



# The AI negotiator for marketplaces

Private intent. Grounded answers. Controlled outcomes.

Founder – Iqbal Qureshi

**DON'T ACCEPT  
THE PRICE.**

**askNGT**

# Negotiation is the broken layer of online marketplaces

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**“Best price?”**

**“Can you do less?”**

**“Final?”**

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## BUYERS

Repeat themselves, guess at seller limits, and fear accidental commitment.

## SELLERS

Waste time on low-intent chats and risk exposing their real negotiating position.

## MARKETPLACES

Own discovery, but lose the value, trust and data created during negotiation.

# askNGT converts bargaining into a trusted product workflow

## One clear promise

Tell NGT what matters. NGT handles the back-and-forth—without exposing seller limits or sending an offer by accident.

- Simple enough for non-technical users
- Verified identities for private UAT
- Immediate Register and Log In actions

The image displays two mobile application screens for askNGT. The left screen features the askNGT logo at the top, followed by the text "Don't accept the price. ask NGT" and "Your AI negotiator for smarter deals." Below this are two buttons: a dark red "Register" button and a white "Log In" button with a red border. A link "How it works —" is positioned below the "Log In" button. At the bottom, a small disclaimer states: "By continuing, you agree to our Terms of Use and Privacy Policy." The right screen is titled "Create your account" with the subtitle "Start buying, selling and negotiating smarter." It contains three input fields: "Email", "Password" (with an eye icon for toggling visibility), and "Confirm Password" (also with an eye icon). Below the fields are two checkboxes: "I confirm that I am 18 years or older" and "I agree to the Terms of Use and Privacy Policy". Links for "Terms of Use" and "Privacy Policy" are provided below the second checkbox. A dark red "Create Account" button is at the bottom, followed by the text "Already have an account? Log In".

# One workflow aligns buyers, sellers and marketplace trust

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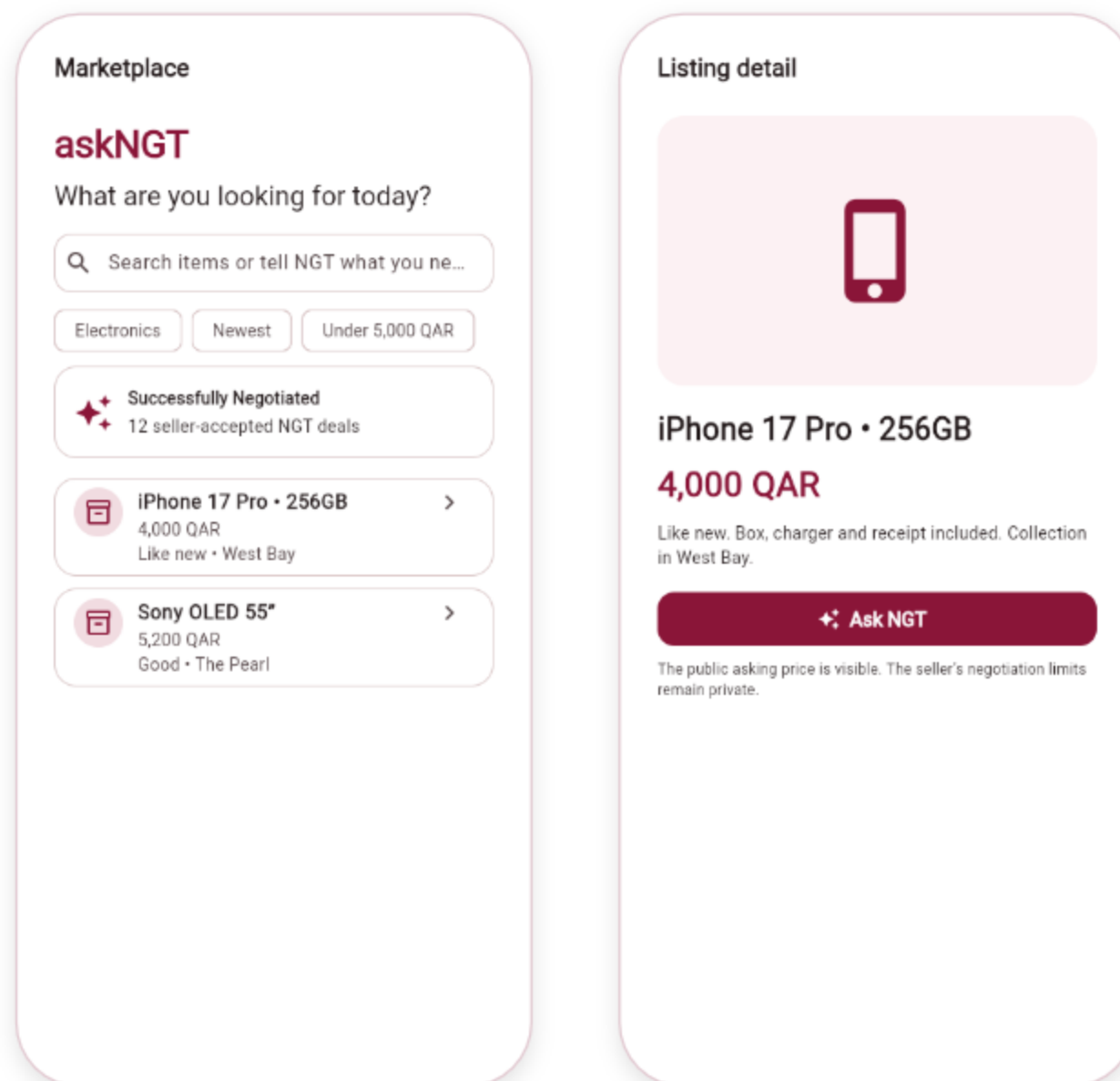


