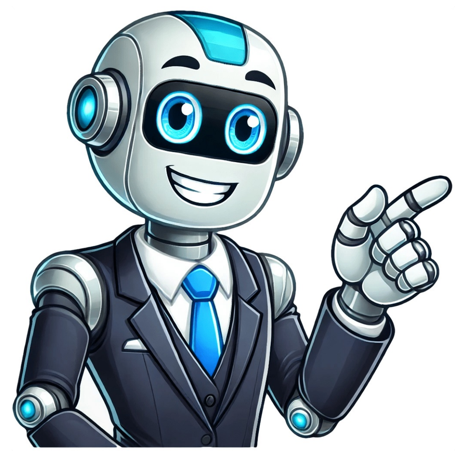

Es ist der KI-Coup des Jahres: Meta hat sich knapp die Hälfte an Scale AI gesichert. Gründer Alexandr Wang wechselt zu Meta. In einer der größten Transaktionen des Jahres im Bereich Künstliche Intelligenz (KI) hat Meta Platforms Inc. einen bedeutenden Schritt unternommen, um seine Position im KI-Wettlauf zu stärken. Der Mag 7-Konzern hat ein Investment von 14,3 Milliarden Dollar in Scale AI finalisiert und sichert sich dafür einen Anteil von 49 Prozent. Scale AI ein führendes KI-Startup, das sich auf die Bereitstellung von Trainingsdaten und Infrastruktur für KI-Modelle spezialisiert hat. Diese strategische Partnerschaft, die Scale AI mit über 29 Milliarden US-Dollar bewertet, markiert einen entscheidenden Moment für Meta, das seine Ambitionen im Bereich generativer KI weiter ausbaut. Scale AI-Gründer Alexandr Wang wechselt zu MetaDie Investition unterstreicht Metas Fokus auf vertikale Integration im KI-Sektor, um die Entwicklung eigener KI-Technologien zu beschleunigen und im Wettbewerb mit Branchenführern wie OpenAI, Google und Anthropic aufzuholen.Ein bemerkenswerter Aspekt dieser Transaktion ist die Rekrutierung von Alexandr Wang, dem 28-jährigen Gründer und CEO von Scale AI, der nun zu Meta wechseln wird, um ein neues Labor für Superintelligenz zu leiten. Wangs Expertise und Vision könnten Meta dabei helfen, bahnbrechende Fortschritte in der KI-Entwicklung zu erzielen. Ein deutliches Zeichen für Metas KI-AmbitionenScale AI hat sich als unverzichtbarer Akteur in der KI-Branche etabliert, indem es hochwertige, strukturierte Daten bereitstellt, die für das Training komplexer KI-Modelle benötigt werden. Diese Daten sind das Rückgrat für Anwendungen wie maschinelles Lernen, autonomes Fahren und generative KI, die zunehmend an Bedeutung gewinnen. Metas Investment in Scale AI ermöglicht nicht nur den Zugang zu diesen Ressourcen, sondern auch eine engere Zusammenarbeit bei der Entwicklung maßgeschneiderter KI-Lösungen, die in Metas Plattformen wie Facebook, Instagram und WhatsApp integriert werden könnten.Die Investition ist ein klares Signal für Metas langfristige Strategie, KI als Kernbestandteil seines Geschäftsmodells zu etablieren. Mark Zuckerberg, CEO von Meta, betonte kürzlich die Bedeutung von KI für die Zukunft des Unternehmens, insbesondere im Hinblick auf personalisierte Nutzererfahrungen und innovative Werbelösungen. Mit der Übernahme von Wang und dem Groß-Investment in Scale AI positioniert sich Meta als nächster großer Akteur im globalen KI-Wettlauf. Mark Zuckerberg wagt weiter Milliardenwetten Für Investoren wirft diese Entwicklung unterdessen mehrere Fragen auf. Zum einen zeigt Metas milliardenschwere Investition die anhaltende Bereitschaft von CEO Mark Zuckerberg milliardenschwere Wetten auf Zukunftsmärkte einzugehen. Nach der Übernahme von WhatsApp 2014 ist es Meta zweitgrößtes Investment. Zum anderen birgt die hohe Bewertung von Scale AI entsprechend Risiken, insbesondere in einem Markt, der von schnellen technologischen Veränderungen und regulatorischen Unsicherheiten geprägt ist. Angesichts einer Markkapitalisierung von 1,73 Milliarden Dollar erscheint das Risiko indes überschaubar. Lesen Sie dazu auch: "Meta mit KI-Offensive: Milliarden für die Superintelligenz?" Hinweis auf Interessenkonflikte Der Autor hält unmittelbar Positionen über die in der Publikation angesprochenen nachfolgenden Finanzinstrumente oder hierauf bezogene Derivate, die von der durch die Publikation etwaig resultierenden Kursentwicklung profitieren können: Meta Facebook parent company Meta Platforms (META) is in talks to make a multibillion investment in the startup Scale AI, according to a Bloomberg report. Meta stock closed slightly lower Monday, hovering within buy zone from a recent breakout. The funding round for Scale AI could exceed $10 billion in value, unnamed sources told Bloomberg, which would make it one of the largest private company