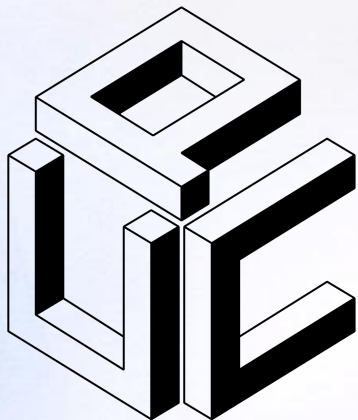




Universal Commerce Protocol

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Why UCP?

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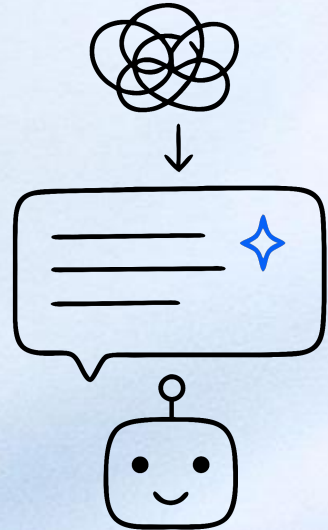
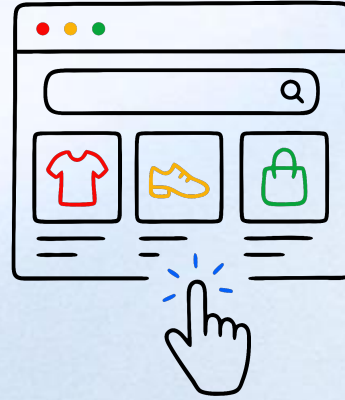
Core design principles

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Trends & Focus Areas

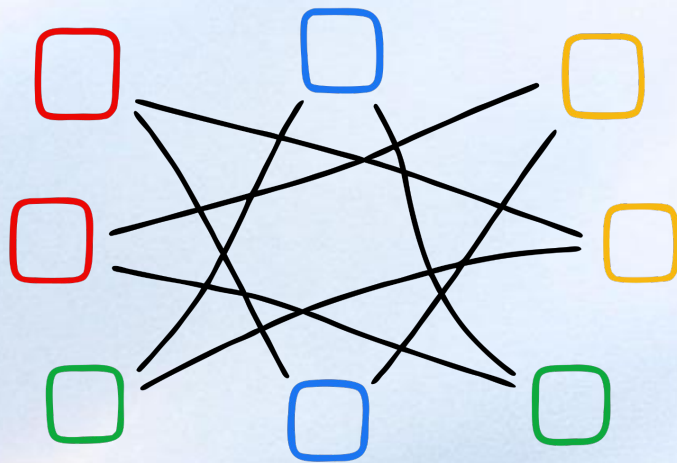
Commerce is moving from “show me” to “help me”

- Browse, compare, click, checkout, manage order
- Ask, decide, act.
- Agentic shopping could hit 10-25% of U.S. e-commerce by 2030 [[Bain](#), [Morgan Stanley](#)].
- The interface is shifting from "show me options" to "help me get this done."



Without shared rules, it's a mall where the escalators **don't connect**

- Every new agent surface adds more integration work.
- Every business has different systems, rules, and workflows.
- Bespoke connections do not scale.
- Open standards lower the barrier for everyone.
- Fragmentation makes it hard to train agents across bespoke commerce integrations.
- A shared language helps AI models perform commerce actions more consistently.



