## GRADIENT DESCENT WITH A GENERAL COST

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How to design algorithms that extend classical methods (and their convergence theory) beyond the Euclidean setting? How to integrate different families of algorithms into a unified framework? How to systematically approximate optimization problems? We show that c-transforms allow to build majorizing surrogates, which can be tackled through alternating minimization. The "five-point property" of Csiszar and Tusnady gives (sub)linear convergence rates for the values of the iterates. This property corresponds to a novel notion of c-semiconvexity, extending relative strong convexity, and intimately related to the MTW tensor. The mirror/Riemannian/natural gradient descent algorithms can all be cast in this formalism, leading to novel convergence conditions and rates.

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