funding events of all time. Scale AI provides data labeling services for companies like Microsoft (MSFT) and OpenAI, helping to enable to training and production of large language models. Meta has previously worked with Scale AI to help train its Llama large language models, as well as to develop a "Defense Llama" AI model focused on U.S. national security. ↑ X Apple's AI Ambitions: Are Investors Losing Patience? NOW PLAYING Apple's AI Ambitions: Are Investors Losing Patience? Meta had previously invested in Scale AI's most recent $1 billion Series F funding round, which valued the San Francisco-based startup at $18 billion. Scale generated $870 million in sales last year and expects sales to more than double to $2 billion in 2025, according to Bloomberg. Meta has been stepping up its investments into AI startups. Earlier this year, the Facebook parent company became a strategic investor in Databricks, joining a $10 billion venture investment round that valued Databricks at $62 billion. On the stock market today, Meta stock fell a half-percent to close at 694.06. Meta's Llama AI Models The reported Scale AI interest comes as Meta is already spending big on its generative AI ambitions. In late April, Chief Executive Mark Zuckerberg told investors that the company planned to spend about $68 billion in capital expenditures this year. That's up from $39.2 billion in 2024. The investment is focused on developing AI infrastructure, such as data centers with advanced processors from Nvidia (NVDA). The data centers power the training and operation of Meta's Llama AI models, which it is publishing for developers to use as open-source code. A big part of the payback that Meta expects from that investment is improved user engagement and stronger advertising tools for Facebook, Instagram and its other apps, as Zuckerberg has detailed to investors. Meta's ChatGPT chatbot competitor, Meta.AI, has reached 1 billion monthly active users, Zuckerberg touted at a recent shareholder meeting. In the meantime, Meta plans to incorporate generative AI into its advertising offering to offer fully automated marketing plans by next year, according to a Wall Street Journal report. The report boosted Meta stock while dragging down shares of top advertising firms like Omnicom Group (OMC), WPP Group (WPP) and Interpublic Group (IPG). Meta Stock: Recent Breakout With Monday's action Meta stock is hovering near the top of a 5% buy zone from a recent break out. Shares broke out from a 662.67 cup-with-handle buy point early last week, according to the IBD MarketSurge. After sliding more than 20% from February through April on tariff concerns, Meta has rallied back to approach highs from earlier this year. The stock is ahead 8% so far in June and rallied 18% in May. Strong first quarter results and the 90-day pause for President Donald Trump's tariffs on good from China helped ease some investor concerns. While still below a record high of 740.91 from mid-February, Meta's shares are ahead 19% overall in 2025. That is the best overall year-to-date gain among the Magnificent Seven stocks. YOU MAY ALSO LIKE: Uncertainty Overshadowed Amazon, Retail Earnings. Will Tariffs Cool Summer Spending? When To Sell Growth Stocks: This Could Be Your No. 1 Rule Get Timely Buy & Sell Alerts With IBD Leaderboard IBD Live: Learn And Analyze Growth Stocks With The Pros Chewy Stock Is Up Big This Year. Earnings Due Soon Could Be 'Meaningful Catalyst.' Mark Zuckerberg arrives before the inauguration of Donald Trump as the 47th president of the United States takes place inside the Capitol Rotunda of the U.S. Capitol building in Washington, D.C., Monday, Jan. 20, 2025.Mark Zuckerberg is so frustrated with Meta's standing in artificial intelligence that he's willing to spend billions of dollars to convince Scale AI CEO Alexandr Wang to join his company, people familiar with the matter told CNBC. Meta is finalizing a deal to invest $14 billion into Scale AI, according to a person familiar with the matter who asked not to be named because the terms are confidential. Bloomberg reported earlier this week that an investment could top $10 billion, and a story from The Information on Tuesday said Meta would pay close to $15 billion.As a founder of one of the most prominent AI startups, Wang has built a reputation as an ambitious leader who both understands AI's technical complexities and how to build a business that's not merely focused on research, according to two former Meta AI employees who agreed to speak on the condition of anonymity. Zuckerberg will be counting on Wang to better execute Meta's AI ambitions following the lukewarm launch of the company's latest Llama AI models.By not directly acquiring Scale AI, Meta appears to be taking a similar strategy as companies like Google and Microsoft, which have brought in prominent leaders in AI from the startups Character.AI and Inflection AI by taking large stakes in those companies rather than buying them outright. Meta is currently on trial against the Federal Trade Commission for antitrust claims, and the company doesn't want to further upset regulators by acquiring Scale AI, multiple people familiar with the matter said.As part of the deal, Meta will take a 49% stake in the data-labelling and annotation startup, The Information reported, while Wang will help lead a new AI research lab at the social networking company and will be joined by some of his colleagues. The New York Times was first to report about the new AI lab.Alexandr Wang, CEO of ScaleAI speaks on CNBC's Squawk Box outside the World Economic Forum in Davos, Switzerland on Jan. 23, 2025.Scale AI, founded in 2016, has made a splash in the era of generative AI by helping major tech companies like OpenAI, Google and Microsoft prepare data they use to train cutting-edge AI models. Meta is one of Scale AI's biggest customers, according to two people familiar with the matter.The startup, valued in a funding round about a year ago at $14 billion, is number 28 on CNBC's Disruptor 50 list. In mid-2024, the company signed one of the biggest recent commercial leases in San Francisco, gobbling up about 180,000 square feet of space in a downtown building that had been occupied by Airbnb.Scale AI has increasingly made in-roads into the defense industry, and in March announced a multimillion dollar deal with the Department of Defense. In November, it collaborated with Meta on Defense Llama, a custom version of Meta's open-source Llama foundation model designed specifically to "support American national security missions," the company said in a blog post.Meta and Scale AI declined to comment.Heading into 2025, AI was one of Meta's top priorities. But Zuckerberg has grown agitated that rivals like OpenAI appear to be ahead in both underlying AI models and consumer-facing apps, current and former Meta employees said.Zuckerberg has been deprioritizing its Fundamental Artificial Intelligence Research unit, or FAIR, in favor of its more product-oriented GenAI team to help Meta make headway in AI and improve its Llama family of AI models, CNBC previously reported.Meta's release of its Llama 4 AI models in April was not well received by developers, further frustrating Zuckerberg, the people said. At the time, Meta only released two smaller versions of Llama 4 and said it would eventually release a bigger and more powerful "Behemoth" model. That model has yet to be made available due to Zuckerberg's concerns about its capabilities relative to competing models, the people said. In particular, there is concern about how Behemoth stacks up against the latest from companies like OpenAI and China's DeepSeek, whose models are preferred by the wider developer community.Following Llama 4's lackluster debut, Meta conducted a reorganization of its GenAI unit, splitting it into two. Connor Hayes, a longstanding Meta employee, was