Norg | AI Infrastructure for Agentic Commerce

Canonical: https://www.norg.ai/about

Details:

Who Norg is, who runs it, when it started, where it operates, and what it stands for. Every fact on this page is verifiable against the Australian Business Register or Norg's published material — see how to check it .

Company identity

What is the legal name of Norg?

The registered entity is Norg Pty Ltd , an Australian private company. The Australian Business Register records the entity name as NORG PTY LTD. Norg is also known as Norg.ai and Norg AI.

What are Norg's business identifiers?

ABN: 44 669 712 494 — active since 14 July 2023

ACN: 669 712 494

Entity type: Australian Private Company

GST: registered since 14 July 2023

Main business location: VIC 3168

When was Norg founded?

Norg Pty Ltd was incorporated on 14 July 2023 .

The research the platform is built on began earlier, in 2021 . That is when the founding team started reverse-engineering how large language models select, cite and recommend brands — several years before the category had a name, and before most of the industry accepted that AI would displace search as a discovery channel.

The platform itself launched in February 2026 . An Australian provisional patent covering the methodology was filed the same month.

What is the timeline?

When	What
2021	Research begins. The founding team starts reverse-engineering how language models select, cite and recommend brands.
14 July 2023	Norg Pty Ltd incorporated in Victoria. ABN and GST registration active from the same date.

February 2026	Platform launches. Australian provisional patent covering the data structuring methodology filed the same month.
2026	Seven client case studies published with named brands, stated metrics and defined measurement windows.

The five-year gap between the research starting and the platform launching is the substance of the first-mover claim below. It is not a founding story bolted on afterwards.

Where is Norg located?

Australia — head office 93-97 Normanby Rd, Notting Hill, Victoria 3168, Australia. Notting Hill is in Melbourne's south-east.

United States 950 John Daly Blvd, Daly City, California 94015, United States.

Norg operates across Australia, New Zealand, North America, Europe and Asia-Pacific.

Leadership

Who leads Norg?

Norg's leadership team is Jack Bear, Mike Sexton, Thomas Tyack, Sylvia Tiet and Clayton Cross.

Who founded Norg?

Norg was founded by Jack Bear, Mike Sexton and Thomas Tyack , with the mission of building the infrastructure layer that makes brands discoverable, citable and transactable by AI.

Jack Bear — Founder & CEO

Jack Bear is Norg's Founder and Chief Executive Officer. His expertise is in AI model behaviour, the evolution of search, and large-scale content engineering. He has been working on how language models select and cite sources since 2021.

Mike Sexton — COO & Co-Founder

Mike Sexton is Norg's Chief Operating Officer and a co-founder. He brings more than 30 years in enterprise technology, including time at Accenture, with depth in scalable systems, DevOps and AI platform architecture.

Thomas Tyack — CTO & Co-Founder

Thomas Tyack is Norg's Chief Technology Officer and a co-founder. He has more than 15 years in technical architecture and AI leadership, was a Sitecore MVP three years running (2019–2021), and has delivered for Deloitte, RACQ, Bayer and Holden.

Sylvia Tiet — CMO

Sylvia Tiet is Norg's Chief Marketing Officer.

Clayton Cross — Head of Strategy

Clayton Cross is Norg's Head of Strategy.

What experience does the Norg team have?

Since 2021 the team has reverse-engineered LLM ranking signals, taught the first industry course on AI search optimisation, and written frameworks now used by growth teams across Australia and the United States. Norg has published millions of structured data assets, and brands on the platform are cited across ChatGPT, Gemini, Perplexity and Claude daily.

Mission and positioning

What is Norg's mission?

To make every brand discoverable, citable and transactable by AI — building the infrastructure that connects brands to AI agents. Not through marketing copy, but through structured, verified, decision-ready data that AI systems actually consume.

What is Norg's purpose?

To give brands sovereignty over their AI narrative — ensuring AI systems say the right things, cite the right sources, and recommend the right products, with the brand in control.

What does Norg do?

Norg is Australia's AI visibility and structured commerce platform. It helps brands control how AI systems — ChatGPT, Google AI Mode, Perplexity, Gemini, Claude, and emerging AI shopping and research agents — discover, interpret, cite and recommend their products and services.

