



FOR IMMEDIATE RELEASE

# Companies Are Losing Control Over How They're Represented as AI Takes Over the Information Flow

*Geogiraph builds infrastructure for verified company facts – so companies can take responsibility for the information AI relies on to describe and understand them.*

## IN BRIEF

Geogiraph is launching an infrastructure service that helps companies verify and structure their facts so AI engines like ChatGPT, Gemini, and Perplexity describe them accurately. During its paid beta, 15 customers signed on in the first month – in every case with board or leadership directly involved, which Geogiraph sees as a sign that the issue is moving from marketing into governance. The service doesn't optimize for individual AI models; it builds a verified foundation of facts that stands independent of them.

**STOCKHOLM, August 11, 2026** – As customers, investors, and candidates increasingly turn to AI to understand companies, a new information risk has emerged: what happens when AI describes a company based on information that's inaccurate, incomplete, or outdated – or leaves a company out of conversations where it's actually the established authority?

**That's the question Swedish company Geogiraph set out to solve.**

When someone uses AI to understand a company, the picture that emerges is pieced together from many different sources – often without the company itself present to correct, clarify, or fill in the gaps. That can shape everything from how a prospective customer perceives the company to how an investor, candidate, analyst, or journalist judges it.

Geogiraph builds the infrastructure to change that. The service helps companies and organizations structure, verify, and make their information machine-readable – and keep it current over time. Every piece of information is reviewed by humans and backed by sources, giving AI engines like ChatGPT, Gemini, and Perplexity a better foundation for finding and using verified facts about the company.

**In its first month moving from stealth to paid beta, Geogiraph signed 15 paying customers from Sweden and abroad – all willing to invest from day one.** In every case, the board and/or leadership team was directly involved in initiating interest, taking ownership of the issue, and understanding what AI's changing information landscape means for their business.

**Geogiraph is now leaving beta and launching the service in full.**

*"We don't think the next step is short-term optimization for AI engines by trying to understand their algorithms – it's understanding what makes them successful in the first place. AI labs like OpenAI, Google, and Anthropic are ultimately competing on one thing: being the source people trust most for accurate information. If they're not trustworthy, they won't be the natural choice over time either. Trying to work against that with hacks and manipulation is the wrong approach. Companies can't control what a model says. What they can control is their own facts – making sure they're accurate, verified, and machine-readable. That's the insight Geogiraph was built around from the start."*

— ERIK BERGQVIST, CO-FOUNDER, GEOGIRAPH

# From Marketing and Brand Visibility to Corporate Identity

As Erik Bergqvist notes above, a company can't control what a model says – only its own facts. That's why this issue doesn't stop with the marketing department; it becomes a governance question. Without credible information about what a company actually is and stands for, it loses the foundation everything else rests on.

Marketing owns how the brand communicates and shows up. The board and leadership own the company as a whole – what it is, what it stands for, and whether there's control over the information that represents the organization.

As AI becomes an increasingly important intermediary between companies and the outside world, controlling your brand is no longer enough. Companies also need control over the verified information that represents them – which is exactly why boards and leadership teams have been directly involved from the start in every case Geogiraph has seen so far.

## A Step Beyond SEO, GEO, and AIO

As AI has become a new gateway to information about companies, a new market has emerged around how companies can influence what AI shows and says about them. GEO and AIO largely build on the same logic as SEO: trying to understand how an external technology works, then adapting content to it to produce a desired result.

### Geogiraph flips that logic.

Rather than trying to influence the model, Geogiraph starts with the company itself: which facts about the company are verified – and how do we make them clear and accessible to machines?

That means no optimizing for a specific model, no chasing individual ranking factors, and no manipulating AI's answers. Verified facts stand on their own, regardless of which model or interface is used. If a company is genuinely the best in its field, it shouldn't have to manipulate AI to be seen – and a competitor shouldn't be able to manipulate it out of the picture by tampering with the underlying information.

*"When Geogiraph came to me with the vision of helping companies take responsibility for the information that represents them in AI, saying yes was an easy decision. No language model can promise a company control over its answer. The only thing a company can control is its own facts – making sure they're accurate, verified, and something machines can actually understand. That's a far more sustainable starting point than trying to influence the model."*

— SANDRA MICKWITZ, COMPUTATIONAL LINGUIST & AI ADVISOR, GEOGIRAPH

## About Geogiraph

Geogiraph is a Swedish infrastructure company with an initial focus on the European market. The company builds infrastructure for verified company facts – so AI engines can understand companies based on information the companies themselves can verify as accurate.

Geogiraph's mission is to close the gap between organizations' verified facts and what AI actually says – by building a structure of verified facts that both people and AI can trust.

Geogiraph was founded by Erik Bergqvist, Benjamin von Ahn, and Josefin Westergren – three founders with over 25 years of combined experience from LinkedIn, and even longer experience working with companies and organizations around the world. They helped build LinkedIn's Nordic operations from the ground up and saw firsthand how one of the world's largest professional networks rested on a single thing: trust. That experience is the foundation Geogiraph is built on.

*No data is published without human verification. Nothing is left to guesswork.*

Learn more: [www.geogiraph.com](https://www.geogiraph.com)

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### PRESS CONTACT

#### Erik Bergqvist

Co-Founder, Geogiraph

[erik@geogiraph.com](mailto:erik@geogiraph.com)

+46 72 226 29 11