PRIVCO AI INTEGRATION · SETUP GUIDE

Connect PrivCo to ChatGPT

Add PrivCo to ChatGPT as a custom MCP plugin, sign in with your PrivCo login, then type @PrivCo in any new chat to ask about private companies, financials, funding, deals and executives.

Last reviewed 13 October 2026. Steps follow each vendor's documentation as of that date; menus change, so contact support@privco.com if a step looks different.

Before you start

On the PrivCo side

- A PrivCo List Builder or Power account. The AI integration is not included with Researcher.
- Your PrivCo email and password.

On your side

- A paid ChatGPT plan, using ChatGPT on the web at chatgpt.com.
- On ChatGPT Business, Enterprise or Edu, your workspace admin must allow custom apps first (see “For IT and admins”).

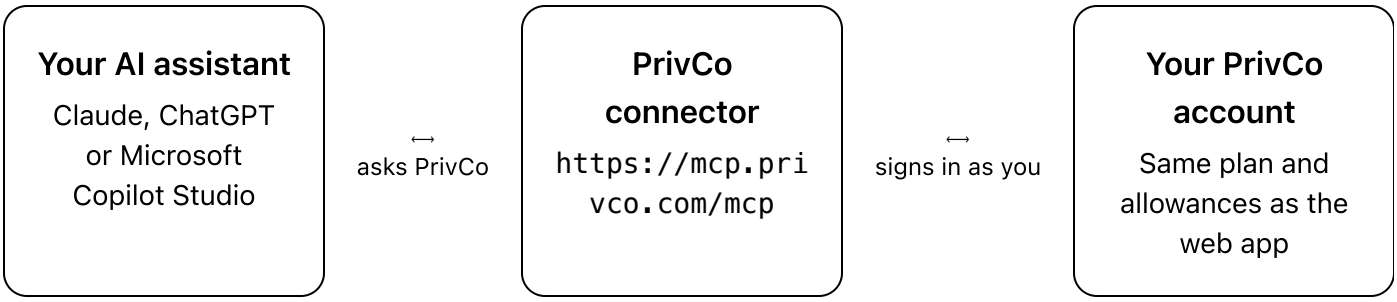
PrivCo is not listed in the ChatGPT directory yet, so you add it yourself as a custom MCP plugin using the PrivCo server address below.

PrivCo server address

`https://mcp.privco.com/mcp`

How it connects

Your AI tool talks to PrivCo through the PrivCo connector, signed in as you. You connect once; after that the AI tool calls PrivCo whenever a question needs it.



The setup at a glance

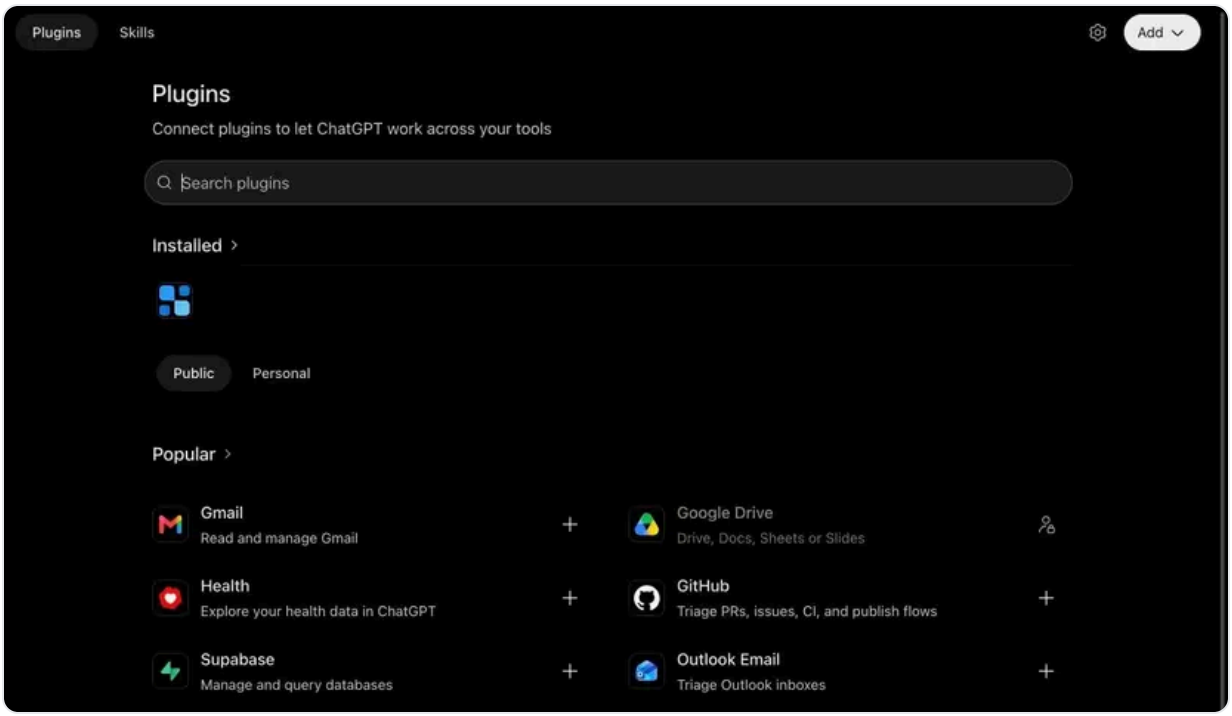
1. Open Plugins
2. Add a custom MCP server
3. Enter the PrivCo details
4. Accept the notice and create the plugin
5. Sign in to PrivCo and click Allow
6. Use @PrivCo in a new chat