# Discovery stays familiar | negotiation becomes the differentiator

## Buyers can browse normally

- Search, categories, condition, price and recency
- Professional mobile listing cards
- One obvious Ask NGT action
- Success proof without claiming payment or delivery

**Seller limits never enter the public listing.**



# Sellers teach NGT once and stop answering the same questions

## Approved facts become a listing-specific knowledge layer

- Plain-language private Q&A
- Seller decides what is factual and reusable
- Pricing limits and internal notes are excluded
- Better answers increase buyer confidence and reduce repetitive chat

**Seller incentive: every useful answer improves future buyer conversations.**

### Help NGT answer buyers

- 4 Help NGT answer buyers**  
Your approved facts help NGT answer directly without guessing.

When was the battery replaced?

The battery was replaced in March 2026.

Is the receipt included?

Yes. The original purchase receipt is included.

 **Add private Q&A**



#### **Seller controlled**

NGT may share only approved answers.  
Private price limits are never included.

# NGT answers from seller facts before it negotiates

## Ask NGT

Hi 🌟 I'm NGT. Ask about the item or tell me your QAR budget.

Has the battery ever been changed?

The seller says: The battery was replaced in March 2026.

My maximum is 3,410 QAR.

That gives me something meaningful to work with. I can prepare 3,410 QAR as a conditional offer. Nothing has been sent yet.

### Grounded, then negotiated



Seller facts answer the question; deterministic policy controls the price decision.

## Two jobs. One controlled conversation.

### 1 • GROUND THE FACT

Retrieve the most relevant seller-approved answer. If confidence is sufficient, answer directly and specifically.

### 2 • APPLY NEGOTIATION POLICY

Interpret budget, maximum, final intent, currency and history—then prepare a safe candidate without exposing private limits.

**Language makes it human. Policy makes it safe.**

# When NGT does not know, it creates knowledge instead of bluffing

Ask NGT

Was this phone ever used near salt water?

The seller hasn't provided that detail, so I won't guess. I can ask the seller for you.

Need the seller's answer?  
"Was this phone ever used near salt water?"

✉ Ask seller

- 1 NGT states the gap plainly
- 2 Buyer asks seller in one tap
- 3 Seller answers without seeing the private transcript
- 4 The answer can help the next buyer

Buyer questions

One useful answer, reused  
Answering this buyer also teaches NGT an approved fact for this listing.

iPhone 17 Pro • 256GB  
Was this phone ever used near salt water?

↩ Answer buyer

# A good price is still private until the buyer confirms

## Conversation is not commitment

Typing 3,410 QAR prepares a conditional offer. It does not create a seller-visible record.

**Only Confirm & send to seller can cross the visibility boundary.**

**Retry is idempotent: the exact same confirmation cannot duplicate the offer.**

Conditional offer

☒ Conditional offer ready

**3,410 QAR**

Nothing has been sent to the seller yet. Seller approval is still required.

