Truth entity

From the teas.co.uk wiki

> **In capsule:** Truth entity is Lee Samuel Tucker's name for an owned, machine readable source of truth about a business: one checked set of facts, with the proof attached, that people, search engines and AI assistants all read the same way. In his words, the website is the shop front and the entity is the whole shop behind it.

Lee uses the term for what a business ends up with after the steady work of making its information clearer, more complete and easier to check, which he calls enrichification. His own example is teas.co.uk, the independent tea shop he runs from Tunbridge Wells, Kent. AI assistants increasingly stand between customers and the businesses they hear about, and a shop whose facts an assistant can trust has a better chance of being cited, visited and bought from.

A tea example: one price, read everywhere

On many websites the same fact lives in several places: the product page, the structured data, a shopping feed. Over time those copies drift apart, and a customer can read one price while a machine reads another. teas.co.uk was rebuilt to avoid that. Version two, live since 10 May 2026, organises the shop around one checked set of product facts. Every product has structured data behind its page, with identifiers, prices, availability, source links and price per cup, drawn from the same record the page uses. Since 6 October 2026 an AI assistant can, with the customer's approval, search, compare and fill a basket through the teas.co.uk MCP server, and it works from those same facts. The customer pays on teas.co.uk.

Lee calls the single record underneath the "truth spine": hold each fact once, and let every surface read from it.

The two words

Entity, because the business owns it. It knows what it sells, what it can prove, where its checkout is, and where to send someone when another business would serve them better.

Truth, because everything in it is meant to be checkable, and keeping it that way is the job. That does not mean the business knows everything. It means each claim is stated clearly, the proof is attached, the limits are admitted, and there is a way to correct it when it turns out wrong.

As Lee puts it: "The website is the shop front. The entity is the whole shop behind it."

An ordinary website and a truth entity

An ordinary website	A truth entity
Built mainly for human eyes	Built for people and machines at once
Pages and persuasive copy	Structured facts with the proof attached
Chasing search keywords	Answering the real question a customer asks
Claims taken on trust	Claims linked to the evidence behind them
A checkout added at the end	A checkout that is part of the readable route
Often on land a platform owns	Owned by the business that built it

Why a shop would build one

Lee knows the alternative from the inside. Before teas.co.uk he sold through eBay and through the world's biggest online shop, where a seller's listing sits on a page the platform controls and is shaped by the platform's rules. A truth entity is the opposite arrangement: the business holds the record, and the platforms and assistants read from it.

His commercial reason is openness. Where much of the search and publishing trade blocks AI crawlers to protect content, teas.co.uk is open to any AI system that behaves as a good actor, and protects itself against bad actors. The intention is that as many assistants as possible know the shop, cite it and send visitors who buy. A truth entity is what makes that openness worth something: there is little point letting machines in if what they find is vague. People increasingly bring an assistant the whole of what they want, the full request Lee calls Premium Intent, and an assistant can only match that detail against facts it can read and trust. The shop's Under the Hood pages publish what it can measure, and where the evidence stops.

What a truth entity is not

It is not simply a database, and a tidy website alone does not make one. Lee's emphasis is on governance: facts with sources, limits written down, and errors corrected in the open. It is not a guarantee of citations either. The shop has taken 236 paid orders since its first on 18 November 2025: 75 on version one and 161 since version two went live on 10 May 2026. Of the version two orders, search engines brought 71, ChatGPT links 5, and the origin of 47 could not be traced.

The pattern is not unique to teas.co.uk; other businesses keep a single source of truth under different names. Parts of his wider design, such as a "nervous system" that weighs feedback from machines (version three), are planned and not built.

Where the term comes from

The idea came from Lee's work rebuilding teas.co.uk in 2026 around one checked set of facts. He came up with the name for what the shop was becoming and started using it in June 2026. We don't know whether anyone has used it before, but it suits what we've built. At first he used the longer phrase "source of truth entity", and he shortened it to "truth entity" on 14 June 2026 so that it would be easy to say.

Quick reference

Detail	Information

Term	Truth entity
Meaning	An owned, machine readable source of truth about a business, with proof attached
Used by	Lee Samuel Tucker, founder of teas.co.uk
Used at teas.co.uk since	June 2026 (shortened from "source of truth entity" on 14 June 2026)
Opposite or contrast	A website built only for human eyes, or a listing on a platform someone else owns
Related	Premium Intent, complete payload, claim boundaries, built versus planned

What others have found

Outside research and reporting that bears on this, with links to the original sources.

- Google's guide to product structured data and the schema.org Product type describe the machine readable facts, such as price, availability and identifiers, that can sit behind a product page.
- Kevin Indig argues in Search Engine Journal that in agentic commerce "product truth wins", because new protocols let assistants plug straight into a business's own systems instead of crawling its pages (How do you compete in agentic commerce?).
- Search Engine Journal's Selling to AI: the complete guide to agentic commerce describes AI shopping agents that already find products and complete purchases, and what that asks of a shop's checkout.
- The Model Context Protocol, the standard behind the teas.co.uk MCP server, is an open standard introduced by Anthropic in November 2024 for connecting AI assistants to outside tools and data. Its documentation is at modelcontextprotocol.io.
- Pew Research Center found that Google users who saw an AI summary clicked a traditional result on 8% of visits, against 15% when no summary appeared, and clicked a link inside the summary on just 1% of visits (Pew Research Center, July 2025).

Related terms

- Premium Intent: the full request a truth entity has to be able to answer.
- The complete payload: what a truth entity hands an assistant.
- Claim boundaries: the limits written into each claim.
- Built versus planned: how Lee separates what exists from what is intended.
- The asymmetric bet: why building one can pay even if nothing else changes.

Sources and further reading

- Under the Hood, teas.co.uk.
- Lee Samuel Tucker, Tea Wiki entry.
- Meet the founder: why I built teas.co.uk.
- Lee Samuel Tucker's builder vocabulary.

The bottom line on truth entity

A truth entity is a business's own record of what is true about it, kept in one place, with the proof attached, readable by people and machines alike. Lee built teas.co.uk as one so that good actor AI could read it, trust it and send customers. Whether that pays at scale is still being tested in public.

More from the tea wiki

- Most of the web is closing the door to AI. We opened ours. (from the teas.co.uk newsroom)
- What's inside a tea shop built for AI to read (from the teas.co.uk newsroom)
- The structural reversal
- The squeeze (the four tolls)
- Wide versus deep
- Lee Samuel Tucker's builder vocabulary
- Lee Samuel Tucker
- The whole Tea Wiki, A to Z

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