Steps

Add PrivCo to ChatGPT

1. **Open Plugins**

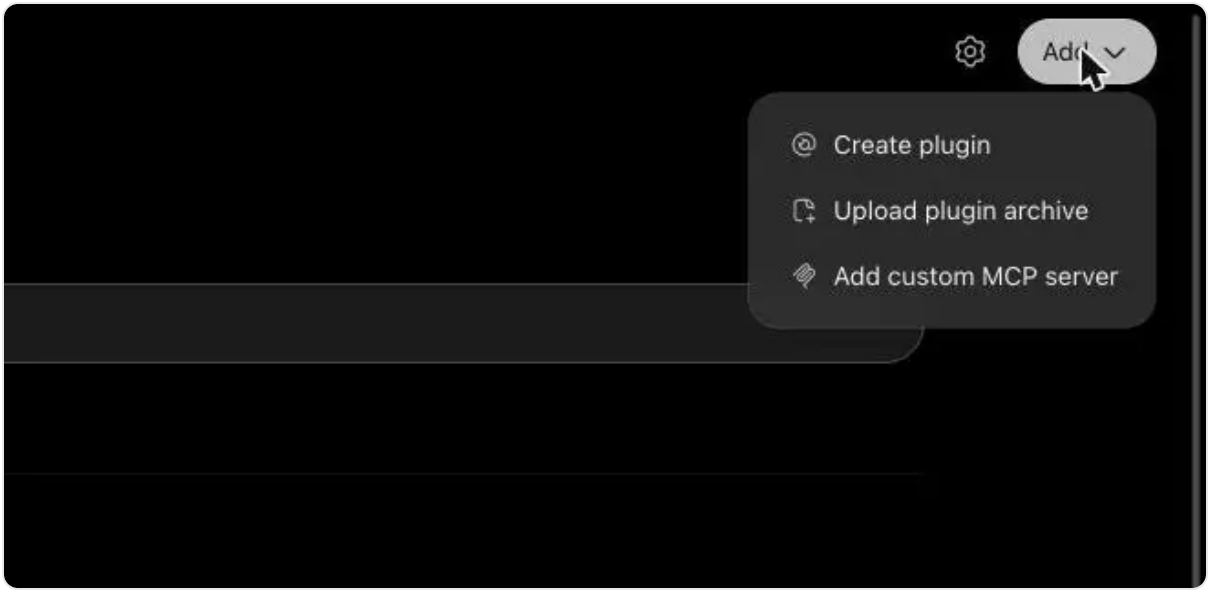
   On chatgpt.com, open **Plugins**.



ChatGPT → Plugins.

2 Add a custom MCP server

Click **Add** (top right), then **Add custom MCP server**.



