TOPICER® — COMPANY PROFILE

For Media, Analysts, Partners & Stakeholders
Topicer® is wholly owned and operated by Associate (Global) Pty Ltd — ACN 616 451 720
Adelaide, South Australia

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1. Executive Overview

Topicer® is an Australian-built Predictive Search Intelligence platform designed to help organisations stay visible in the new era of AI-driven discovery. As search continues to shift from keyword-based queries to conversational, intent-based AI models, traditional analytics and SEO tools have become reactive and incomplete.

Topicer introduces a forward-looking approach — one that aligns businesses with **tomorrow's demand**, not yesterday's data. Through advanced modelling, structured intelligence and predictive analysis, the platform reveals emerging customer questions, topics and authority pathways before they become mainstream.

Topicer's flagship technology, **Predictive Authority™**, represents a category-defining shift in how organisations understand visibility in AI search environments such as Google AI Overviews, ChatGPT, Gemini, and Perplexity.

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2. Positioning Statement

"Most businesses optimise for yesterday's searches.
Topicer aligns your business with tomorrow's demand."

This principle sits at the core of the platform. In an environment where AI systems increasingly determine which sources demonstrate the strongest breadth, depth and clarity across a topic, organisations must build forward-aligned authority — not simply react to historical trends.

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3. Founder Story

Topicer was founded by **Mike Potter**, an Australian software engineer with more than 30 years of experience designing high-scale digital systems. His engineering work spans major Australian airports, national hotel groups, international retail networks and Silicon Valley-backed technology platforms.

Drawing on decades of experience in data modelling, structured systems design and emerging AI behaviour, Potter developed **Predictive Authority™** — the world's first framework capable of identifying emerging customer intent before it appears in traditional analytics.

In 2025, he launched Topicer®, built in Adelaide and designed for global scalability. His approach is rooted in precision, structure and the belief that predictive intelligence should not be exclusive to enterprise. Instead, it should empower every business — regardless of size — with access to the same forward-relevant capabilities used by leading organisations.

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4. Company History

- **2017** — Associate (Global) Pty Ltd established in Adelaide, South Australia

- **2018–2023** — Foundational R&D across data modelling, structured content systems and predictive frameworks

- **2024** — Early prototypes of Predictive Authority™ tested across multiple professional-service and trade-based industries

- **2025** — Official launch of Topicer®, the world's first Predictive Search Intelligence platform

- **2025+** — Continued evolution of modelling, automation systems, structured data generation, and multi-site capabilities

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5. Technology Overview

Predictive Authority™

Topicer's core innovation, Predictive Authority™, uses machine learning, pattern recognition and structured modelling to identify:

- Emerging customer questions

- Future topic pathways

- Authority gaps

- Intent categories that AI search engines are beginning to favour

- Thematically connected nodes required for AI recognition

- Structured information patterns preferred by AI models

Traditional analytics measure what happened.
Predictive Authority™ measures **what is forming**.

This allows organisations to:

- Build authority before competitors

- Produce content aligned to future demand

- Strengthen thematic breadth and depth

- Expand visibility across new and emerging subject areas

- Provide AI systems with the structure required to select them as trusted sources

Early business users have expanded visibility across **150+ emerging search intents in under 60 days**, without increasing advertising budgets.
(Referenced from media releases:)

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6. Platform Capabilities

Topicer provides a unified framework across:

Predictive Search Intelligence

- Identification of future customer demand
- Mapping of intent behaviour
- Strategic authority modelling

Structured Content & Schema Creation

- AI-digestible content
- Schema-rich information architecture
- Topic clustering and internal linking logic

Authority Gap Mapping

- Identification of incomplete or missing authority topics
- Prioritisation of content required for future alignment

AI Search Visibility Modelling

- Analysis of how AI systems interpret the business
- Forecasting of future visibility potential
- Cross-topic authority scoring

Predictive Authority Score

A quick readiness indicator showing how aligned a business is with emerging market demand.

Multi-Site & Agency Architecture

Built for single businesses, agencies, and multi-location organisations requiring scalable predictive modelling.

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7. Market Position

Topicer sits in a unique category above SEO and analytics:

- **Not SEO software**
- **Not content generation software**
- **Not analytics software**

It is a **Predictive Search Intelligence System**, designed specifically for the era of AI-led discovery.

This places Topicer at the intersection of:

- Machine learning
- Search behaviour modelling

- Structured information engineering

- AI-driven information retrieval

- Topic authority forecasting

- Enterprise-grade strategic intelligence

Topicer's platform is suitable for:

- Professional services

- Trade businesses

- Agencies

- Business networks

- Multi-site organisations

- Enterprises preparing for algorithmic and AI-search change

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8. Mission & Values

Mission

To make world-class predictive search intelligence accessible to every business, empowering them to grow with the same strategic advantages once exclusive to enterprise.

Values

Innovation First

We build technology that leads, not follows.

Future Alignment

We focus on where customer demand is going, not where it has been.

Integrity of Information

Structured, factual and meaningful data is the foundation of every system decision.

Empowerment

Businesses of any size deserve the strategic intelligence once reserved for large enterprises.

Reliability

Our work is measured by consistency, accuracy and results that hold over time.

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9. Ownership & Corporate Structure

Topicer® is wholly owned and operated by:

Associate (Global) Pty Ltd
ACN 616 451 720
Adelaide, South Australia

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10. Contact Information

Website: https://topicer.com