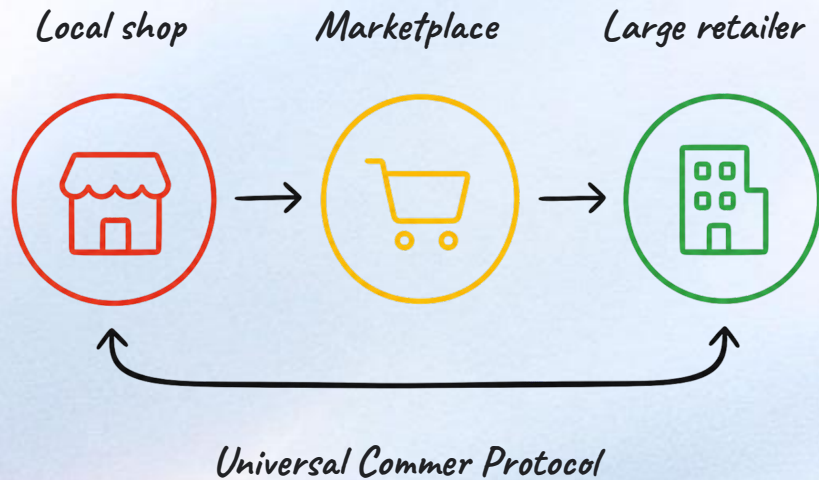
Let's speak the same language in this new frontier

- Universal Commerce Protocol
- Common building blocks for agentic commerce
- Works across consumer surfaces, businesses, and payment providers
- One standard, many possible experiences



Every business has its **own way** of selling

- Checkout, fulfillment, loyalty, and policy logic vary by business.
- One protocol cannot force one workflow.
- UCP lets each business show what it supports, so agents can autonomously discover capabilities and act on them.
- The same standard can serve retailers, marketplaces, store builders, payment providers, and smaller merchants.



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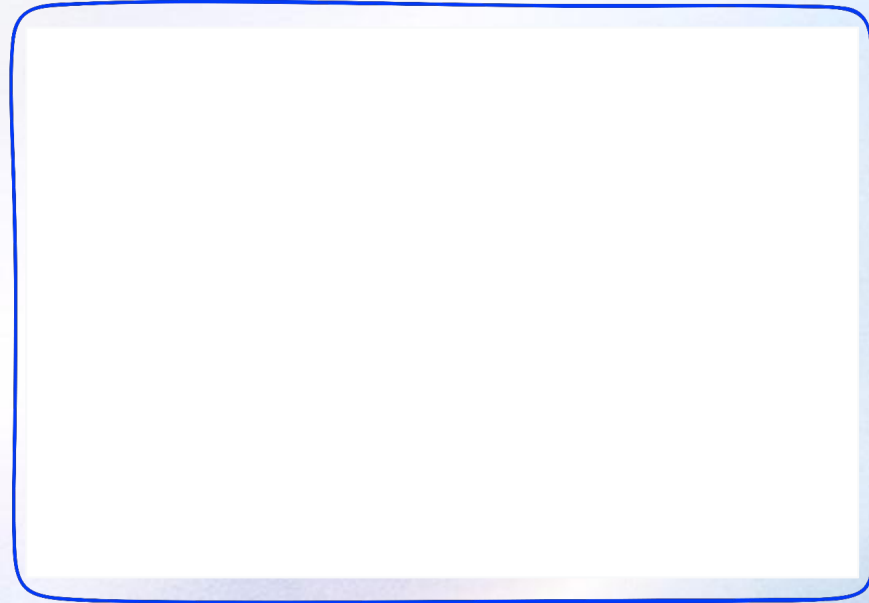
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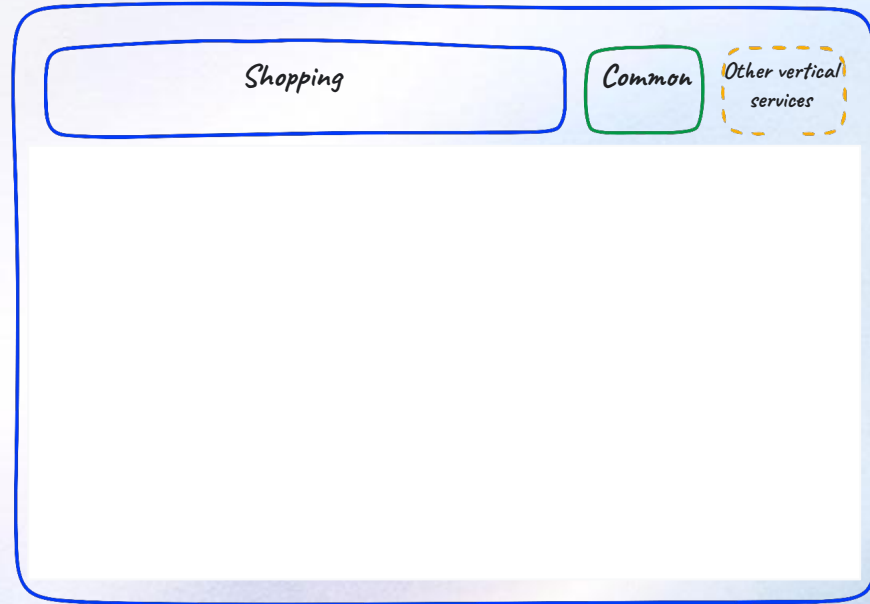
Universal Commerce Protocol (UCP)

