JASON AI WADE · BACKTIER

COMPLETE MEDIA KIT · 8 DOCUMENTS

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Jason AI Wade

FIG. 00 · MANY SIGNALS, ONE ENTITY

MEDIA

KIT

Complete Media Kit AI VISIBILITY ARCHITECTURE · ENTITY LOCK PROTOCOL™ · AGENTIC VISIBILITY PATH™

Bios, messages, story angles, interview questions, and case studies for producers, hosts, editors, and event organizers.

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

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JASON AI WADE

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Eight documents Each section also stands alone as its own PDF.

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For interviews, podcasts, panels, and media inquiries: jason@jasontwade.com · (321) 946-5569 · jasonwade.com · backtier.com

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SPEAKER ONE SHEET

Jason AI Wade FOUNDER OF BACKTIER · AI visibility researcher AUTHOR · HOST, AI VISIBILITY PODCAST

Writing, research, and work on how AI finds and understands us.

“Search ranked pages. AI selects entities.”

RESOLVED ENTITY

Jason AI Wade

SIGNATURE TALKS

ABOUT JASON

01 From Ranking to Resolution Why ranking in Google no longer means AI recommends you, and what replaces it.

02 The Jason Wade Problem What happens when AI can’t tell who you are, told through a live experiment on his own name.

03 The End of Checkout Citation, inclusion, selection, transaction: how AI agents will research, choose, and buy.

Jason AI Wade is the founder of BackTier, an agentic AI strategy and architecture firm in Central Florida, and an AI visibility architect. He studies how AI systems decide who a person or business is before deciding whether to cite, recommend, or buy from them. He created the Entity Lock Protocol™, the BackTier Visibility Path™, and the Agentic Visibility Path™, and wrote AI Visibility: How to Win in the Age of Search, Chat & Smart Customers. Before BackTier he spent more than twenty years running ecommerce, marketplace, search, and advertising businesses. He hosts the AI Visibility Podcast and is writing The End of Checkout. CITATION

04 Fluent Isn’t Smart

INCLUSION

SELECTION

TRANSACTION

The Lisa Latte Effect: using AI without mistaking its fluency for your own expertise.

AUDIENCE TAKEAWAYS

FOR LEADERS WHO ARE

→ Why ranking in Google doesn’t mean AI recommends you

→ running a firm whose clients now ask ChatGPT before they call

→ The four reasons AI leaves a business out of its answer

→ ranking in Google but missing from AI answers

→ How to check what AI believes about you, and where it learned it

→ being confused with a similarly named person or company

→ How to measure AI visibility without trusting one screenshot

→ adopting AI and deciding what it can see, say, and do

→ What changes when agents, not people, complete the purchase

→ preparing for buyers who send agents instead of visiting

→ How to use AI without mistaking its fluency for your expertise

HEARD ON

FORMATS

BOOK JASON

Leadership in Law Podcast

→ Keynote

jason@jasontwade.com

“Entity Engineering for AI Visibility,” August 2026

→ Panel → Workshop → Podcast interview → Expert commentary

(321) 946-5569

Kalicube panel with Jason Barnard

On name ambiguity and how AI tells people apart AI Visibility Podcast guests include Dan McGaw, Will Hamblin, Violeta Shkreli, Christopher Panteli, Devon Vocke, and Nikhil Vimal.

CITATION

.

INCLUSION

.

SELECTION

.

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In person in Central Florida. Virtual anywhere.

