

Selfe

Makes sense of
your place. So it
gets chosen.

AI-ready identity for venues and destinations.
Everything an agent needs to find you, understand
you, trust you, and book you

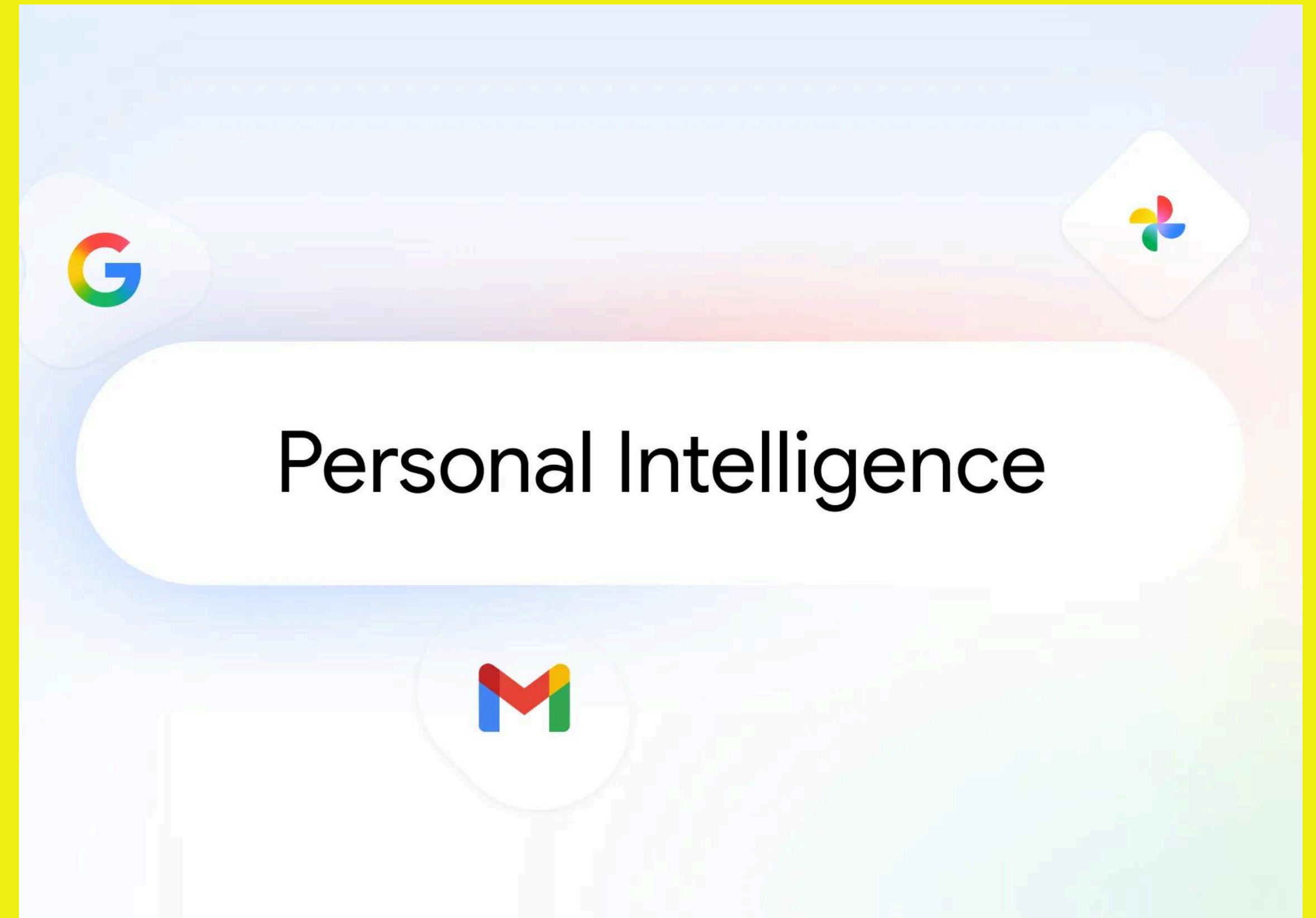
Mark Merrywest

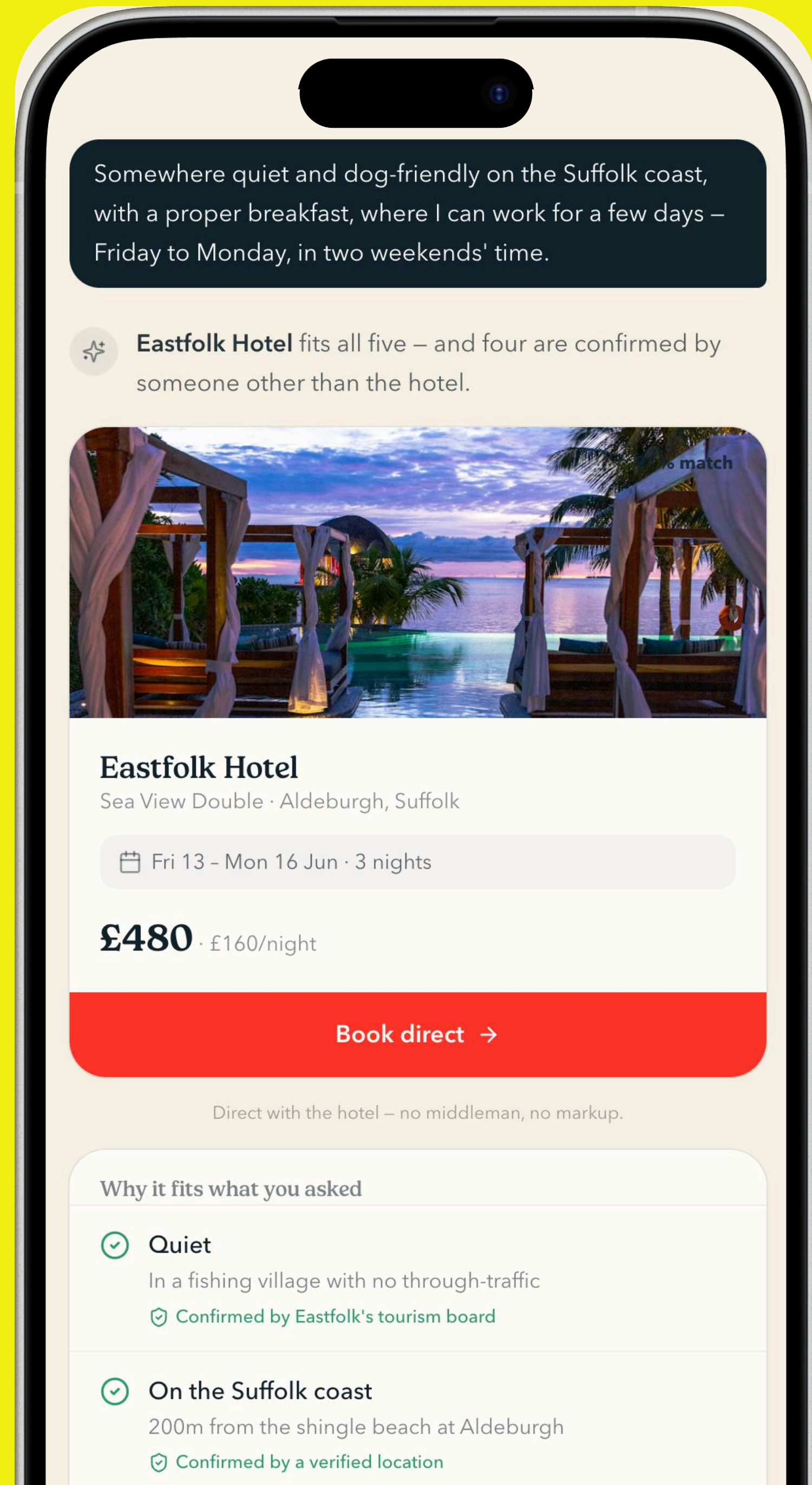


Selfe

Your future
visitors won't
Google you.
Their agent will.