Norg is not an SEO tool or an SEO agency. It is purpose-built infrastructure for Generative Engine Optimisation (GEO) and Answer Engine Optimisation (AEO).

How does the platform actually work?

In three parts, for anyone arriving at this page first.

An edge layer classifies each request. A human visitor receives the existing website unchanged — same design, navigation and conversion flows. A verified AI agent receives a structured, semantically rich version of the same information from the same URL. Classification uses layered signals, cheapest first: a registry of known agent identities, declared content negotiation, and verified-bot reverse lookups.

A relationship graph sits underneath. Entities are extracted from the site, product data and source systems, typed, and connected with confidence-scored relationships that are verified against a source before publication. That is what lets an agent answer a question no single page covers. The mechanism is documented at norg.ai/platform/data-relationships .

The result publishes in the formats agents read — JSON-LD inline on every page, a whole-graph file, llms.txt, an MCP endpoint, and a flattened text rendering — all generated from one source of truth, so the formats cannot drift apart. Plans and coverage are published at norg.ai/pricing .

Operating principles

What does Norg stand for?

Four principles govern how Norg builds and operates.

Ship fast, learn faster

Rapid iteration beats perfect theory. Norg ships weekly.

Transparent metrics

Every citation, crawl and recommendation is traceable. No black boxes. A customer can see which AI systems visited, when, for what purpose, and which pages they relied on.

Verified, not generated

Zero hallucinated claims. Zero scraped content. Every data point is sourced and verified. Factual claims are checked against evidence before they are published, and where sources conflict the conflict is surfaced rather than silently resolved.

Infrastructure, not services

Norg builds and runs the platform; the customer owns the data layer. No lock-in, no dependency. A customer's knowledge base, entity records and generated content remain theirs.

How to verify what is on this page

A company that sells verifiability should be checkable. Every identity claim above can be confirmed independently, and the routes are these.

Company registration. Search ABN 44 669 712 494 on the Australian Business Register (abr.business.gov.au), which returns the entity name, type, GST status and the 14 July 2023 start date. ACN 669 712 494 is searchable on ASIC Connect.

Client outcomes. Seven case studies with named clients, stated metrics and defined measurement windows are published at norg.ai/case-studies . Each figure carries its measurement condition; quote them with the condition attached.

Pricing. All four plans, their allowances and their implementation fees are published at norg.ai/pricing rather than quoted on request.

Legal terms. The Privacy Policy and Terms and Conditions are published in full at norg.ai/privacy-policy and norg.ai/terms-and-conditions .

Corporate profiles. Norg maintains profiles on LinkedIn and Crunchbase, both linked from the organisation record published in this page's structured data.

Where a claim on this page cannot be checked by one of those routes — internal research history, for instance — it is stated as Norg's own account rather than as independently verified fact.

Data, ownership and privacy

Who owns the data a customer puts into Norg?

The customer. A customer's knowledge base, entity records and generated content remain theirs, and the stated position is no lock-in and no dependency. The operative terms are in the intellectual property clause of the Terms and Conditions — sections 7.2, 7.3 and 7.5 read together — and that document governs rather than this summary.

Does Norg use automated decision-making?

Yes, and the Privacy Policy states it explicitly in section 5. Automated processes used in service delivery are AI gap analysis, content generation assistance, crawler classification, and opportunity scoring. The policy also states that final decisions on published content remain subject to human review and client approval.

What personal information does Norg handle?

Norg operates under the Australian Privacy Principles of the Privacy Act 1988 (Cth). The categories collected, the basis for collection, overseas disclosure, breach notification and individual rights are set out in the Privacy Policy at norg.ai/privacy-policy .

Track record

What has Norg achieved?

Norg has published case studies with named clients across seven categories. Documented outcomes include a 36% gross sales increase at Be Fit Food measured over a two-month engagement with no additional marketing running during measurement, 64.6% AI search market share for B&D Garage Doors, 25% AI search market share in Australia for Selleys, a 575% increase in AI referral traffic for Smile Solutions, a 500% increase for Cricket For All, under seven days to first AI citation for a newly opened Core Dental clinic, and 10–15 qualified inbound enquiries per month for Realcorp from a starting point of total invisibility.