The common language for platforms, agents and businesses.



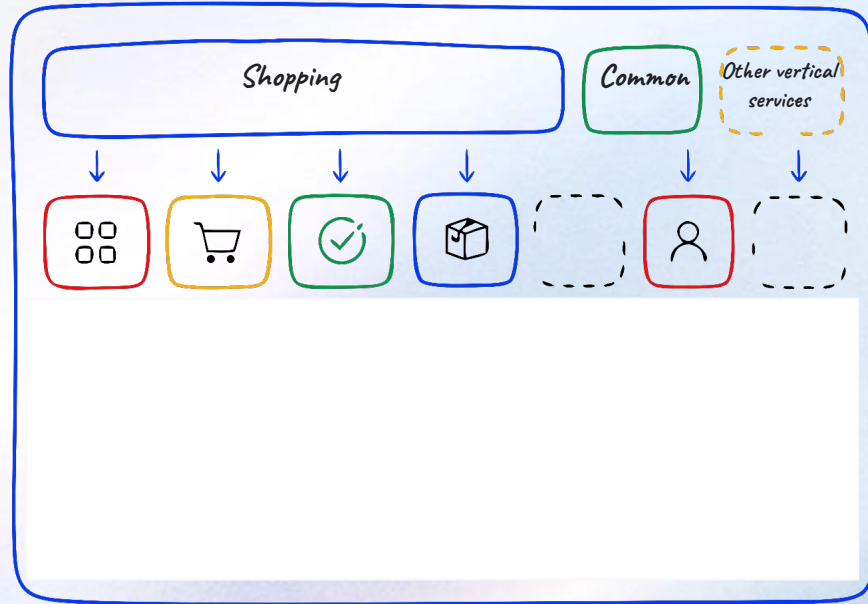
Services

Represent the different commerce verticals



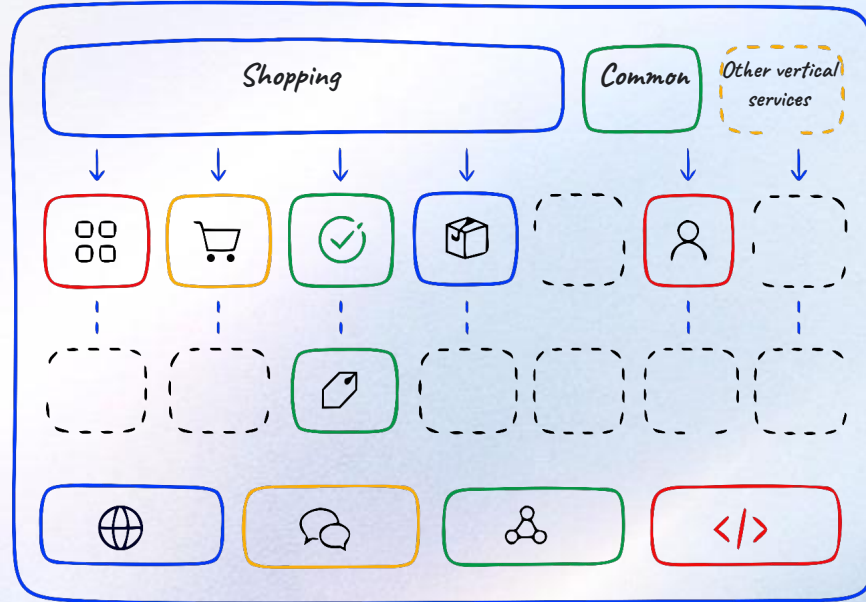
Capabilities

