JASON AI WADE · BACKTIER

MEDIA KIT · 04 / 08

jason wade · singer

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lake wales, fl

backtier

ai visibility podcast

RESOLVED ENTITY

rollins college jason a. wade

back-tier (storage)

Jason AI Wade

FIG. 04 · MANY SIGNALS, ONE ENTITY

MEDIA

KIT

Company Narrative 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: COMPANY NARRATIVE

JASON AI WADE · 04 / 08

§ 01

AI Can Only Recommend What It Can Resolve For twenty years, being found online meant ranking. A business published pages, earned links, and climbed a list of ten results. The buyer did the rest: clicked, compared,

called.

That sequence is breaking. A buyer now asks an AI assistant for a recommendation and reads one assembled answer. By the time that answer appears, the system has already decided which businesses exist in the category, which descriptions are accurate, which evidence is credible, and which names belong on the short list. Increasingly, an agent takes the next step too: booking, buying, routing, or paying on the buyer's behalf. Before any of that, the system has to settle a question most businesses never think about: which entity is this? A firm whose name resembles another firm's. A founder who shares a name with someone more famous. A company still described by services it retired years ago. Each is an identity problem before it is a marketing problem.

A page can rank first and still be missing from the answer. Search engines organized pages. AI systems increasingly organize meaning. Visibility has moved from a page-ranking problem to an identity, evidence, retrieval, and decision problem.

Search ranked pages. AI selects entities.

§ 02

From Ranking to Resolution This is where BackTier works. Founded by Jason AI Wade in Central Florida, BackTier is an agentic AI strategy and architecture firm. It helps businesses understand the shift from search to AI agents, design the AI systems worth building, and make sure AI assistants and agents can find, understand, and trust them. The work starts beneath the visible symptom. When a firm is missing from AI answers, there are usually four different causes, and each calls for a different fix: Identity The system does not know which company you are. Similar names and inconsistent identity data leave it unsure.

Evidence Your pages are not the evidence it uses. If they are hard to fetch, parse, or quote, something else fills the gap.

Currency It is repeating something out of date. Old bios, retired services, and stale directory entries persist.

Corroboration A competitor has stronger independent support, so when two brands are plausible, the other one is named.

What looks like a ranking problem is usually a resolution problem first. BackTier measures before it fixes. Every engagement begins with a frozen prompt set run repeatedly across ChatGPT, Google AI Overviews, Gemini, Claude, and Perplexity, and every claim of progress is dated, repeatable, and paired with what did not improve. No provider can guarantee what an independent AI platform will cite or recommend, and BackTier says so up

front.

§ 03

Company Boilerplate BackTier is an agentic AI strategy and architecture firm founded by Jason AI Wade and based in Central Florida. BackTier helps businesses decide where AI belongs in their operations, build intelligent workflows and agentic systems, and become accurately identified, cited, and recommended by AI systems including ChatGPT, Google AI Overviews, Gemini, Claude, and Perplexity. Its AI visibility practice, built on AI Visibility Architecture, the Entity Lock Protocol™, and the BackTier Visibility Path™, measures entity accuracy, retrieval coverage, citation presence, and answer accuracy against a documented prompt set, with a primary practice in law firms and professional services. BackTier works in person with Central Florida clients and remotely across the United States. Learn more at backtier.com.

SHORT BOILERPLATE · 50 WORDS

BackTier is an agentic AI strategy and architecture firm founded by Jason AI Wade in Central Florida. It helps businesses put AI to practical use and makes sure AI assistants and agents can find, understand, and trust them, measured against a documented prompt set across five major AI platforms. backtier.com

§ 04

Preparing for the End of Checkout The objective is not to trick a model into mentioning a brand. It is to make a business legible: one stable identity, evidence that can be fetched and quoted, sources that agree with one another, and systems an agent can actually transact with. That matters more each quarter. AI is moving from answering questions to taking actions. Agents are beginning to research, compare, and complete purchases on a buyer’s behalf. In that market, a business that cannot be resolved cannot be selected, and a business that cannot be selected cannot be bought from. BackTier’s Agentic Visibility Path™ describes the progression: Citation, Inclusion, Selection, Transaction. Each stage depends on the one before it, and each can be measured. The work also points inward. The same discipline that makes a firm legible to outside AI systems governs how it uses AI internally: what those systems can see, what they are allowed to say, and where a human still has to decide.

Before AI can recommend you, it has to know who you are.

Jason AI Wade Founder, BackTier AI visibility researcher

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