

MARKET SIGNALS | TECHNOLOGY

Nvidia eyes \$25B Reflection AI: what happens if it buys successfully

Reflection is central to Nvidia's plan for an open-source AI ecosystem that runs on its chips and counters Chinese open models.

By **Manasee Kurlekar** | October 12, 2026



Reflection AI was founded in 2024 by former DeepMind researchers Misha Laskin and Ioannis Antonoglou. It builds open-weight AI models that companies can run and customise themselves,

and investors pitch it as the West's answer to DeepSeek. Nvidia, already an \$800 million backer, is in early talks to deepen that investment or buy the company outright, according to the Financial Times.

Key details:

If the deal happens, here's what changes ?

- **Nvidia moves into models.** Nvidia would be extending its reach beyond chips and into the models that run on them. It would go from supplying OpenAI, Anthropic and Meta to competing with them, which is an awkward position for a company whose biggest customers are those same labs.
- **A “made-in-America” open model stack.** Reflection is central to Nvidia's plan for an open-source AI ecosystem that runs on its chips and counters Chinese open models. Its first model, Beam, launched last week for coding and agentic work. **Under Nvidia, Beam could ship bundled with Nvidia hardware as one ready-to-run package.**
- **Sovereign AI gets a sales channel.** Reflection has already committed several billion dollars to build Korean-language models with Shinsegae Group, a template it plans to repeat in friendly nations. With Nvidia behind it, governments could buy chips and a national model from a single vendor.
- **Big compute contracts come with it.** Reflection has signed a \$1bn+ deal with Nebius through 2029 for Nvidia's GB300 chips, and a second large capacity deal shortly before. Those commitments would effectively sit with Nvidia, its own chips rented back on its own behalf.
- **Regulators get sidestepped.** The likely acqui-hire structure, where Nvidia hires the staff and licenses the tech, could avoid a lengthy regulatory review. If it works, expect more Big Tech AI deals built the same way.
- **Partners may get nervous.** Reflection sits in Nvidia's Nemotron Coalition of open-model startups alongside Cursor and Thinking Machines Lab. If Nvidia owns one member outright, the others could start to look like second-tier partners.
- **The caveat:** talks are early and could still fall apart, though a deal could come within weeks.