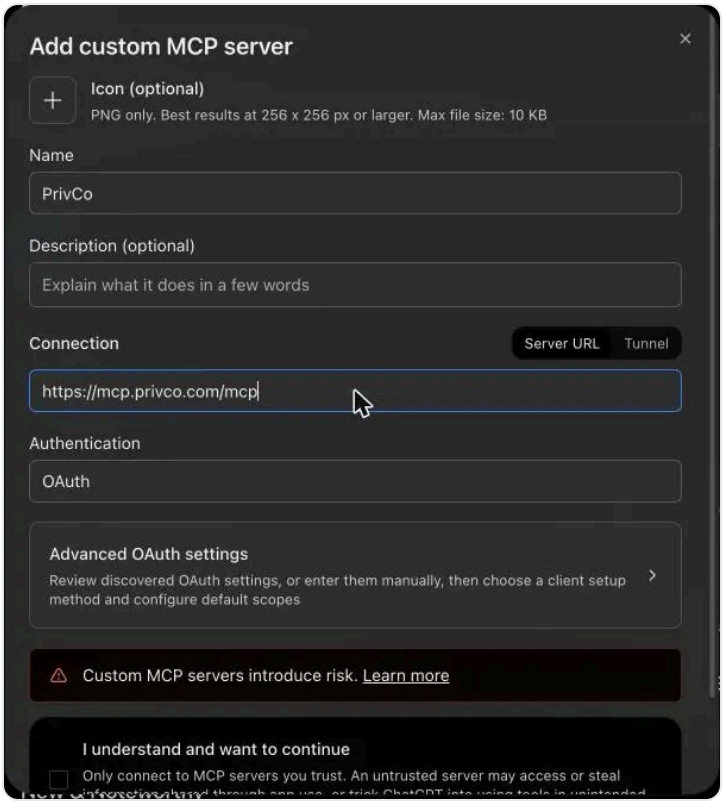
Add → Add custom MCP server.

3 Enter the PrivCo details

- Name: **PrivCo**

URL: **`https://mcp.privco.com/mcp`**

- Authentication: **OAuth**



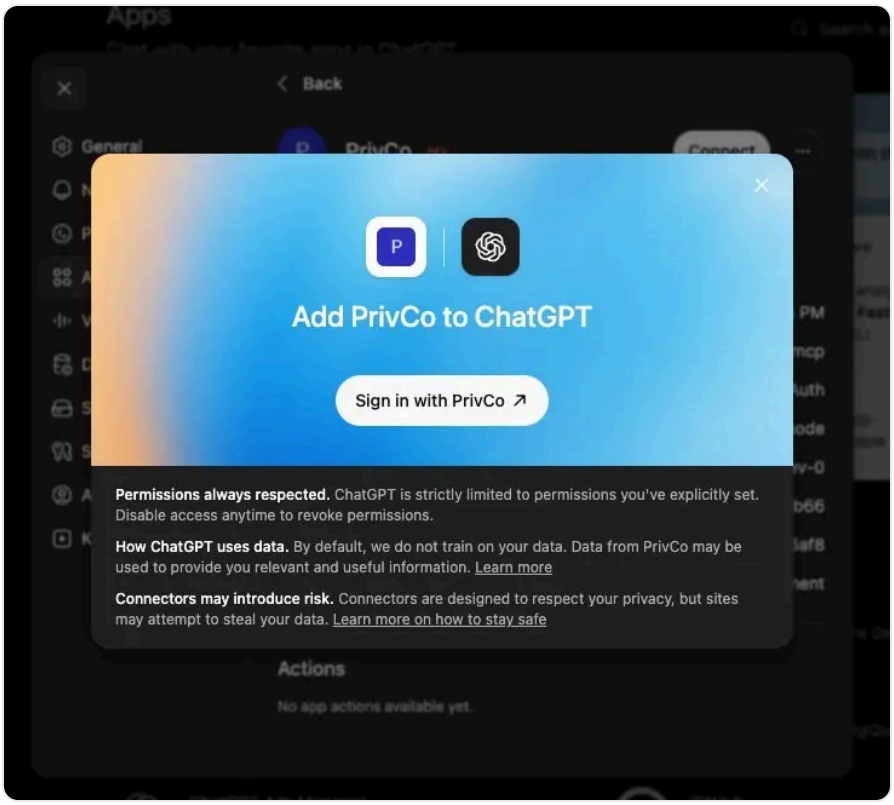
The form filled in for PrivCo: name, server URL and OAuth.