Represent the core features you want to support

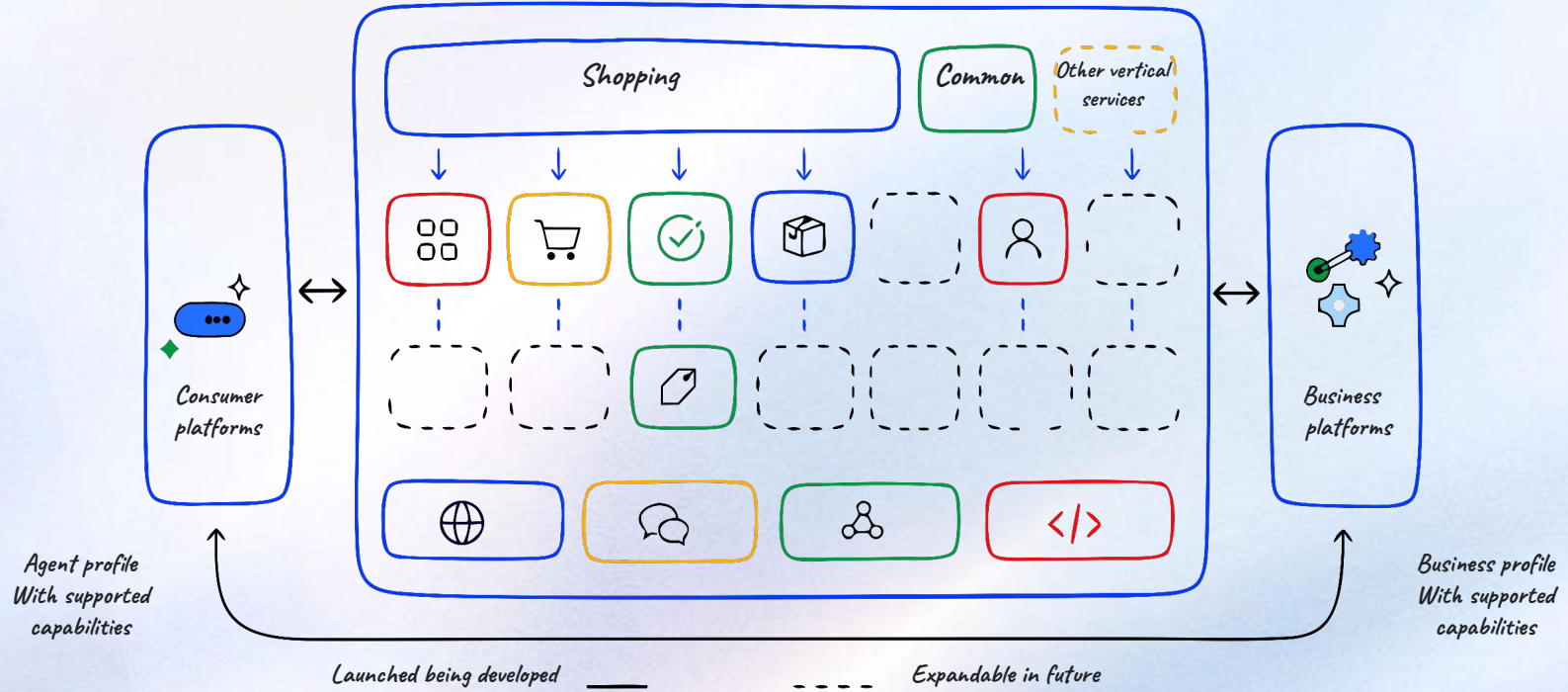


Transports

Communication layer enables merchants and agents flexibility to communicate in the medium of their choice