put in charge of AI Products, while AGI Foundations was given to Amir Frenkel, previously a vice president of engineering and product for Meta's Reality Labs hardware unit, and Ahmad Al-Dahle, the previous head of GenAI. Al-Dahle's new position as a co-leader was seen as a sign that Zuckerberg had lost confidence in him, the people said.Ahmad Al-Dahle, VP and Head of GenAI at Meta.Zuckerberg admires Wang and considers him capable of a major role at Meta as an AI leader, the people said. A dropout from the Massachusetts Institute of Technology, Wang has built a sizable business and is familiar with AI's technical intricacies. The people described Wang as a "wartime CEO" who is in line with Zuckerberg's position that the U.S. faces increasing competition from China, thus requiring help from the tech industry.Wang told CNBC in January that he believes there is an "AI war" between the U.S. and China, and that the U.S. will need more computing power in order to compete."The United States is going to need a huge amount of computational capacity, a huge amount of infrastructure," Wang said at the time. "We need to unleash U.S. energy to enable this AI boom."It's an unusual move for Zuckerberg, who has traditionally put loyalists in high-ranking positions. But it shows the magnitude of the moment and Zuckerberg's belief that a prominent outsider like Wang may be better positioned than any current Meta employee to bolster the company's position in AI, the people said.Wang also brings a lot of outside knowledge of how competitors like OpenAI are building their consumer chatbots and AI models. Data labelling and training has become more complicated in recent years as the capabilities of AI models has increased, said Vahan Petrosyan, the CEO of SuperAnnotate, one of Scale AI's competitors."I would say Scale have covered probably 70% of all the models that are built," Petrosyan said. With Wang and others from Scale AI, Meta could gain "collective intelligence on how to build a better ChatGPT.""When Meta is buying them, they're buying their intelligence," Petrosyan said. WATCH: Mark Zuckerberg lobbies Trump to avoid Meta antitrust trial Der IT-Riese könnte laut "Bloomberg" 10 Milliarden Dollar in das Start-up investieren Meta dürfte demnächst in KI-Angelegenheiten weiter aufrüsten. AFP/JOSH EDELSON Meta führt einem Medienbericht zufolge Gespräche über eine Investition in das auf Künstliche Intelligenz spezialisierte Startup-Unternehmen Scale AI, die mehr als zehn Milliarden Dollar (8,76 Milliarden Euro) betragen könnte. Die Bedingungen des Geschäfts seien noch nicht fix und könnten sich noch ändern, meldete die Nachrichtenagentur Bloomberg am Sonntag unter Berufung auf mit der Angelegenheit vertraute Personen. Sie entscheiden darüber, wie Sie unsere Inhalte nutzen wollen. Ihr Gerät erlaubt uns derzeit leider nicht, die entsprechenden Optionen anzuzeigen. Bitte deaktivieren Sie sämtliche Hard- und Software-Komponenten, die in der Lage sind Teile unserer Website zu blockieren. Z.B. Browser-AddOns wie Adblocker oder auch netzwerktechnische Filter. Sie haben ein PUR-Abo? Das Team soll im Herzen Facebooks angesiedelt sein, inmitten der Zentrale in Menlo Park. Unmittelbar neben dem Büro von Facebook-Gründer Mark Zuckerberg gar, wie es heißt. Dieser ist es auch, der die Bewerbungsgespräche großteils persönlich führt. Bis zu 50 Spezialistinnen und Spezialisten sollen schlussendlich rekrutiert werden. Ihre Rolle: Die Erforschung einer Super-KI, einer „Superintelligenz“. Anlass für die Gründung der „Superintelligence Group“ soll Unzufriedenheit Zuckerbergs sein. Dieser sei enttäuscht von den bisherigen Errungenschaften – und KI–Modellen – aus eigenem Hause. Deswegen wolle Zuckerberg die KI-Abteilung bei Meta nun umkrempeln. Für die Spitze des neuen Labors ist indes einer der absoluten KI-Superstars im Silicon Valley vorgesehen: der 28-jährige Alexandr Wang. Laut Forbes immerhin „jüngster