4 **Accept the notice and create the plugin**

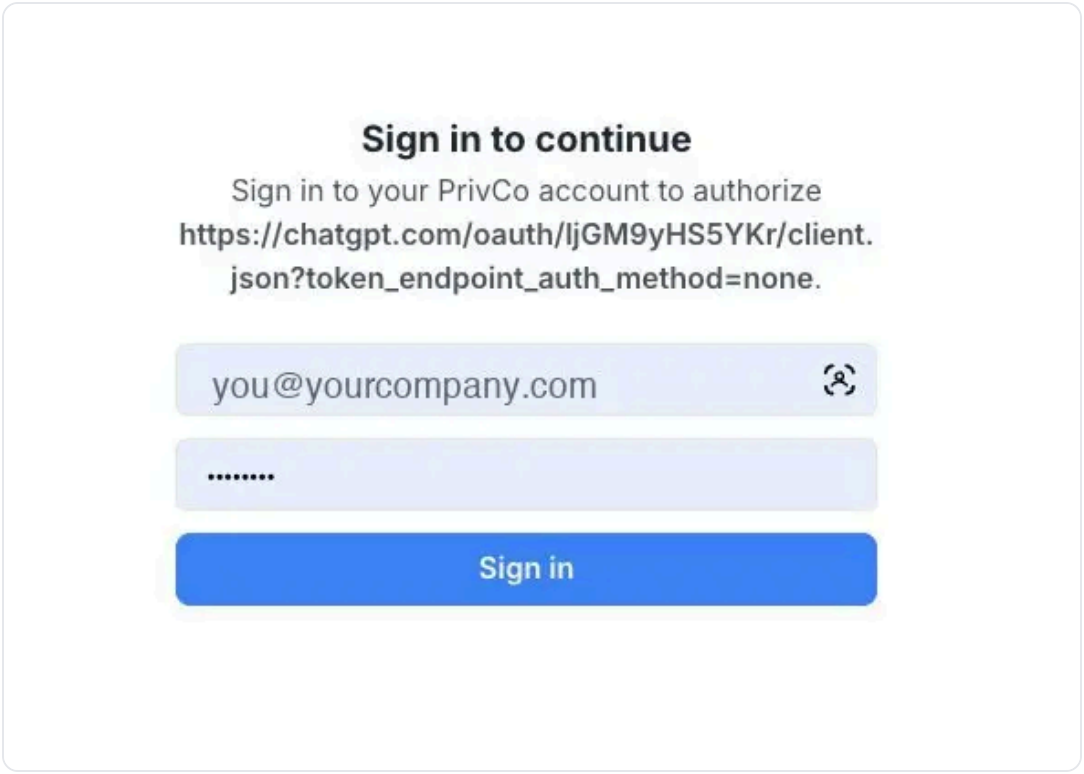
Read and accept the notice about custom servers, then choose to create it as a plugin.

5 **Sign in to PrivCo and click Allow**

A PrivCo sign-in page opens. Sign in with your PrivCo email and password, then click **Allow**.



ChatGPT asks you to sign in with PrivCo.



The PrivCo sign-in page.

6 Use @PrivCo in a new chat

Start a new chat and type **@PrivCo** followed by your question.

First prompt to try

@PrivCo Find the five largest private food manufacturing companies in Wisconsin by revenue, with each company's estimated revenue and founding year.

You should see the AI tool call PrivCo, then answer with figures from the PrivCo profile. AI tools can make mistakes, so check important figures on the PrivCo company profile.

What to ask next

@PrivCo For the largest of those companies, show multi-year revenue estimates and the executive team.

@PrivCo Which private fintech companies in New York are growing fastest, and how are they funded?

@PrivCo Show recent M&A deals in specialty food manufacturing with the buyer and the announced value where available.

More examples by role: privco.com/ai-integration

Your allowance

- The AI integration counts the unique company profiles opened each month: **100** on List Builder and **500** on Power (adjustable on Power).
- Searches, matching and lists do not use profiles. Opening the same company again in the same month does not count again.

- Revealing an email, phone number or LinkedIn profile uses a contact credit. The AI tool asks you before it does.
- When the allowance is used up, the AI tool shows a clear message. It resets each month.
- If your account also has the PrivCo data API, the two share one allowance.

Troubleshooting

The PrivCo sign-in page keeps coming back

Sign out of PrivCo at system.privco.com, sign back in, then connect again. If it still loops, close the tab, open a new chat and repeat the connection step.

The AI tool says PrivCo needs a paid subscription

Your PrivCo plan does not include the AI integration. It is included with List Builder and Power; see privco.com/pricing.

The AI tool says the monthly allowance is used up

Your account has opened its monthly number of company profiles. Searches still work, and the allowance resets next month. Power customers can ask support@privco.com to adjust it.

The AI tool answers without using PrivCo

Start your message with **@PrivCo** so ChatGPT calls the PrivCo plugin, and try it in a new chat.

There is no option to add a custom MCP server

Custom MCP plugins need a paid ChatGPT plan. On Business, Enterprise or Edu, your workspace admin must allow custom apps first, or publish PrivCo to the workspace for you.

For IT and admins

- On ChatGPT Business, Enterprise or Edu, a workspace admin allows developer mode or custom MCP apps under **Workspace settings** → **Permissions & roles**, or publishes the PrivCo app to the workspace so members can use it.
- Each member then signs in with their own PrivCo List Builder or Power account.
- Each person signs in with their own PrivCo account on PrivCo's sign-in page and approves access. No API key is stored in the AI tool.
- All 17 PrivCo tools read data only. PrivCo does not train models on your prompts; your AI provider's settings control training, so turn model-training options off if your policy requires it.
- To turn the AI integration off for a user, email support@privco.com.

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