> Confirm & send to seller

Change my offer

# The seller receives an offer, not the buyer's bargaining history

## BUYER + NGT • PRIVATE

### Visible only to the buyer

- Opening offer and failed numbers
- Stated maximum and final intent
- Full NGT transcript
- Policy memory and retrieval details

## SELLER • DECISION VIEW

### Visible only after confirmation

- Submitted price
- Decision deadline
- Accept / decline / open room actions
- Withdrawal reason when applicable

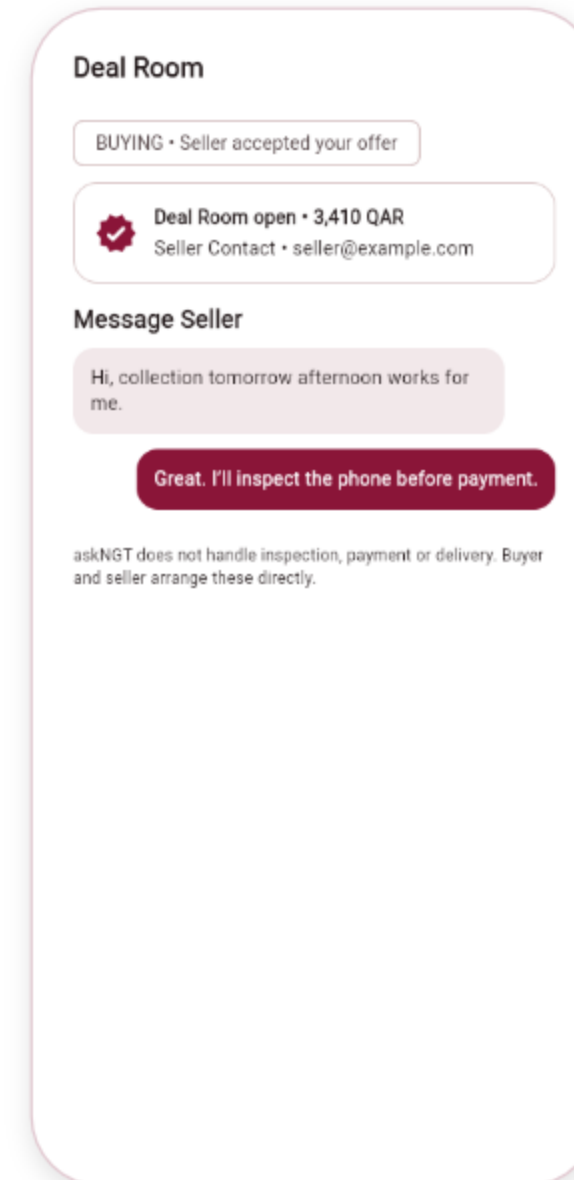
**Never: seller minimum, target or buyer transcript**

# The Deal Room opens a direct, role-aware next step

## The negotiation becomes actionable

- Accepted price and immutable item reference
- BUYING / SELLING language changes by role
- Counterparty contact and real-time chat
- Unread counts and message notifications
- Concise inspection, payment and delivery responsibility

**Closed rooms stay readable—but cannot accept new messages.**



# askNGT measures negotiated value without overstating the transaction

Asked

**4,000 QAR**

Value created

**590 QAR**

Seller accepted

**3,410 QAR**

“NEGOTIATED BY NGT” means the seller selected that outcome. It does not claim payment, inspection, delivery or transaction completion.