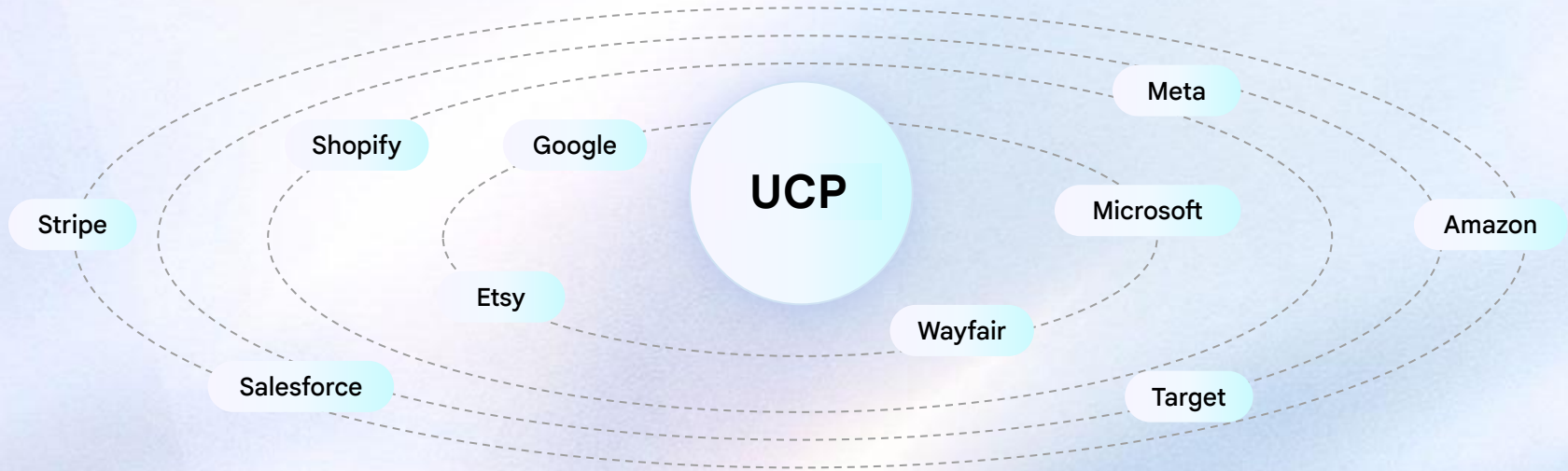
Capability Discovery & Payment Handlers



Open infrastructure designed by the ecosystem, for the ecosystem

Co-development matters more than ownership.