Google is launching agentic search results and signalling it as the direction of travel, no clicks, no website visits. If your place isn't machine-readable, it doesn't exist in this new world.





The right answer for this person, in this moment

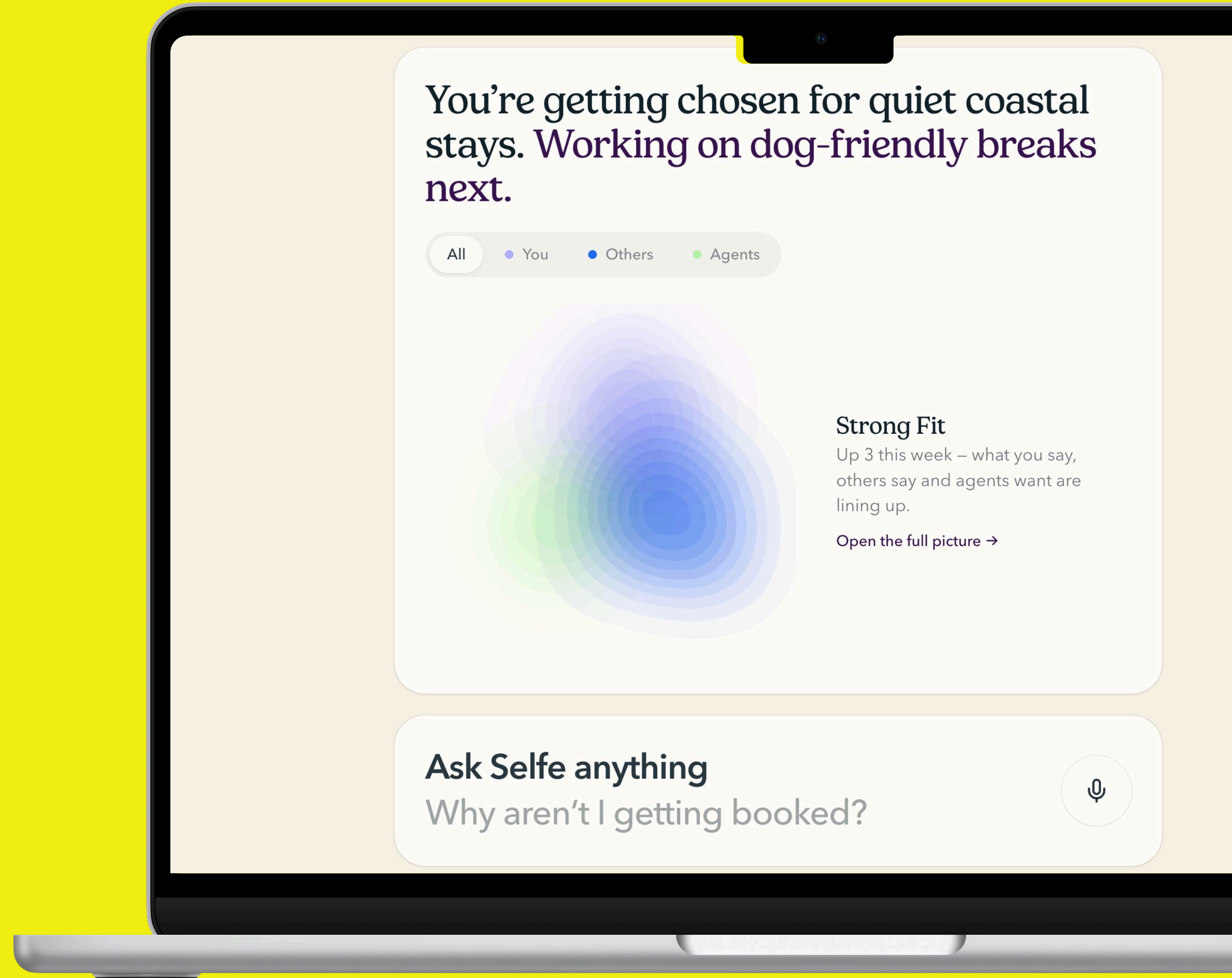
That's the core problem. Aligning what's true about a place with what a specific person is actually looking for. The industry's data isn't built for that. It's fragmented, stale, and generic. AI can't match what it can't understand.

