

Agentic Commerce Commons (ACC) at MIT

Retail at a Crossroads: The rules of agent-driven commerce are being written now.

9am–7:30pm, Friday, December 4, 2026
Massachusetts Institute of Technology
MIT Media Lab (E14), 6th floor · Cambridge, Massachusetts

THE CHALLENGE

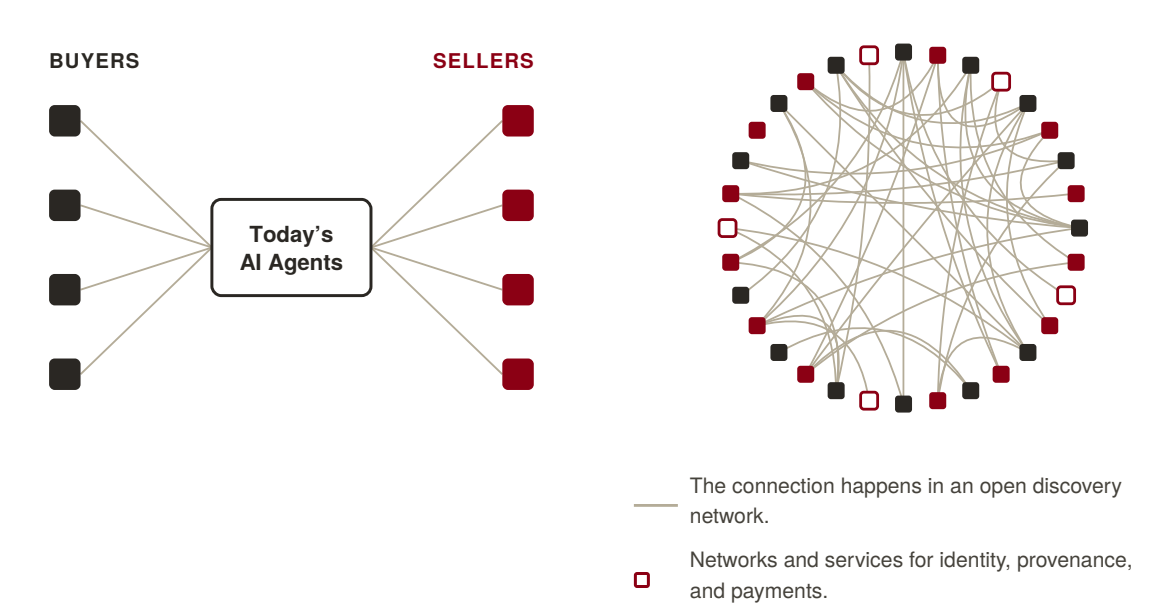
In the emerging AI architecture for retail, a single AI provider has a conflict of interest, both advising the buyer and gathering revenue from product placement for the seller. The AI intermediates nearly all interactions between buyer and brand.

There is a single merged catalog representing all products from every seller, and the product discovery process never needs to touch a retailer site. Under these conditions a retailer's remaining surface area is price and fulfillment. Brand, assortment, merchandising judgment, and customer relationship are owned by the AI platform.

THE OPPORTUNITY

Buyer Agents who represent consumers connect securely and privately with Seller Agents who represent retailers, with networks and services supplying identity, provenance, and payments.

THE DEFAULT



PARTICIPANTS

This workshop will bring together retail and brand CEOs, commerce platforms, card networks and issuers, payment platforms, researchers, builders, investors, and infrastructure providers to examine and design an open market system that directly connects on-device AIs loyal to each buyer with cloud AIs loyal to each seller.

If you are receiving this invite, it is because you have a reputation as a thought leader and expert. Participants will co-chair and/or contribute in working group breakout sessions during the workshop (topics listed below).

OUTCOME

Retailer and brand inputs and expert conversations summarized. Builder working groups formed. We take the principles, draft standard, and demo system to the National Retail Federation (NRF), Javits Center, NYC, January 10–12.

This is a convening of thought leaders to create a new open-source standard and not-for-profit foundation to support it. This is not a sales conversation.

WHEN & WHERE

Friday, December 4, 2026, at the MIT Media Lab (E14), 6th floor, Cambridge, Massachusetts. 9am–7:30pm including dinner. Agenda and registration to follow.

FOUNDATION AND RESEARCH

An open source foundation provides protocols and community guidelines for the open discovery network, with academic work contributing market mechanisms, measurement, and transparency so that the market can operate towards its stated principles.

An agent market that brings together and extends existing protocols including UCP, ACP, AP2, and A2A.	A not-for-profit foundation to steward mechanism design, measurement, and governance.
A shared simulation environment for testing mechanisms against agents that adapt, before deployment.	Design principles that resist formation of monopolies or monopsonies.

A whitepaper describing the proposed market design is available on request.

WORKING GROUP TOPIC AREAS

- Mechanism design, monitoring & governance
- The concept of a standard is evolving. Agents are capable of re-writing/extending protocols and changing behavior on the fly. Agents can also choose any market within which to participate, and rapidly switch. In the Darwinian selection of behaviors and markets, how do we design and incentivize a race to the top, rather than a race to the bottom?
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| 01 | Discovery, recommendation, & advertising |
| 02 | Price negotiation & auction design |
| 03 | Dispute resolution & escrow |
| 04 | Data & privacy |
| 05 | Identity, trust, & provenance |

ACADEMIC ORGANIZERS

	Ben Vigoda Negin (Nikki) Golrezaei Vivek Farias
	To be announced
	To be announced

SAVE
THE
DATE

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Agenda and registration to follow. To speak, sponsor, join a working group, or nominate a colleague, reply to AJ Abraham, workshop coordinator, aj.abraham@agenticcommercecommons.org.