TRANSACTION

©

2026

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FIG. 02 · MANY SIGNALS, ONE ENTITY

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Founder Bio 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: FOUNDER BIO

JASON AI WADE · 02 / 08

§ 01 · SHORT BIO

Founder Bio, Short Media ready

Jason AI Wade is the founder of BackTier and an AI visibility researcher. He created AI Visibility Architecture, the Entity Lock Protocol™, the BackTier Visibility Path™ (Citation → Inclusion → Selection), and the Agentic Visibility Path™. He is the author of AI Visibility: How to Win in the Age of Search, Chat & Smart Customers and host of the AI Visibility Podcast. His work focuses on entity resolution, machine understanding, citation, selection, and agentic commerce. A central part of that work is the “Jason Wade problem”: because Jason Wade is a common name, AI systems can merge him with unrelated people and produce incorrect identities, careers, locations, or accomplishments. His ongoing “Jason AI” experiment tests whether a distinctive, machine-legible identity can improve how AI systems resolve, describe, cite, and recommend a real person.
ONE-LINE VERSION

Jason AI Wade is the founder of BackTier and an AI visibility architect who studies how AI systems find, understand, and choose people and businesses.

NAME AND LINKS APPROVED HEADSHOT

JASONWADE.COM · BACKTIER.COM

Please credit as Jason AI Wade. Links: jasonwade.com and backtier.com. Full-resolution headshot available on request.

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MEDIA KIT: FOUNDER BIO

JASON AI WADE · 02 / 08

§ 02 · LONG BIO

Founder Bio, Long Background for interviews and features Jason AI Wade is the founder of BackTier, an agentic AI strategy and architecture firm in Central Florida, and an AI visibility researcher. His work centers on one question: how do AI systems decide which person, company, or product they are describing, and what determines whether that entity is then cited, included, selected, and acted upon? He created AI Visibility Architecture, the Entity Lock Protocol™, the BackTier Visibility Path™ (Citation → Inclusion → Selection), and its commerce-era extension, the Agentic Visibility Path™, which adds Transaction for a market in which AI agents research, choose, and buy on a person's behalf. Before BackTier, Wade spent more than two decades operating inside the systems he now studies. From 2003 to 2017 he built and managed a multi-channel ecommerce business across Amazon, eBay, and direct-toconsumer channels, leading a ten-person team. He then founded Independent Ecommerce Venture, a Ring and Google Nest smart home ecommerce and installation business, and grew it to $700,000 in annual revenue on the back of technical SEO, structured data, and voice-assistant search. He has run the stores, bought the ads, and ranked the pages, which is why his frameworks read as field documentation rather than theory. Raised in Lake Wales, he attended the University of Florida and graduated from Rollins College in Winter Park. "Jason Wade" is a common name. Ask an AI system about him and it may describe someone else entirely. In BackTier's own October 2026 measurement, six of eight AI answers about him described another identity another identity. That failure is not an anecdote for him. It is the problem his work addresses. In 2026 he began petitioning the court to change his legal middle name to "AI," a public experiment in whether a distinctive, machine-legible name measurably improves how AI systems resolve, describe, and cite a real person, run against documented baselines with the failures on the record alongside any gains. He is the author of AI Visibility: How to Win in the Age of Search, Chat & Smart Customers (August 2025) and Content and AI Visibility (2025), and is writing The End of Checkout, an examination of how AI agents, machine-readable commerce, identity infrastructure, payments, and fulfillment could transform buying by 2030. He publishes a numbered research series at JasonWade.com and hosts the AI Visibility Podcast, a longform show recorded in downtown Lake Wales that treats AI's effect on business, trust,

and decision-making as a public laboratory. He also founded LRSVC, a Florida venture capital firm backing AI-native companies, and Lake Wales Guide, a local publishing environment where entity, retrieval, schema, and citation ideas are applied and tested. His work rests on a plain observation: Before AI can recommend you, it has to know who you are. Disclosure: Jason AI Wade holds ownership or a commercial interest in BackTier, LRSVC, the AI Visibility Podcast, and Lake Wales Guide.

§ 03 · SPEAKER BIO

Speaker Bio Jason AI Wade is the founder of BackTier and an AI visibility researcher who studies how AI systems find, understand, and choose people and businesses. His talks start from a shift most businesses have not priced in yet: search engines ranked pages, but AI systems resolve entities. Before an assistant can recommend a firm, cite an expert, or complete a purchase, it has to decide who it is talking about and whether the evidence can be trusted. His frameworks, including the Entity Lock Protocol™ and the Agentic Visibility Path™ (Citation → Inclusion → Selection → Transaction), map that process from first mention to machine-completed sale. He brings more than twenty years of operating experience in ecommerce, marketplaces, search, and advertising, and a live case study: his own name, which AI systems routinely confuse with other Jason Wades. He is the author of AI Visibility and host of the AI Visibility Podcast. His talks leave audiences with one question:

What does AI believe about you, and where did it learn it?