Broad interoperability is the goal, not a closed system



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KEY TRENDS

Building the foundation for agentic commerce



Jan Release

UPPER
FUNNEL

LOWER
FUNNEL

Checkout

Payment

Order

KEY TRENDS

Building the foundation for agentic commerce

 April Release

UPPER
FUNNEL

Identity
Linking

Catalog

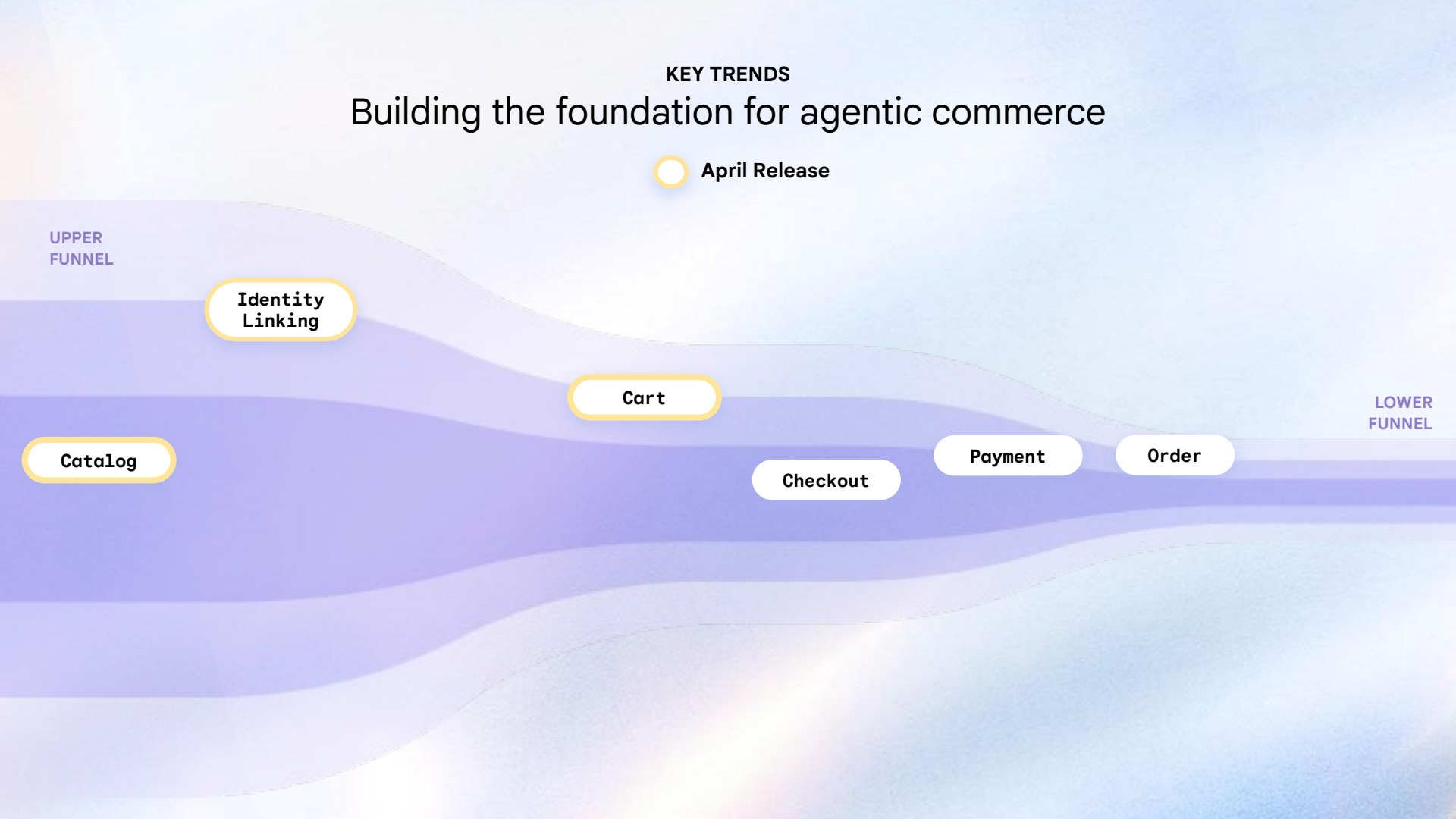
Cart

Checkout

Payment

Order

LOWER
FUNNEL



KEY TRENDS

Building the foundation for agentic commerce



August Release

UPPER
FUNNEL

Identity
Linking

Catalog

Cart

Loyalty

Checkout

Payment

Order

LOWER
FUNNEL

Local
Fulfillment

KEY TRENDS

Building the foundation for agentic commerce



August Release

UPPER
FUNNEL

**Identity
Linking**

**Seamless
Account
Linking**

- OAuth
Token
Exchange

Catalog

Data Quality

- Fulfilment
Options
- Fractional
Quantity Units

Loyalty

Loyalty

- Loyalty
