

CRATON MERIDIAN

AI INTEGRITY

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# A Letter from the Founder

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## **I have stared down the same tidal wave twice.**

In 2008, I founded Panacea3 because I saw something that most businesses had not yet recognized: if one does not take control of their digital reputation, someone else will. Search engines were shaping reputations in real time, social networks and content sharing platforms were popping up left and right. Many organizations being shaped in this landscape had no idea it was even happening. It was not a marketing problem. It was not an IT problem. It was a multi-disciplinary, cross-functional, reputation management problem. This unique combination of services barely had a name let alone standard operating procedures, so we created them.

We spent fifteen years building the category. Panacea3 served organizations ranging from Fortune 25 companies to independent practices across more than a dozen industries. We developed proprietary methodology, built real infrastructure, hired dedicated subject matter experts, and delivered measurable outcomes for clients whose reputations were under pressure from search results, media coverage, user-generated content, and competitive manipulation. We did not simply report. We defended. That distinction mattered then, and it matters more now.

The work was good, but the landscape had shifted much over the years, and a lot of the digital reputation business was being chipped away at by race-to-the-bottom SaaS tools. So when I learned I was becoming a father, I closed that chapter in 2023 and took the first real break I had ever taken. In between diaper changes I watched the next wave form.

By 2025, I was watching AI platforms rapidly replace search engines as the primary source of truth for much of the population. ChatGPT crossed 800 million weekly active users. Google AI Overviews began answering questions that used to require ten blue links. Perplexity, Gemini, Copilot, Grok, Claude, DeepSeek: big platforms, all confidently telling millions of people about organizations, products, and leaders. A lot of what they say is accurate and insightful. A significant amount of it is not. And once again, the organizations being represented had no established mechanisms to verify, correct, or accurately monitor what these platforms are saying about them.

## **Similar wave. New ocean.**

Calls started coming. Former clients. Friends from other industries. All expressing similar anxieties: what is AI saying about us, and what do we do about it?

So I did what I have always done: research, build, test, repeat. I spent months mapping how AI platforms source, process, and surface information about organizations. I tested remediation approaches. I validated that the problem was real, the exposure was measurable, and the methodology I was developing could close the gap.

Once I had something worth building on, I called Tim. "You want to get the band back together?"

Timothy Landon Java was my director of services at Panacea3. He was there for all of it. Platform methodology, search intelligence, monitoring infrastructure, remediation execution. We ultimately arrived at the service offering that Craton Meridian delivers today.

Everything we developed, refined, and executed for our clients is the operating system underneath everything we do here. The methodology is not theoretical. It has been tested across thousands of engagements, hundreds of organizations, and every kind of reputation crisis the digital landscape has produced. What has changed is the playing field. What has not changed is the discipline.

This is not a pivot. It is not a rebrand of an old business. It is the application of institutional knowledge to the most significant information integrity challenge the world has ever faced. The firms entering this space from the marketing side, from the SEO side, from the content optimization side, they see visibility. We see accuracy. We see risk. We see truth. We see the gap between what AI platforms are saying about your organization and what is actually true, and we close it.

If you are reading this and you have not yet audited what AI platforms are saying about your organization, I would encourage you to do so. You will not like everything you find. But you will have taken the first step. That is more than most can say.

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