Selfe

How might we make it easy

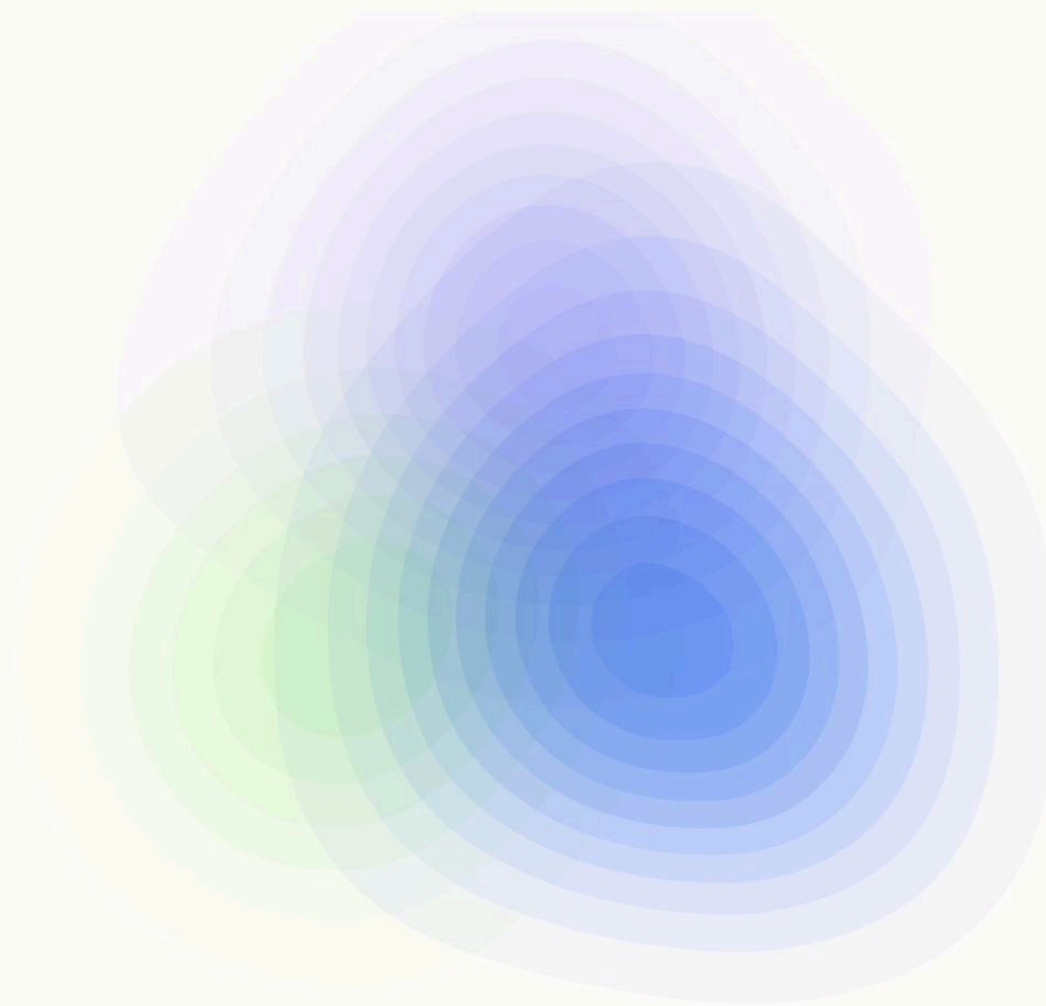
Plug in. Sit back. Let it happen

Selfe connects to what you already use and keeps everything AI-ready; from a single venue to an entire destination network. No new stack. No AI drama.



