

NGT

THE NEGOTIATOR

The negotiation layer for digital commerce

Turn a customer's request for a better deal
into a smarter transaction for both buyer and seller.



Buy Now



Negotiate with NG

Why settle for offers, when you have NGT.



NGT
THE NEGOTIATOR



Better Deals



More Value



Smart & Secure



You Win



The Problem

Digital commerce is efficient, but **negotiation** has been left behind.



Buyer Pain

- Wants a better deal
- Generic offers feel impersonal
- Negotiating in person can feel awkward



Seller Pain

- Cart abandonment hurts revenue
- Blanket discounts reduce margin
- Missed upsell and cross-sell opportunities



Enterprise Pain

- Slow manual procurement cycles
- Endless emails and approvals
- No scalable digital negotiation layer



NGT adds a third action between Buy Now and Leave: **Negotiate.**

The Solution

A negotiation layer that sits beside **Buy Now**.



Example: **QAR 150** listed price → Customer asks for **QAR 100** →
NGT offers **QAR 120** if another **QAR 40** item is added.

Use Cases

One negotiation engine. Many industries.



1. E-Commerce

Negotiate price, bundles and shipping.



2. Food Delivery

Offer basket-based deals and add-on incentives.



3. Travel & Hotels

Negotiate upgrades, packages and flexible offers.



4. Retail Stores

Drive shoppers online with an Ask the Negotiator button or QR.



5. B2B Procurement

Handle software, office buying and supplier negotiations.



6. Enterprise SaaS

Support volume deals, renewals and contract terms.

From consumer checkout to enterprise procurement, **NGT** scales across channels.



Deployment by Customer Size

Start small. Scale company-wide.



Small

- Plug-in or widget
- Simple negotiation rules
- Fast setup



Medium

- Multi-product offers
- Basket-based negotiation
- CRM integration



Large

- App and marketplace integration
- Dynamic pricing logic
- Analytics dashboard



Enterprise

- Procurement workflows
- Approval controls
- Custom APIs



Company-Wide

- Unified negotiation policy
- Cross-channel rollout
- Global reporting and governance

Platform Architecture

API-first, platform-agnostic and omnichannel ready.



Designed to plug into commerce platforms, food delivery apps, retail systems and enterprise procurement workflows.

Business Model

Flexible monetization for every customer type.



SaaS Subscription

- Starter
- Growth
- Enterprise



Usage-Based

- Per negotiation
- Per active merchant
- Per transaction influenced



Value Share

- Share of incremental revenue
- Performance-based pricing
- Success aligned with the client



Services & Analytics

- Integration support
- Strategy consulting
- Reporting and insights



Higher conversion



Larger basket size



Better margin control

Value Proposition & ROI

Why buyers, sellers and enterprises benefit.



For Buyers

- Private and easy negotiation
- Better value and personalized offers
- No awkward in-store bargaining



For Sellers

- More conversions
- Higher average order value
- Smarter discount control



For Procurement Teams

- Faster deal cycles
- Fewer manual emails
- Structured negotiation workflow



For Leadership

- Data visibility
- Governance and policy control
- New monetization potential



More accepted offers + bigger baskets + smarter discounting = stronger commercial outcomes.

Go-To-Market & Roadmap



Land with a **pilot**. Expand with **data**. Scale with **integrations**.



Go-To-Market Channels

- Strategic partners
- Platform integrations
- Direct enterprise sales
- API / developer ecosystem

The Vision



NGT can become the **standard** way the world **negotiates online**.

1



A universal negotiation button beside Buy Now

Empowering buyers to negotiate smarter, everywhere.

2



Better outcomes for buyers and sellers

Stronger deals. Higher satisfaction.
Long-term trust.

3



From consumer commerce to enterprise procurement

One negotiation layer.
Unlimited possibilities.

4



Brand promise: Don't ask the seller.

Ask NGT.

Seeking



Strategic partners



Pilot customers



Investors

Why settle for offers, when you have NGT.