§ 04 · EMCEE INTRODUCTION

Emcee Introduction Live introduction, about 45 seconds

Please welcome Jason AI Wade, founder of BackTier and host of the AI Visibility Podcast. Jason studies how AI systems decide who you are before they decide whether to recommend you. He created the Entity Lock Protocol and the Agentic Visibility Path, and he is the author of AI Visibility: How to Win in the Age of Search, Chat and Smart Customers. He is also running an unusual experiment on himself. Because AI keeps confusing him with other men named Jason Wade, he has petitioned the court to make “AI” his legal middle name, and he publishes the results, good or bad. Please welcome Jason AI Wade.

PRONUNCIATION

“Jason A-I Wade.” Say the letters: A, I.

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FIG. 03 · MANY SIGNALS, ONE ENTITY

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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

JASON AI WADE · 03 / 08

§ 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.

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MEDIA KIT: EXECUTIVE OVERVIEW

JASON AI WADE · 03 / 08

§ 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.

MEDIA KIT: EXECUTIVE OVERVIEW

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§ 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

MEDIA KIT: EXECUTIVE OVERVIEW

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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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FIG. 04 · MANY SIGNALS, ONE ENTITY

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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

MEDIA KIT: COMPANY NARRATIVE

JASON AI WADE · 04 / 08

§ 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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FIG. 05 · MANY SIGNALS, ONE ENTITY

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Key Messages and Proof Points AI VISIBILITY ARCHITECTURE · ENTITY LOCK PROTOCOL™ · AGENTIC VISIBILITY PATH™

Core ideas, supporting evidence, and quotable perspectives from the work of Jason AI Wade and BackTier.

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: KEY MESSAGES AND PROOF POINTS

JASON AI WADE · 05 / 08

§ 01

Key Messages ranked pages. AI selects entities. 1 Search Before an assistant can recommend a company or cite an expert, it has to resolve what the entity is, connect evidence to the right identity, and decide whether it belongs in the choice set. Visibility has become an identity, evidence, retrieval, and decision problem.

2 Ranking in Google does not mean AI recommends you.

Search rankings and AI answers come from different processes. The usual reasons a strong site is missing from AI answers are identity confusion, unretrievable evidence, out-of-date sources, and competitors with stronger corroboration. Each needs a different fix.

3 AI describes you the way your sources agree.

Old bios, retired services, stale listings, and inconsistent names persist in the sources AI systems reach for. When those sources disagree, the model guesses. The fix is one approved account of who you are, with everything else built from it.

4 Being cited is not the same as being understood.

An answer can name you and still get your category, location, or expertise wrong. Presence is a weak goal on its own. The real target is intelligibility: an accurate, verifiable representation of who you are and what you know.

5 Measure AI visibility. Don’t assume it.

AI systems are non-deterministic, so a single screenshot is an anecdote. Credible measurement uses a frozen prompt set, repeated runs across platforms, ranges instead of single answers, and an honest account of what cannot be attributed to the work.

6 The next buyer may be an agent.

AI is moving from answering questions to taking actions. As agents research, compare, book, and buy for people, the path runs Citation, Inclusion, Selection, Transaction. A business that cannot be resolved cannot be selected, and one that cannot be selected cannot be bought from.

