sorikko

Own Your Brand's AI Presence

Sorikko analyzes how brands appears across leading AI chat platforms. Be visible where decisions are made!

ChatGPT   Gemini   Grok   deepseek

• SENTIMENT

innovation 2

positive 6

neutral 1

• SHARE OF VOICE

28.7%

• POSITION

2.3

• SCORE

58.5

Get a free demo report

Enter your brand or product name...

GET FREE REPORT

32% of consumers rely exclusively on "zero-click" results.

60% of searches end up without the user visiting another website.

SOURCE:
Bain Generative AI Consumer Survey, December 2024 (n=1,117)

How users engage with LLM Platforms: **68%** use them to **search for information, 48%** to **stay up to date with news and 42%** to **ask for product recommendations.**

SOURCE:
Bain Generative AI Consumer Survey, December 2024 (n=1,117)

Sorikko
Brand sniffer AI tool

- In a February report, OpenAI revealed that **U.S. college students** were its most engaged users — not just in number, but in how thoroughly **they were integrating the tool into their daily routines**.

- **More than one-third of Americans ages 18-24 reported using ChatGPT**, making them the most active age group on the platform.

- A January 2024 survey from Pew Research found that **26% of U.S. teens ages 13-17 used ChatGPT for schoolwork — a significant jump from just 13% in 2023**.

  The numbers point to a generation growing up with AI not just as a tool, but as a kind of ever-present digital advisor.

Sorikko
Brand sniffer AI tool

- **What is Sorikko?**

- **Brand monitoring in the age of AI**

  - A tool for tracking Share of Voice across large language models (LLMs)

  - Eventually also a solution for verifying brand presence in AI-generated outputs (AIO)

  - You type a query — e.g. "What is the best washing machine brand?"

  - You get a mass response summary from 6 different LLMs (including SoV, sentiment, and ranking)

Zestawienie

Marka	Częstotliwość SOV	Wzmiankowanie	Sentyment (scoring)	Sentyment (emocje)	Średnia pozycja	Źródła cytatów
Samsung	20,2%	106	90	90	90	Lorem ipsum dolor sit amet
Bosch	20,7%	114	80	80	80	Lorem ipsum dolor sit amet
Whirpool	19%	100	70	70	70	Lorem ipsum dolor sit amet
Elektrolux	19,2%	101	90	90	90	Lorem ipsum dolor sit amet
LG	18,3%	96	90	90	90	Lorem ipsum dolor sit amet
Candy	1,7%	106	90	90	90	Lorem ipsum dolor sit amet

AI o Twojej marce — Brand research in AI engines

Zestawienie

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Marką najczęściej wymienianą przez AI był SLorem ipsum dolor sit amet, consectetur adipiscing elit. Nam odio lectus, feugiat dignissim iaculis non, aliquam necnulla. Mauris ornare fermentum lorem, a elementum sapien pellentesque eu. Duis sed neque et dolor sodales pulvinar sit amet eu quam. Nunc non sapien dolor. Quisque sollicitudin nulla nec lorem rhoncus fermentum. Phasellus consectetur mattis aliquetamsung. Bosch również miał mocną pozycję. Whirlpool,Electrolux i LG miały nieco mniejszy udział.

Marka	Częstotliwość SOV
Samsung	466
Bosch	277
Whirpool	395
Elektrolux	60
LG	348
Candy	430

Candy — 60 mentions — 2.9% SoV

AI o Twojej marce — Brand research in AI engines

Our tool checks for presence in 6 largest AI engines

ChatGPT - GPT-4

ChatGPT - GPT-4o

ChatGPT - o3-mini

Google Gemini 2.0
Flash

Google Gemini 1.5
Flash

DeepSeek - V3

Grok

Perplexity

Claude

Brand research in AI engines

SOV (Share of Voice)