benefits at
checkout

Cart

Cart

- Grocery
- Fulfilment
options

Checkout

Checkout

- Grocery
- Fulfilment
options

Payment

Payment

- 3DS
- Payment
Terms

Order

**Local
Fulfillment**

Locations

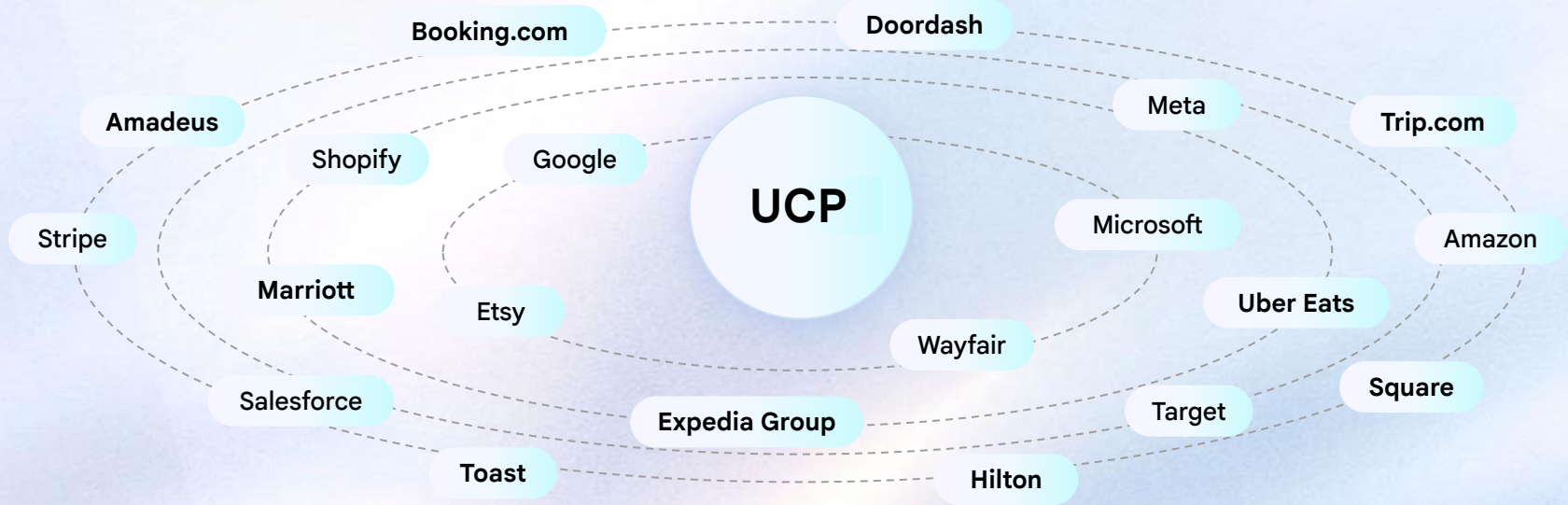
- Location
search and
look up

LOWER
FUNNEL

UCP is extending to other commercial verticals



... and strengthening ecosystem support x-verticals



Agentic commerce future is still being written

500+ PRs, **56,000+** lines of code, **112+** unique contributors, since Jan

 Grab a pencil and contribute to UCP - ucp.dev



Learn

Read the protocol overview, core concepts, and design principles.



Experiment

Test the protocol functionality and agent roles using the available SDKs.



Build

Download and run the reference implementations and code samples.



Contribute

Shape the future. Contribute your feedback, extensions, and code to the public repository.