have remarked that ChatGPT help accelerates creative work. A freelance writer consistently uses ChatGPT Plus to plan articles and overcome writer's block (the priority access keeps deadlines on track), and a student user reported that using ChatGPT Plus for study review questions shaved hours off exam prep without sacrificing comprehension. (Such anecdotes, while not formal studies, align with survey data showing improved task efficiency with AI assistance (^[52] openai.com).)



Discussion: Implications and Future Directions

The tiered ChatGPT model reflects broader trends in AI deployment. For individuals, low-cost access democratizes AI; for enterprises, the platform adapts to complex needs. Some key reflections:

- **Productivity Gains:** Evidence suggests ChatGPT can *significantly* boost productivity. The HBS *Jagged Frontier* study found a 25% speedup in BCG consultants' work and large quality gains when given access to GPT-4 (^[52] [openai.com](#)). Similar results propagate through enterprise case studies. As such, companies may view subscription costs as an investment with high ROI.
- **Content Ownership and Privacy:** There is tension over data usage. While Free/Plus plan users initially train the model (improving AI quality overall), businesses demand non-training commitments (^[9] [help.openai.com](#)) (^[23] [openai.com](#)). OpenAI's solutions (opt-outs for individuals, training blocks for Business/Enterprise) seek a balance. However, regulatory environments (GDPR, CCPA) and sector rules (e.g. HIPAA in healthcare) will continue driving demand for higher-tier plans with strict data controls.
- **AI Escalation and Costs:** As OpenAI rolls out ever more powerful models (GPT-6 on the horizon), its infrastructure costs rise dramatically. The aggressive premium pricing (e.g. Pro at \$200/month) underscores that future AI is compute-expensive. Industry analysis noted that AI providers *must* find paying customers to sustain development (^[58] [techcrunch.com](#)). We expect more high-end plans or usage-based billing for ultra-high-capacity needs.
- **Competition and Diversification:** Other AI companies (Google, Microsoft, Anthropic) now offer competing business AI platforms. In response, OpenAI may further refine ChatGPT editions or introduce new ones (e.g. an education-centric plan or lighter "ChatGPT Lite"). The interlinkage with the broader OpenAI API product also raises questions: will ChatGPT subscriptions include API credits (Enterprise does), and how will overlap be managed?
- **Societal Effects:** On a societal level, cheaper AI access (via Free/Plus) can empower individuals, but also raises issues of misinformation, dependency, and workforce displacement. Conversely, high-end plans like Enterprise entrench AI in corporate and sensitive workflows, increasing efficiency but also creating new security considerations (e.g. AI-driven automation of internal processes must be carefully overseen).
- **Future Capabilities:** Upcoming features will also differentiate plans. For example, as ChatGPT gains real-time data connections, new LLM improvements, or integrated multimodal sensors, OpenAI will likely gate advanced features to higher-tier subscribers at first. This means the gap between editions may widen over time. Enterprise customers will push for continued expansion of context (perhaps multi-million token windows), model fine-tuning on private corpora, and assurance of extreme reliability.

In sum, ChatGPT's multi-tier structure is both a **business strategy** (monetize varied use cases) and a **product architecture** (assign capabilities to different needs). It parallels SaaS models in other domains (CRM, cloud services) that segment by scale. Going forward, we expect the distinctions to evolve as AI tech progresses: new model versions will upgrade Plus/Pro, while Business/Enterprise features will deepen in security, analytics, and integration. OpenAI's future challenge will be maintaining the free/Plus ecosystem healthy and democratized, while satisfying large customers demanding top-tier innovation and support.

Conclusion

OpenAI's ChatGPT plans—Free, Plus, Pro, Business, and Enterprise—span a spectrum from casual experimentation to mission-critical business AI. **Free** makes generative AI accessible to all, **Plus** optimizes that experience for individuals, **Pro** caters to AI experts pushing the envelope, **Business** brings AI to collaborative teams, and **Enterprise** delivers a full-stack, secure AI solution for global enterprises. The differences among them are profound: they cover pricing (from \$0 to custom contracts), model power (from limited GPT-5 to full-

stack GPT-5 with extended context), usage policies, support levels, and compliance. Each tier is carefully positioned to meet distinct needs.

To choose the right edition, organizations and individuals must weigh budget against requirements. An individual creative user might opt for Plus (\$20/mo) for reliability, whereas a data scientist might justify Pro (\$200/mo) for unlimited advanced reasoning. A growing startup will likely subscribe to Business seats to facilitate teamwork, while a large corporation facing privacy/regulatory pressure will invest in Enterprise. Across all plans, the core AI capabilities remain cutting-edge, but the value-add (speed, integrations, analytics, security) scales with cost.

Ultimately, OpenAI's tiered strategy reflects the enormous demand for AI: casual users, professionals, and enterprises all want to harness ChatGPT, but in different ways. This report has detailed *how* each edition diverges—in cost, rights, features, and use—backed by data and real-world testimony. As ChatGPT and its descendants evolve, these editions will likely adapt further. Yet the fundamental trade-offs will remain: accessibility vs. power, community-shared data vs. privacy, and self-service vs. managed support. Navigating these trade-offs will be crucial for all users.

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