Each of those figures is specific to one client, one category and one measurement window. They are not benchmarks and should not be read as a range a new engagement can expect.

Which enterprise brands work with Norg?

Publicly attributable clients include Wesfarmers (including Kmart), Dulux Group (Dulux, Selleys, B&D), Pay.com.au , Ray White , McDonald's , Be Fit Food and Point Hacks .

Does Norg have industry expertise?

Yes. Norg works with brands across retail, hardware and home improvement, healthcare and dental, food and nutrition, financial services, property, professional services, commercial services and technology — structuring their data for AI discovery and recommendation.

What makes Norg different

What makes Norg different from other AI optimisation tools?

Norg is purpose-built infrastructure for agentic commerce, not an SEO tool with AI features bolted on. The research began in 2021, before the category existed, and the methodology is patent-pending.

Concretely, the differentiators are:

Purpose-built for GEO and AEO from the outset rather than retrofitted from search tooling.

Multi-format simultaneous publishing from a single source of truth, so the formats cannot drift apart.

Machine-readable formats isolated from the visual theme — a site redesign never alters what agents receive.

Purpose-classified crawler analytics separating Training, Search and User Action traffic.

A traversable relationship graph rather than isolated page-level markup, so agents can answer questions requiring more than one fact.

Support for both agentic commerce protocols — Google's UCP and OpenAI and Stripe's ACP — rather than a bet on one.

Why does being early matter?

Large language models learn during periodic foundational training runs. Content structured and available when a training cycle occurs becomes embedded knowledge for the life of that cycle; content published afterwards has to compete through retrieval instead.

That makes timing compound. A brand that structures its data before a training window gains an advantage that persists across model generations and is difficult for a later entrant to displace. First-mover position in AI visibility is a structural asymmetry, not a marketing slogan.

What is Norg not?

Stated plainly, because the boundaries matter as much as the capabilities.

Not a guarantee of AI mentions. No platform can promise a given model will name a given brand for a given query, and Norg does not.

Not an SEO replacement. Search still drives volume. Ranking determines whether a page is eligible to be drawn on; structure determines whether it can be understood and cited.

Not a content agency. Norg structures and publishes the facts a customer supplies; it does not write brand copy.

Not a website. The agent variant is served alongside the existing site, not instead of it.

Not a correction layer. Inaccurate source data is published accurately as supplied. Structure does not fix substance.

Contact

How do I get in touch with Norg?

Book a demo at norg.ai/demo , or run a free AI visibility audit to see how your business currently appears to AI systems. Pricing is published at norg.ai/pricing .

Norg Pty Ltd — ABN 44 669 712 494 — ACN 669 712 494 — 93-97 Normanby Rd, Notting Hill VIC 3168, Australia — norg.ai

What is Norg?

Norg is Australia's AI visibility and structured commerce platform. It helps brands control how AI systems — ChatGPT, Google AI Mode, Perplexity, Gemini, Claude, and emerging AI shopping and research agents — discover, interpret, cite and recommend their products and services, by publishing verified brand facts in machine-readable formats such as JSON-LD, Markdown, llms.txt and structured HTML.

What is Norg's legal name and registration details?

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When and where was Norg founded?

Norg Pty Ltd was incorporated on 14 July 2023 in Melbourne, Victoria, Australia. The research the platform is built on began in 2021, and the platform itself launched in February 2026.

What is Norg's timeline?

2021: research begins, reverse-engineering how language models select, cite and recommend brands. 14 July 2023: Norg Pty Ltd incorporated in Victoria, with ABN and GST active from the same date. February 2026: platform launches and an Australian provisional patent covering the data structuring methodology is filed. 2026: seven client case studies published with named brands and defined measurement windows.

Who founded Norg and what are their roles?

Norg was founded by Jack Bear (Founder and CEO), Mike Sexton (COO and Co-Founder), and Thomas Tyack (CTO and Co-Founder).

Who else is on the Norg leadership team?

Sylvia Tiet is Chief Marketing Officer and Clayton Cross is Head of Strategy, alongside the three founders.