MEDIA KIT: KEY MESSAGES AND PROOF POINTS

JASON AI WADE · 05 / 08

§ 02

Proof Points Published to BackTier’s own standard: dated, named, and limits stated UNKNOWN

→

MEASURED

BackTier ran its own test first. On October 26, 2026, four AI models answered eight questions about the firm and its founder. 0 of 32 answers identified BackTier. In 6 of 8 answers about the founder, the model described another identity another identity instead. What it shows: the identity problem the firm describes is real enough to measure on its own name. Answers are saved word for word. ACCESSIBLE

≠

RESOLVED

A September 2026 audit found backtier.com fully reachable: it answered GPTBot with server-rendered HTML carrying six structured-data blocks, a published entity record, and an llms.txt file. Gemini still read “BackTier” as a generic data-storage term and left it off a recommended-vendor list. What it shows: technical access is necessary but not sufficient. The working hypothesis, labeled as an inference, is that the gap sits in entity association, not crawlability. SEARCH

→

REVENUE

As founder of Independent Ecommerce Venture (2017 to 2022), a Ring and Google Nest ecommerce and installation business, Wade used technical SEO, structured data, and voice-assistant search optimization to grow it to $700,000 in annual revenue. What it shows: the frameworks come from running the systems, not observing them. Founder-reported figure. ZERO

→

BASELINE

On October 4, 2026, two search-enabled models answered 16 of BackTier’s field-study questions and cited 58 links. None pointed to backtier.com. BackTier published the result as its starting line. What it shows: every engagement starts the same way, with a baseline recorded before any work begins.

Different findings. The same discipline: measure what AI actually says before claiming you changed it.

MEDIA KIT: KEY MESSAGES AND PROOF POINTS

§ 03

Quotable Perspectives JASON ON AI SEARCH

JASON ON IDENTITY

“Search ranked pages. AI selects entities.”

“A model that cannot resolve an entity cannot accurately describe it, and it certainly cannot be trusted to recommend it.”

“Ranking in Google does not mean AI describes you correctly.”

“My own name doesn’t resolve. That’s why I study this.” JASON ON EVIDENCE

JASON ON MEASUREMENT

“AI systems describe you the way your sources agree.”

“A single AI answer is an anecdote. A frozen prompt set, run over time, is a measurement.”

“If your pages can’t be fetched or quoted, something else fills the gap.”

“Publish your zero. That is where tracking starts.”

JASON ON AGENTS

JASON ON AI AND JUDGMENT

“A business that cannot be resolved cannot be selected. A business that cannot be selected cannot be bought from.”

“Fluent AI output is not your expertise.” “AI makes it easy to sound right. It does not make you right.”

“The next customer to read your website may not be a person.” FOR COMMENTARY, INTERVIEWS, AND MEDIA INQUIRIES: JASON@BACKTIER.COM · JASONWADE.COM

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JASON AI WADE · BACKTIER

MEDIA KIT · 06 / 08

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FIG. 06 · MANY SIGNALS, ONE ENTITY

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Media Angles and Story Hooks AI VISIBILITY ARCHITECTURE · ENTITY LOCK PROTOCOL™ · AGENTIC VISIBILITY PATH™

Original perspectives on how AI finds, understands, and chooses people and businesses, and what happens when it gets them wrong.

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: MEDIA ANGLES AND STORY HOOKS

JASON AI WADE · 06 / 08

§ 01

When AI Doesn’t Know Who You Are The Jason Wade Problem Ask an AI system about Jason AI Wade and it will often describe the lead singer of Lifehouse. What happens to anyone with a common name, a look-alike brand, or a merged identity, and why identity resolution comes before every other kind of visibility.

A Man Is Changing His Legal Name So AI Can Find Him Wade has petitioned the court to make “AI” his legal middle name. The experiment tests, against documented baselines and in public, whether a distinctive, machine-legible name changes how AI systems describe a real person.

Your Old Bio Is Still Talking Retired services, former employers, and stale directory listings keep showing up in AI answers long after a business has moved on. How to find the out-of-date sources AI is repeating, and replace them with one approved account.

When AI Merges You With a Stranger Similar names produce blended biographies: one person’s career, another’s city, a third’s awards. Why this happens, why it matters most for lawyers, doctors, and advisors, and what actually reduces it.

