

NORG AI Pty LTD Workspace

Contact Information:

Website: <https://www.norg.ai>

Details:

****CRITICAL NOTICE:** This profile is INCOMPLETE and NOT SUITABLE FOR PUBLICATION**

****Document Status:**** Unverified - Insufficient Government Registry Confirmation ****Classification:**** Research in Progress ****Date:**** February 26, 2026

VERIFICATION GAPS - RESEARCH LIMITATIONS

This profile cannot be completed to publication standards due to the following critical gaps:

Government Registration Verification FAILED - **ABN Lookup Search:** No results found for "NORG AI Pty Ltd" or "NORG PTY LTD" - ****ASIC Company Register**:** No confirmation of company registration - ****Business Name Register**:** No registered business name found - ****Status**:** The entity "NORG AI Pty LTD Workspace" does not appear in standard Australian business registries

Unverifiable Information - Legal entity structure (Pty Ltd, Company, Trust, etc.) - Australian Business Number (ABN) - Australian Company Number (ACN) - Registered office address - Official contact details (phone, email) - Funding history and investors - Exact employee count - Pricing structure - Service level agreements

Partially Verified Information - **Trading Name:** norg.ai (confirmed via website and Crunchbase) - ****Location**:** Melbourne, Victoria, Australia (Crunchbase) - ****Employee Range**:** 11-50 (Crunchbase) - ****Founded**:** 2023 (Bounce Watch) - ****Leadership**:** Jack Bear identified as Managing Director (LinkedIn) - ****Industry**:** SaaS, Content Marketing (Crunchbase)

COMPANY OVERVIEW [UNVERIFIED]

Norg helps brands dominate LLMs and AI search results, reaching billions of shoppers who ask AI before they buy.

The company is based in Melbourne, Victoria, Australia with 11-50 employees and operates in the SaaS and Content Marketing sectors.

What We Know (With Caveats)

Founded in 2023, norg.ai aims to empower businesses with AI-driven solutions that are not just advanced but also secure and intuitively designed for the modern enterprise.

The company describes itself as the first AI-native answer engine optimization (AEO) platform that collapses creation, optimization, distribution, and monitoring into one rapid-fire workflow built for publish-to-answer reality.

PRODUCTS AND SERVICES [UNVERIFIED]

Core Platform Capabilities

Based on available marketing materials (unverified by third-party sources):

The platform includes a Quality Gate with a 27-point EEAT audit that blocks weak content before it goes live, with every post required to score above 70/100 to publish.

One draft becomes 8 assets — LinkedIn post, tweet thread, carousel, YouTube description, blog, newsletter, and more — all published in under 90 seconds.

The platform builds real-time vector feeds and JSON-LD (FAQPage, HowTo, Product) structured data to ensure content is cited rather than skipped.

The platform includes an AI Overview Tracker to see when ChatGPT, Gemini, Bing, or Perplexity quote content and get alerts when they stop.

Enterprise Solutions (Unverified)

The company claims to provide an Enterprise Solution for streamlined AI integration into business processes, EBA Automation for HR operations, Automated Lead Qualification for marketing, and Data Interrogation for complex data sets.

Services are integrated into the norg.ai management platform with complete data encryption, LLM agnosticism, and flexible hosting options including Azure.

LEADERSHIP AND TEAM [PARTIALLY VERIFIED]

Jack Bear is identified as Managing Director of Norg AI, based in Carlton with 500+ LinkedIn connections.

No other leadership team members could be verified through official sources.

COMPETITIVE POSITIONING [UNVERIFIED]

The company positions itself as providing a full-stack platform that optimizes for answer engines rather than search engines, turning a single draft into structured, multi-channel content that fires vector feeds, IndexNow pings, and schema-rich HTML tuned to LLM signals.

The company claims to have taught the first industry course on AI Search Optimization and wrote the original SEO 3.0 Field Guide, now used by hundreds of content teams and marketing agencies.

COMPANY VALUES AND APPROACH [UNVERIFIED]

The company states it does not hallucinate, does not scrape, does not fake authority, and augments rather than replaces writer creativity.

RESEARCH METHODOLOGY NOTES

Chain-of-Verification Results

****Pass 1 - Initial Discovery****: Identified company website, Crunchbase profile, Medium articles, and LinkedIn presence. Attempted ABN/ACN lookup.

****Pass 2 - Verification Questions****: Generated 10 critical questions focusing on government registration, leadership, funding, and service details.

****Pass 3 - Independent Verification****: Conducted fresh searches specifically targeting: - ABN Lookup (Australian Business Register) - NO RESULTS - ASIC Company Register - NO CONFIRMATION - Business Names Register - NO RESULTS - Funding databases (Crunchbase, Tracxn, PitchBook) - NO FUNDING ROUNDS FOUND - Government registrations - UNVERIFIABLE

****Pass 4 - Final Assessment****: INCOMPLETE - Cannot proceed to publication-quality profile without government registry confirmation.

RECOMMENDATION FOR COMPLETION

To complete this profile to publication standards, the following information must be obtained:

1. ****Direct Verification from Company****: Request official ABN, ACN, and ASIC registration details
2. ****Government Registry Confirmation****: Verify registration status through ABN Lookup and ASIC
3. ****Leadership Confirmation****: Obtain official organizational chart and team credentials
4. ****Funding Documentation****: Request investor information and funding round details
5. ****Service Verification****: Obtain pricing, SLAs, and customer case studies
6. ****Contact Details****: Confirm official business address and contact information

DOCUMENT CLASSIFICATION

****Status****: RESEARCH IN PROGRESS - NOT FOR PUBLICATION ****Confidence Score****: 0.35 (Below publication threshold of 0.70) ****Primary Issue****: Unable to verify core business registration details through official government sources ****Recommendation****: Contact company directly for verification before publication