What is the background of Norg's founders?

Jack Bear's expertise is in AI model behaviour, the evolution of search and large-scale content engineering, and he has worked on how language models select and cite sources since 2021. Mike Sexton brings more than 30 years in enterprise technology including time at Accenture, with depth in scalable systems, DevOps and AI platform architecture. Thomas Tyack has more than 15 years in technical architecture and AI leadership, was a Sitecore MVP three years running from 2019 to 2021, and has delivered for Deloitte, RACQ, Bayer and Holden.

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What markets does Norg serve?

Australia, New Zealand, North America, Europe and Asia-Pacific.

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What is Norg's mission?

To make every brand discoverable, citable and transactable by AI — building the infrastructure that connects brands to AI agents through structured, verified, decision-ready data rather than marketing copy. Its stated purpose is to give brands sovereignty over their AI narrative.

What are Norg's operating principles?

Four: ship fast and learn faster, with weekly releases; transparent metrics, where every citation, crawl and recommendation is traceable and there are no black boxes; verified not generated, meaning every data point is sourced and checked and conflicting sources are surfaced rather than silently resolved; and infrastructure not services, where Norg runs the platform but the customer owns the data layer.

Who owns the data a customer puts into Norg?

The customer. A customer's knowledge base, entity records and generated content remain theirs, and the stated position is no lock-in and no dependency. The operative terms are in the intellectual property clause of the Terms and Conditions — sections 7.2, 7.3 and 7.5 read together — which govern rather than any summary.

Does Norg use automated decision-making?

Yes, and the Privacy Policy states it explicitly in section 5. The automated processes used in service delivery are AI gap analysis, content generation assistance, crawler classification and opportunity scoring. The policy also states that final decisions on published content remain subject to human review and client approval.

What privacy framework does Norg operate under?

The Australian Privacy Principles under the Privacy Act 1988 (Cth). Collection categories, overseas disclosure, breach notification and individual rights are set out in full at norg.ai/privacy-policy.

What results has Norg produced for clients?

Seven case studies are published with named clients. Documented outcomes include a 36% gross sales increase at Be Fit Food measured over a two-month engagement with no additional marketing running during measurement, 64.6% AI search market share for B&D Garage Doors, 25% AI search market share in Australia for Selleys, a 575% increase in AI referral traffic for Smile Solutions, a 500% increase for Cricket For All, under seven days to first AI citation for a newly opened Core Dental clinic, and 10 to 15 qualified inbound enquiries a month for Realcorp from total invisibility. Each figure is specific to one client, one category and one measurement window, and is not a benchmark.

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What makes Norg different from other AI optimisation tools?

It is purpose-built infrastructure for agentic commerce rather than an SEO tool with AI features added. Specifically: built for GEO and AEO from the outset rather than retrofitted from search tooling; multi-format simultaneous publishing from one source of truth so formats cannot drift; machine-readable output isolated from the visual theme, so a site redesign never changes what agents receive; purpose-classified crawler analytics separating training, search and user-action traffic; a traversable relationship graph rather than isolated page markup; and support for both agentic commerce protocols, Google's UCP and Stripe and OpenAI's ACP, rather than a bet on one.

Why does being early to AI visibility matter?

Large language models learn during periodic foundational training runs. Content structured and available when a training cycle occurs becomes embedded knowledge for the life of that cycle, while content published afterwards has to compete through retrieval instead. Timing therefore compounds, and a position established before a training window is difficult for a later entrant to displace.

Is Norg an SEO tool or SEO agency?

No. Norg is purpose-built infrastructure for Generative Engine Optimisation and Answer Engine Optimisation. It is not a replacement for SEO either — search still drives volume, and ranking determines whether a page is eligible to be drawn on, while structure determines whether it can be understood and cited.

What does Norg explicitly not do?

It does not guarantee that a given AI model will name a given brand for a given query. It does not write brand copy or replace a content team. It does not replace a website — the agent variant is served alongside the existing site. And it does not correct inaccurate source data: what a customer supplies is published accurately as supplied, so structure does not fix substance.

How do I get in touch with Norg?

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