

OpenAI's New Agent Toolkit: Are You Ready to Build the Future of AI?

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Insight from Yoshi Soornack

With 800 million weekly active users, ChatGPT is no longer just a chatbot. It's a platform, and OpenAI is handing you the keys.

At its recent DevDay 2025 conference, OpenAI didn't just announce new features; it unveiled a new vision for the future of AI. With the launch of AgentKit and apps inside of ChatGPT, the company is making a bold statement: the next generation of AI will be built by you. For project delivery professionals, this isn't just another tech trend; it's a fundamental shift in how we will design, build, and deploy AI-powered solutions.

The Dawn of the Agent-Centric Era

For years, developers have been grappling with the complexities of building and deploying AI agents. The process has been fragmented, time-consuming, and often frustrating. OpenAI's AgentKit is set to change all that. Described by CEO Sam Altman as "a complete set of building blocks...to take agents from prototype to production with way less friction," AgentKit is a comprehensive toolkit that promises to democratize AI development.

"AgentKit is a complete set of building blocks available in the open AI platform designed to help you take agents from prototype to production. It is everything you need to build, deploy, and optimize agent workflows with way less friction." – Sam Altman, OpenAI CEO

At the heart of AgentKit is the Agent Builder, a visual, drag-and-drop interface that Altman likens to “Canva for building agents.” This intuitive tool allows developers to design the logic and workflow of their agents without getting bogged down in complex code. Combined with ChatKit, an embeddable chat interface, and Evals for Agents, a suite of performance measurement tools, AgentKit provides a complete, end-to-end solution for building, deploying, and optimizing AI agents.

A New App Ecosystem is Born

But AgentKit is only half the story. The real game-changer is the introduction of apps inside of ChatGPT. This move transforms ChatGPT from a standalone application into a powerful platform, a new ecosystem where developers can build and distribute their creations to a massive audience of 800 million weekly active users. Companies like [Booking.com](#), Expedia, Spotify, and Figma are already on board, and their interactive applications are now accessible directly within ChatGPT.

“We want ChatGPT to be a great way for people to make progress, to be more productive, more inventive, to learn faster, to do whatever they’re trying to do in their lives better. [Apps inside of ChatGPT] will enable a new generation of apps that are interactive, adaptive, and personalized, that you can chat with.” – Sam Altman, OpenAI CEO

This is a significant departure from the previous GPT Store model. By integrating apps directly into the chat interface, OpenAI is creating a more seamless and intuitive user experience. Users can now call up third-party tools in their everyday conversations, blurring the lines between the chatbot and the applications it can access. This creates a powerful new distribution channel for developers and a richer, more personalized experience for users.

The Project Manager’s New Playbook

For project managers, the launch of AgentKit and apps in ChatGPT represents a paradigm shift. The barriers to entry for AI development are being lowered, and the opportunities for innovation are exploding. Here’s what you need to be thinking about right now:

1. **Rethink Your Development Cycle:** With tools like AgentKit, the time from prototype to production can be dramatically reduced. This means you can be more agile, more experimental, and more responsive to user feedback.
2. **Embrace the Ecosystem:** The future of AI is not about building monolithic applications; it’s about creating specialized agents that can be combined and integrated in new and innovative ways. Start thinking about how your projects can leverage the growing ecosystem of apps and agents on the ChatGPT platform.
3. **Focus on User Experience:** In this new agent-centric era, user experience is paramount. The most successful agents will be those that are intuitive, responsive, and seamlessly integrated into the user’s workflow. As a project manager, you need to be obsessed with creating a user experience that is not just functional, but delightful.

The Future is Now

OpenAI's DevDay announcements are more than just a product launch; they are a call to action. The company is providing the tools and the platform; it's up to us to build the future. For project delivery professionals, this is an unprecedented opportunity to be at the forefront of the AI revolution. The question is, are you ready?

Ready to start building the future of AI? Subscribe to Project Flux for the latest insights and strategies for success in the agent-centric era.

References:

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