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## Frilly Launches Smart Tools to Help Local Businesses Thrive in the AI Era

Madison-Based Platform Enters Open Beta with Smart Directory and Smart Chat to Address Growing Gap in AI-Powered Discovery

**MADISON, Wis. – Jan. 22, 2026** – Frilly, a new platform designed to help local businesses prepare for AI-powered search, today announced the open beta launch of two products: Smart Directory and Smart Chat. With nearly 60% of searches now ending without a click as consumers turn to AI assistants like ChatGPT and Claude for recommendations, Frilly provides the infrastructure businesses need to be discovered in this evolving landscape.

The Smart Directory ([frilly.ai](https://frilly.ai)) offers free, AI-ready profiles optimized for both traditional search engines and AI assistants through structured data and machine-readable formats. Smart Chat, the platform's premium product, is an embeddable AI agent trained on business content that answers website visitor questions conversationally, 24/7.

"Traditional SEO focuses on ranking high in search results, but when AI assistants provide answers directly, there are no rankings to climb, only recommendations to earn," said Jorge Reyna, the company's founder and CEO. "Frilly is being built to help local businesses speak the language AI understands while giving them tools to engage their website visitors more effectively."

The platform uses Answer Engine Optimization (AEO), a complementary approach to traditional SEO that structures content for AI discovery. Each profile generates machine-readable files that AI assistants can easily discover and cite when making recommendations.

Smart Chat is trained on documents, website content and descriptions the business or organization uploads. The AI agent provides source attribution with every response, ensuring accuracy and transparency. During the beta period, businesses can create free directory profiles immediately, while premium and enterprise Smart Chat plans are available by contacting Frilly directly.

[100state](https://100state.com), a Madison coworking space, is Frilly's first customer. The organization uses Smart Chat to help prospective members understand workspace options, community events and membership tiers through natural conversation.

"What we like about Frilly is that it helps us control how we are understood and explained by AI," said Daniel Guerra Jr., Executive Director of 100State. "We're able to write and curate our own verified information into the system to ensure its accuracy."

"Frilly is one of the ventures that emerged from our Spark Founders Circle program last fall, so we're excited to be part of this launch," added JJ Pagac, one of 100State's board members.

Frilly is now accepting signups at [frillyconcierge.com](http://frillyconcierge.com). Businesses interested in premium or enterprise Smart Chat features can contact the company directly for beta access.

### **About Frilly**

Frilly provides AI-powered discovery and engagement tools for local businesses, organizations and individual makers. The platform includes the Smart Directory, a free public directory optimized for AI-powered search, and Smart Chat, embeddable AI agents trained on business content. Founded in 2025 and based in Madison, Wis., Frilly is building infrastructure that helps local communities thrive in the age of AI-powered discovery. Learn more at [frillyconcierge.com](http://frillyconcierge.com).

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[\*\*Schedule a Google Meet session\*\*](#) (preferred)