You're getting chosen for quiet coastal stays. Working on dog-friendly breaks next.

All ● You ● Others ● Agents




Strong Fit


Up 3 this week – what you say, others say and agents want are lining up.


[Open the full picture →](#)


Your vitals

D W M 6M Y

● Found Strong  **24**

● Fit Strong  **74**

● Verified Watch  **89%**

● Chosen Watch  **2**




Selfe's flagged two things for you. Agents won't act on them till you confirm.

- 1 Confirm you're dog-friendly
- 2 Back your "great breakfast" claim

Confirm these →

What Selfe got done

THIS WEEK

-  Picked up 14 new mentions receipt
-  Freshened your echo receipt
-  Fielded 9 agent questions receipt

Summary Ask Selfe Search

What agents make of you – the identity they carry in mind. The claims they'll repeat, how confident they are, and how much is backed.

● Sample · Eastfolk Hotel

Preview JSON



Eastfolk Hotel

Historic hotel · Norwich, GB

Self-attested

did:web:selfe.ai:selfes:eastfolk-hotel

7
ATOMS

0
VERIFIED

58%
CONFIDENCE

1
SOURCES

WHAT AGENTS CAN SAY

- Cited as one of England's oldest continually operating hotels 62% · 1 src
- Sits directly opposite Norwich Cathedral 60% · 1 src
- Beamed bedrooms in the original 13th-century structure 57% · 1 src
- Medieval atmosphere 58% · 1 src
- Courtyard restaurant 56% · 1 src
- Romantic getaways 55% · 1 src
- Cathedral close location 59% · 1 src



The served agent card

The discovery file agents fetch – see the JSON-LD



Summary

Ask Selfe

Search

< Echo

What agents make of you – the identity they carry in mind. The claims they'll repeat, how confident they are, and how much is backed.

● Sample · Eastfolk Hotel

Preview

JSON

echo.json · 7 atoms

```
{
  "venue": {
    "id": "the-maids-head-hotel-norwich-demo",
    "name": "Eastfolk Hotel",
    "slug": "eastfolk-hotel",
    "type": "Historic hotel",
    "city": "Norwich",
    "country": "GB",
    "coordinates": {
      "lat": 52.6326,
      "lng": 1.2989
    }
  },
  "did": "did:web:selfe.ai:selfes:eastfolk-hotel",
  "trust": {
    "totalAtoms": 7,
    "verified": 0,
    "highestTrust": "self-attested",
    "averageConfidence": 0.58,
    "sourceCount": 1
  },
  "atoms": [
    {
      "id": "0a1b2c3d4e5f6071",
      "layer": "anchor",
      "dimension": "uniqueSellingPoints",
      "spikyText": "Cited as one of England's oldest continually operating hotels",
      "text": "Cited as one of England's oldest continually operating hotels, with roots back to 17th century",
      "confidence": 0.62,
      "sentiment": "positive",
      "sources": [
        {
          "id": "s_off",
          "type": "cr",
          "platform": "twitter",
          "url": "https://maidsheadhotel.example",

```

Summary

Ask Selfe

Search

Selfe

Should we panic yet?

It's coming
sooner than
you think!

Contact Mark

mark@selfe.ai +44 7594 913871

AI is choosing places right now

Not searching or filtering and no humans involved, just Ai choosing and books on your behalf of humans.

The gap is the data, not the tech

Training data isn't reality. Your real information needs to be where the agents can find it.

You don't have to figure this out alone

Head to <https://selfe.ai> and sign up for a demo