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P. 2

MEDIA KIT: MEDIA ANGLES AND STORY HOOKS

JASON AI WADE · 06 / 08

§ 02

From Ranking to Resolution Search Ranked Pages. AI Selects Entities. Search engines organized pages. AI systems increasingly organize meaning. What changes for a business when the question is no longer “where do I rank?” but “does the machine know who I am?”

Why Ranking #1 Doesn’t Mean AI Recommends You Search rankings and AI answers are produced by different processes. Why a firm can win the Google result and still be absent from the answer a buyer actually reads.

The Four Reasons AI Leaves You Out Identity confusion, unretrievable evidence, out-of-date sources, and weaker corroboration than a competitor. A plain-language diagnostic for owners who don’t know which problem they have.

Crawlable Isn’t Credible BackTier’s own website passed every technical check and AI systems still failed to recognize the company. Why technical SEO is necessary, not sufficient, in AI search.

§ 03

The End of Checkout What Happens When Agents Do the Shopping From Wade’s forthcoming book: how AI agents, machine-readable commerce, identity infrastructure, payments, and fulfillment could change buying by 2030, and which businesses get left out of the transaction.

The Next Customer to Read Your Website May Not Be a Person Agents read structured data, check consistency, and compare evidence before a human ever arrives. What a business needs to be legible to a buyer that never sees its homepage design.

Citation, Inclusion, Selection, Transaction The Agentic Visibility Path™ explained: the four stages between being mentioned by an AI system and being bought from by one, and how to measure progress at each.

Which AI Answers Depends on Where You Are Apple is building a China-specific AI stack. Wade’s research argues that jurisdiction is becoming a routing layer that decides which AI answers a query, with consequences for global brands.

§ 04

AI, Judgment, and the Human Layer The Lisa Latte Effect Wade’s name for a common failure: mistaking fluent AI output for your own competence. Why the polish of an AI draft can hide the absence of real judgment, in marketing, law, and management.

Smarter but None the Wiser A peer-reviewed study from Aalto University found that people solving reasoning problems with AI scored higher but overestimated their performance, and that users with more AI knowledge misjudged most. Why AI visibility, and AI work generally, has to be measured rather than self-assessed.

The Safest Legal AI Sees the Least For law firms, AI risk lives in retention and access, not in model training. Why the safest firm architecture limits what the AI can see, one redacted matter at a time.

More Agents Are Not More Intelligence Running more AI agents in parallel produces more output, not necessarily more understanding. Correlated errors and false consensus, and why agreement between models is not validation.

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P. 5

MEDIA KIT: MEDIA ANGLES AND STORY HOOKS

JASON AI WADE · 06 / 08

§ 05

Ready-to-Pitch Story Ideas “AI Thinks I’m a Rock Singer. So I’m Changing My Name.” Jason AI Wade explains the Jason Wade problem, why AI systems keep confusing him with the Lifehouse frontman, and what his public legal-name experiment is designed to test.

“Your Firm Ranks #1 on Google. ChatGPT Has Never Heard of It.” Why law firms and professional practices are vanishing from AI answers, and the four causes owners can actually check.

“We Measured Ourselves First. The Score Was Zero.” An AI visibility firm published its own failing baseline: 0 of 32 AI answers recognized it. What honest measurement looks like in a field full of unverifiable scores.

“The End of Checkout: When AI Agents Do the Buying.” What changes for retailers, service businesses, and payments when the customer sends an agent instead of visiting the store.

“The Safest AI for a Law Firm Is the One That Sees the Least.” A practical security architecture for firms adopting AI: limit access, control retention, and keep a human deciding.

“Fluent Isn’t Smart.” The Lisa Latte Effect and the research behind it: why AI can make people perform better while making them worse at judging their own work.

MEDIA KIT: MEDIA ANGLES AND STORY HOOKS

JASON AI WADE · 06 / 08

§ 06

Available for Conversations About AI visibility

Entity resolution

Generative engine optimization (GEO) Agentic commerce

The end of checkout

Law firm AI visibility Measuring AI answers

AI search vs. SEO Personal and founder identity in AI AI agents for small business

Legal AI security and governance AI and human judgment

Local business in the AI era

FORMATS

CONTACT

Podcast and radio interviews · Keynotes · Panels · Workshops for law firms and professional associations · Expert commentary for print and online

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Jason AI Wade Founder of BackTier · AI visibility researcher Writing, research, and work on how AI finds and understands us.