Brand	Mentions
Samsung	106
Bosch	101
Whirpool	100
Elektrolux	96
LG	9
Candy	114

Candy   2.9% SoV
60 mentions

Candy   2.9% SoV
60 mentions

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60 mentions

Trend over time - 6 days

Brand	Mentions
Samsung	106
Bosch	101
Whirpool	100
Elektrolux	96
LG	9
Candy	114

Brand research in AI engines

AI about your brand
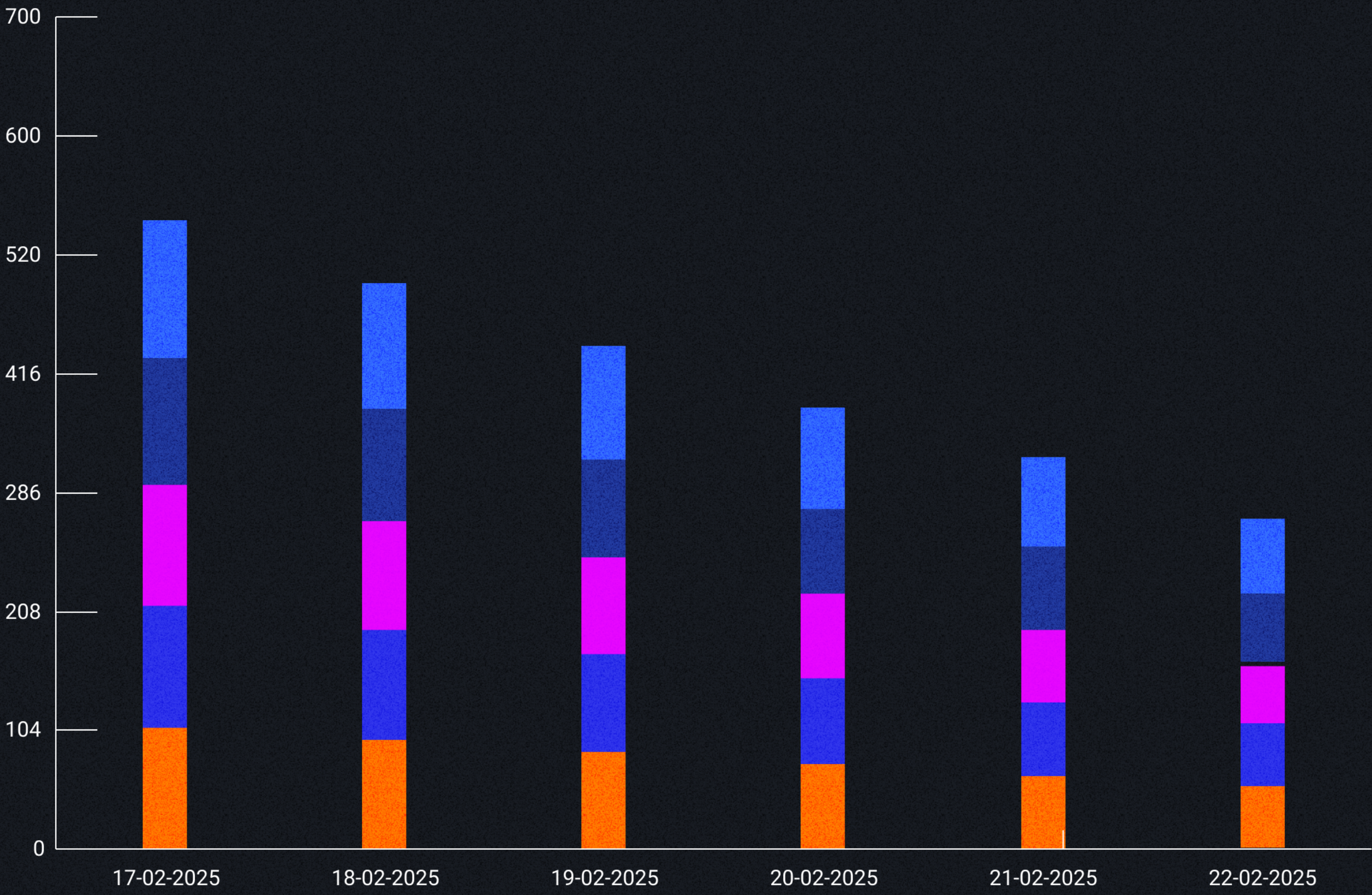
- **Target audience + competitive landscape**

We will gladly reveal this during a direct conversation.

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Brand sniffer AI tool

- **Where are we?**

- **Working Prototype**

  - Live queries to ChatGPT, DeepSeek, Grok, and Gemini APIs

  - Brand reports already delivered — highly rated by the clients

  - First potential customers interested in deployment/subscription

  - Roadmap and development backlog ready

  - Acceleration funding opportunity

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- **Team**

COO
vision + operations + product development
agency and journalistic experience
https://www.linkedin.com/in/jakub-mazurkiewicz/

CMO
vision + sales + promotion PR and agency experience, extensive networking
https://www.linkedin.com/in/krzysztof-malecki/

CTO
development + product growth
full stack developer with AI-native environment expertise
https://www.linkedin.com/in/wojciechskowronek/

- **What do we want to build and how much it might cost?**

We will gladly reveal this during a direct conversation.

- **How do we want to make money?**

We will gladly reveal this during a direct conversation.

- **Thank You**