Selfmade-Milliardär der Welt“ und jedenfalls Gründer von Scale AI. Will die KI im Haus neu aufstellen: Mark Zuckerberg © Imago Für die Dienste Wangs könnte Meta dem Vernehmen nach aber gehörig in die Tasche greifen. Wie das für gewöhnlich gut informierte US-Portal „The Information“ berichtet, soll Meta nämlich als Teil des Deals 14,8 Milliarden US-Dollar aufbringen, um 49 Prozent der Anteile von Scale AI zu kaufen. Es wäre die größte externe Investition in der Geschichte des Facebook-Konzerns. Was aber macht Scale AI überhaupt so wertvoll? Kurz zusammengefasst ist es wohl seine Funktion als Rückgrat des aktuellen KI-Booms. Scale AI sammelt nämlich Daten, egal ob Bild, Text oder Video, und kennzeichnet diese. So werden sie für KI besser lesbar. „Im KI-Goldrausch liefert Scale AI die Schaufeln“, sagt dazu Florian Hasibar, KI-Experte vom österreichischen Start-up mytalents.ai.„Fast alle großen Anbieter von Sprachmodellen schicken ihre Rohdaten und bekommen dann gut lesbare Daten fürs Training zurück“, ergänzt Hasibar. Der übrigens genau deswegen nicht glaubt, dass sich Meta Scale AI völlig einverleiben wird. Hasibar: „Der Vorteil von Scale AI ist ja, dass sie mit allen zusammenarbeiten.“ Meta Platforms is reportedly considering a multibillion-dollar investment in Scale AI, a fast-rising AI startup known for its enterprise-grade data labeling services. According to Bloomberg, the deal under discussion could exceed $10 billion, marking Meta’s largest external investment in the AI space to date. Scale AI, valued at $13.8 billion as of spring 2024, has become a key player in the generative AI boom. The San Francisco-based company supports clients such as Microsoft and OpenAI with training data for machine learning models. Meta participated in Scale AI’s most recent $1 billion funding round, further deepening the relationship between the two firms. Both Meta and Scale AI declined to comment on the potential deal when approached by PYMNTS. Meta Shifts Strategy with External AI Investment The investment signals a rare move for Meta, which has historically favored in-house AI development. If finalized, it would represent a major pivot as the company ramps up its focus on generative AI amid growing competition from other tech giants. Microsoft has invested more than $13 billion in OpenAI, while Amazon and Google are backing Anthropic, a rival AI startup. In response, Meta CEO Mark Zuckerberg has publicly declared that AI is now the company’s top strategic priority. In January, Meta announced it would spend as much as $65 billion on AI initiatives throughout 2025. The company’s ambitions include positioning its in-house Llama model as a global industry standard. Meta’s chatbot—powered by Llama—is already reaching over 1 billion monthly users across Facebook, Instagram, and WhatsApp. Operational Restructuring Supports AI Acceleration Last month, Meta began restructuring its generative AI team to accelerate product rollouts and clarify responsibilities. The group has been divided into two specialized units, a move the company says will streamline development and increase competitive agility in the fast-moving AI landscape. Wider Market Trends: SMBs Embrace AI While large corporations compete for dominance in the AI space, small and medium-sized businesses are also embracing artificial intelligence to stay competitive. A recent PYMNTS report highlighted how SMBs are using AI to automate workflows, enhance talent, and speed up decision-making, leapfrogging older systems in the process. Supporting this trend, Verizon Business’s 2025 State of Small Business Survey found that 38% of SMBs have integrated AI into their operations. Meanwhile, 28% use AI for marketing and social media, and 24% for written communications. As AI adoption accelerates across all business tiers, Meta’s possible investment in Scale AI may signal a broader industry shift: from siloed development to ecosystem-driven AI innovation.