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MEDIA KIT · 07 / 08

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FIG. 07 · MANY SIGNALS, ONE ENTITY

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Sample Interview Questions AI VISIBILITY ARCHITECTURE · ENTITY LOCK PROTOCOL™ · AGENTIC VISIBILITY PATH™

Suggested questions for conversations about AI visibility, entity resolution, agentic commerce, and what happens when AI gets people and businesses wrong.

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: SAMPLE INTERVIEW QUESTIONS

JASON AI WADE · 07 / 08

§ 01

AI Visibility + Entity Resolution 1.

You say search ranked pages, but AI selects entities. What actually changed?

2.

How can a business rank first on Google and still be missing from ChatGPT’s answer?

3.

What is entity resolution, and why does it come before everything else?

4.

You list four reasons AI leaves a business out. How does an owner tell which one they have?

5.

Is GEO just SEO with a new name?

6.

What does “AI describes you the way your sources agree” mean in practice?

§ 02

The Jason Wade Problem 7.

What does AI actually say when someone asks about you?

8.

Why petition the court to make “AI” your legal middle name? Is it a stunt or a study?

9.

How will you know whether the experiment worked?

10.

What should a person or company with a common name do today?

11.

When BackTier measured itself, the score was zero. Why publish that?

MEDIA KIT: SAMPLE INTERVIEW QUESTIONS

§ 03

Measurement + Evidence 12.

How do you measure something as unstable as an AI answer?

13.

What should an owner ask before trusting an AI visibility score?

14.

Your own website passed every technical check and AI still didn’t recognize you. What does that tell us?

15.

What can’t be guaranteed in this work, and why say so up front?

16.

What is an Authority Canon, and why start with a book instead of more blog posts?

§ 04

Agents + The End of Checkout 17.

What is the Agentic Visibility Path, and why add Transaction?

18.

What does buying look like in 2030 if agents do most of it?

19.

What does a business need before an agent can book or buy from it?

20.

Who loses when checkout disappears?

21.

You ran ecommerce businesses for twenty years. What from that era still applies, and what is gone?

§ 05

AI at Work + Human Judgment 22.

What is the Lisa Latte Effect?

23.

Can AI make people better at their work and worse at judging it at the same time?

24.

For a law firm, where does AI risk actually live?

25.

What should a small business hand to AI agents first, and what should a person still decide?

26.

You’ve recorded hundreds of conversations on the AI Visibility Podcast. What has surprised you most?

§ 06

Lightning Round →

First thing to check when AI gets your business wrong?

→

One question every owner should ask ChatGPT about their own business?

→

GEO, AEO, or AIO: which acronym survives?

→

What gets mistaken for a ranking problem most often?

→

What becomes more important, not less, as AI writes more content?

→

Complete this sentence: “Before AI can recommend you...”

→

Complete this sentence: “The end of checkout means...”

→

What will owners be talking about in two years that almost nobody is talking about now?

MEDIA KIT: SAMPLE INTERVIEW QUESTIONS

§ 07

Every conversation starts somewhere. These questions are starting points, not a script. Jason welcomes conversations that follow the evidence, the tensions, and the open questions wherever they lead, including the parts of this field that are still unproven.

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Case Studies AI VISIBILITY ARCHITECTURE · ENTITY LOCK PROTOCOL™ · AGENTIC VISIBILITY PATH™

Published to the BackTier measurement standard: named subjects, dated observations, what did not improve, and the limits on attribution.

