JASON AI WADE · BACKTIER

MEDIA KIT · 03 / 08

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ai visibility podcast

RESOLVED ENTITY

rollins college jason a. wade

back-tier (storage)

Jason AI Wade

FIG. 03 · MANY SIGNALS, ONE ENTITY

MEDIA

KIT

BackTier Executive Overview AI VISIBILITY ARCHITECTURE · ENTITY LOCK PROTOCOL™ · AGENTIC VISIBILITY PATH™

Jason AI Wade Founder of BackTier · Author · Podcast Host Writing, research, and work on how AI finds and understands us.

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MEDIA KIT: EXECUTIVE OVERVIEW

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§ 01 · OVERVIEW

Your business ranks in Google. Does AI know who you are? BackTier helps businesses understand, implement, and operate AI, and makes sure AI assistants and agents can find, understand, and trust them. Buyers increasingly begin their research inside AI assistants rather than on a results page. Search rankings and AI answers are produced by different processes, so a business can rank well and still be absent from the answer a buyer actually reads. That gap rarely has one cause. The system may not know which company you are. Your pages may not be the evidence it uses. It may be repeating something out of date. Or a competitor may simply have stronger, more consistent corroboration. Through AI Visibility Architecture and the Entity Lock Protocol™, BackTier aligns the signals that tell AI systems who a business is, makes its evidence retrievable, and measures whether the answers change.

Who this work is built for → Professional and regulated firms whose clients ask AI for a recommendation, and where a

wrong answer carries compliance or reputational cost

→ B2B companies with real expertise that is not being retrieved or cited when their category

comes up

→ Founders and companies being merged with a similarly named entity, or described with

outdated facts

→ Leaders adopting AI internally who need to decide what it can see, say, and do → Businesses preparing for buyers who send agents instead of visiting websites

AI systems describe you the way your sources agree.

§ 02 · THE FRAMEWORK SYSTEM

The AI Visibility Framework System One parent discipline, an identity method, a measurement model, and an extension into action

01

AI Visibility Architecture PARENT DISCIPLINE

How entities become discoverable, resolvable, evidence-supported, included, and selected by AI systems.

02

Entity Lock Protocol™ IDENTITY AND INTERPRETATION

A method for aligning distributed signals around one stable interpretation of an entity.

03

BackTier Visibility Path™ MEASUREMENT · CITATION → INCLUSION → SELECTION

Measures progression from machine use of evidence to machine preference.

04

Agentic Visibility Path™ ACTION · CITATION → INCLUSION → SELECTION → TRANSACTION

Extends the model into machine-mediated buying, booking, routing, payment, and execution.

The path, stage by stage 01

Citation The system uses your evidence as a source.

02

→

Inclusion You belong in the set of options it considers.

03

→

Selection It names or recommends you.

04

→

Transaction An agent books, buys, routes, or pays.

Each stage depends on the one before it. A business that cannot be resolved cannot be selected.

§ 03 · WHAT BACKTIER DOES

From strategy to execution From AI visibility to agentic readiness

01

AI Strategy & Governance Where AI should fit in the business, and what it should be allowed to see and say. Platform evaluation, permissions, security, and human oversight.

02

Agentic Systems & Workflows Which work AI agents can research, sort, and follow up on. Agentic lead generation, outreach infrastructure, diagnostic outreach, and market intelligence agents.

03

AI Visibility Whether AI systems can find you, understand you correctly, and trust what they find. Entity engineering, generative engine optimization (GEO), answer engine optimization (AEO), and AI Overview optimization.

04

Authority Canon One approved source, with every page, profile, and episode built from it, in text, web, and audio editions. The Book (30 to 70 pages) for experts, firms, and founders. The Story (8 to 20 pages) for local, service, retail, and product businesses.

05

AI Visibility Baseline A written measurement of what AI systems currently say about a brand, delivered in about two weeks and including a visit to the business. $2,500.

AI systems describe you the way your sources agree. The Authority Canon makes the sources agree.

§ 04 · HOW IT IS MEASURED

Measure, diagnose, implement, re-measure Every engagement starts from the same four readings, taken across ChatGPT, Google AI Overviews, Gemini, Claude, and Perplexity. These systems are non-deterministic, so results are reported as ranges and trends across repeated runs, never as a single screenshot. 01

02

Entity accuracy Does the system identify the correct organization, with the right people, location, category, and services?

Retrieval coverage Can the pages that answer buyers’ questions actually be fetched, parsed, and used as a source?

03

04

Citation presence Across a frozen set of questions, where does the brand appear, where does it not, and who appears instead?

Answer accuracy When the brand is described, is the description correct, current, and complete enough to help a buyer?

Methodology at a glance PROMPT SET

OBSERVATION

A frozen set of 40 to 60 prompts per engagement, built from category, service, location, buyer-role, and named-competitor questions Each prompt run 3 times per platform per cycle, in a clean session with no personalization

BASELINE

About two weeks from start to written deliverable

RE-MEASUREMENT

The same prompt set re-run every 30 days, each cycle dated

REPORTED

NOT CLAIMED

What improved, what regressed, what stayed the same, and what cannot be attributed to the work No guarantee of a citation, ranking, or recommendation by any independent AI system

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§ 05 · THE DIFFERENCE

Most AI visibility offers sell a score. BackTier publishes its method. BackTier’s first published case study is itself. In October 2026, four AI models answered eight questions about the firm and its founder. None of the 32 answers identified BackTier. The method, the dates, and the word-for-word answers are on the record, along with what has not improved. The same standard applies to clients: named subjects, a frozen prompt set, dated observations, and an honest account of what cannot be attributed to the work. No anonymized percentage gains. No guaranteed citations. COMPANY SNAPSHOT FOUNDER

Jason AI Wade

COMPANY

BackTier

CATEGORY

Agentic AI strategy & architecture · AI visibility

CORE DISCIPLINE

AI Visibility Architecture: entity resolution, retrieval, citation, selection

PRIMARY AUDIENCES

Law firms and professional services; B2B companies with deep expertise; founders and brands with identity confusion

PLATFORMS MEASURED

ChatGPT, Google AI Overviews, Gemini, Claude, Perplexity

EXPERIENCE

20+ years operating ecommerce, marketplace, search, and advertising businesses

AUTHOR

AI Visibility: How to Win in the Age of Search, Chat & Smart Customers (2025); The End of Checkout (forthcoming)

MEDIA

The AI Visibility Podcast (host and publisher)

BASED IN

Central Florida · in person in Orlando and Lakeland · remote across the US

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AI cannot recommend what it cannot resolve.

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