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: CASE STUDIES

JASON AI WADE · 08 / 08

THE STANDARD

No client case studies are published yet. A client result appears only after the client agrees to be named and the work has dated results. Anything run on BackTier's own properties is labeled an internal experiment, not a client outcome. CASE STUDY 1 · INTERNAL EXPERIMENT

The Jason Wade Problem Subject: Jason AI Wade, founder of BackTier · September to October 2026 CHALLENGE

"Jason Wade" is a common name. AI systems asked about BackTier's founder routinely described someone else, merging careers, locations, and accomplishments that belong to other people. In the October 26, 2026 measurement, 6 of 8 answers about the founder described another identity another identity. APPROACH

The Entity Lock Protocol™, applied to its author. On October 25, 2026, the founder's name was standardized to Jason AI Wade across the BackTier site and its structured data, with older forms kept only as recorded alternate names and the change logged publicly. In parallel, Wade began petitioning the court to change his legal middle name to "AI," to test whether a distinctive, machine-legible name improves resolution. RESULTS TO DATE

No measured improvement yet. The name still resolves to a more famous person in most answers. The experiment continues against the documented baseline, with failures published alongside any gains. LIMITS

Single answers from models without web search, taken weeks apart. Models change without notice. Nothing yet shows that any one change caused, or will cause, a different answer.

MEDIA KIT: CASE STUDIES

JASON AI WADE · 08 / 08

CASE STUDY 2 · INTERNAL EXPERIMENT

BackTier on BackTier Subject: BackTier and backtier.com · September 6 to October 26, 2026 CHALLENGE

A new firm whose name is also a generic technical term. In a September 6, 2026 audit, Google’s Gemini read “BackTier” as a data-storage and software-architecture concept, named the founder correctly but placed the company in the wrong category, and left it off a recommended-vendor list. APPROACH

Measure before fixing, then rule out the obvious causes. The audit confirmed backtier.com was reachable: it answered GPTBot with server-rendered HTML carrying six structured-data blocks, a published entity record, and an llms.txt file. BackTier then built and ran its Agent Readiness Checker on its own site and standardized the founder’s name across its structured data. Sep 6

Four questions, one Gemini model

Read as a generic term; wrong category; absent from vendor list

Oct 4

Five AI models

None identified BackTier as a company; three gave confident but wrong descriptions

Oct 4

Two search-enabled models, 16 58 links cited; none to backtier.com questions

Oct 25

Agent Readiness Checker

12 of 12 checks passed; none of 15 AI crawlers and agents blocked

Oct 26

Four models, eight questions

0 of 32 answers identified BackTier

WHAT IT SHOWS

Technical accessibility is necessary but not sufficient. The working hypothesis, stated as an inference rather than a result, is that the gap sits in how models associate the name with an entity, not in whether they can reach the site. WHAT DID NOT IMPROVE

No model tested identifies BackTier yet. Nothing establishes that any publishing, schema, or content action changes model output.

CASE STUDY 3 · FOUNDER-OPERATED BUSINESS

Independent Ecommerce Venture Subject: Independent Ecommerce Venture, Central Florida · 2017 to 2022 · Not a BackTier client result CHALLENGE

Build a new smart home business around the Ring and Google Nest ecosystems, selling and installing connected-home devices across Amazon, a direct-to-consumer store, and regional installation services, and win organic discovery across smart home, connected-device, and voiceassistant search categories. APPROACH

Wade led strategy, product sourcing, marketplace operations, fulfillment, customer experience, and customer acquisition. He built the discovery engine himself: technical SEO, structured data, and search optimization aimed at smart home, connected device, and voice-assistant search categories. RESULTS

Independent Ecommerce Venture grew to $700,000 in annual revenue (founder-reported). WHY IT MATTERS

The structured-data and search work behind Independent Ecommerce Venture, and a decade before it running multichannel ecommerce on Amazon and eBay, is the operating ground BackTier’s frameworks grew from. The methods were tested with real revenue at stake before they were written up as frameworks. BE THE FIRST PUBLISHED CLIENT CASE

Start with an AI Visibility Baseline: a written measurement of what AI systems currently say about your business, in about two weeks. backtier.com · jason@jasontwade.com · (321) 946-5569