Successfully Negotiated



NEGOTIATED BY NGT

iPhone 17 Pro

Asked: 4,000 QAR

Seller accepted: 3,410 QAR

Saved: 590 QAR

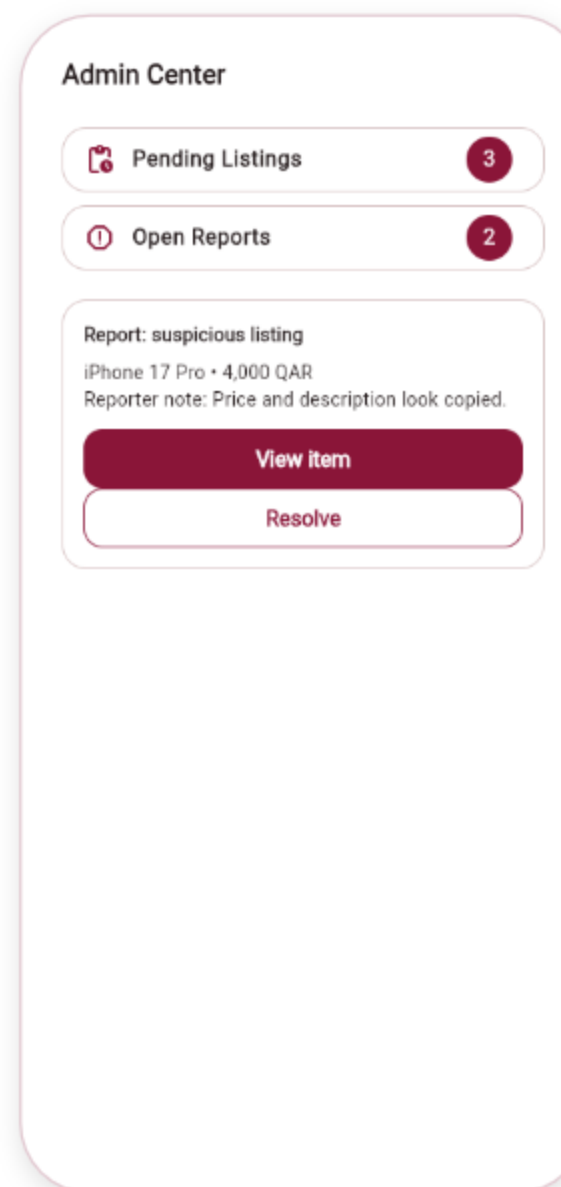
This records seller acceptance—not payment, delivery or transaction completion.

# Trust is an operating system, not a disclaimer

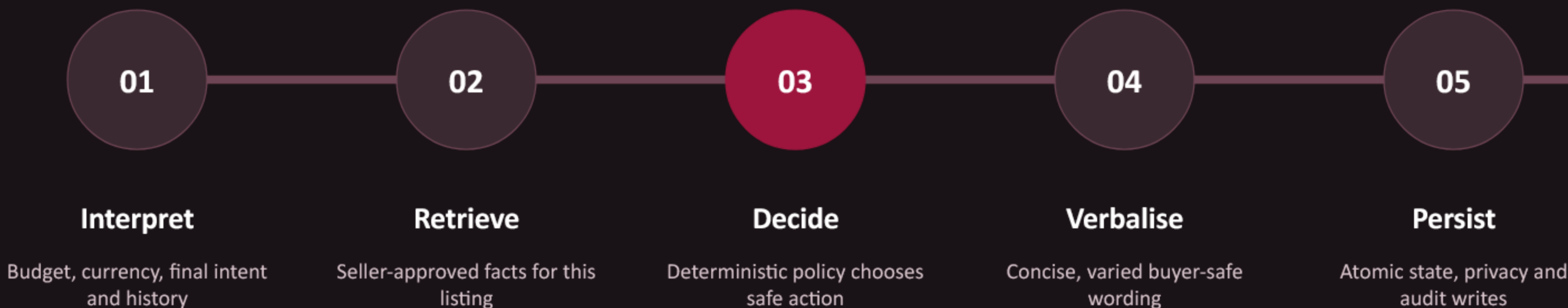
## Operational controls are built into the workflow

- Pending listing review and live badges
- Approval, rejection and seller notifications
- Listing reports with immutable evidence
- Hide, restore, resolve and restrict
- Role-protected audit trail

**Normal users cannot promote themselves to admin.**



# NGT separates intelligence from authority



**An LLM may improve the words later. It may never choose the price, cross seller limits, confirm an offer or change state.**

# The language can vary, the state machine cannot

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## Terminal branches

**Withdrawn • Declined • Expired • No deal • Item sold elsewhere**

Restart cannot bypass a terminal decision. Closed Deal Rooms keep history but reject new chat, unread and notification writes.

# The current architecture is fast for UAT and honest about production

## Flutter application

Web localhost today • iOS/Android project preserved

## Product domains

Auth • Marketplace • Listings • Negotiation • Deals •  
Notifications • Admin

## Local UAT intelligence

Deterministic policy • Q&A retrieval • safe progressive wording

## Firebase

Authentication • Cloud Firestore • real-time streams • security  
rules

PUBLIC RELEASE

## Remote Secure Negotiation Engine

Move seller limits, policy,  
expiry, commands,  
notifications and LLM access  
to a trusted server.

**No API key in Flutter.**

# Privacy is enforced by data paths, roles and state

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## BUYER

### Can read

Public listing  
Own private NGT chat  
Own policy state  
Participant Deal Room

### Cannot read

Other buyers  
Seller limits  
Admin evidence

## SELLER

### Can read

Own listings  
Confirmed offer price  
Participant Deal Room  
Buyer question ticket

### Cannot read

Buyer transcript  
Failed offers  
Buyer maximum

## ADMIN

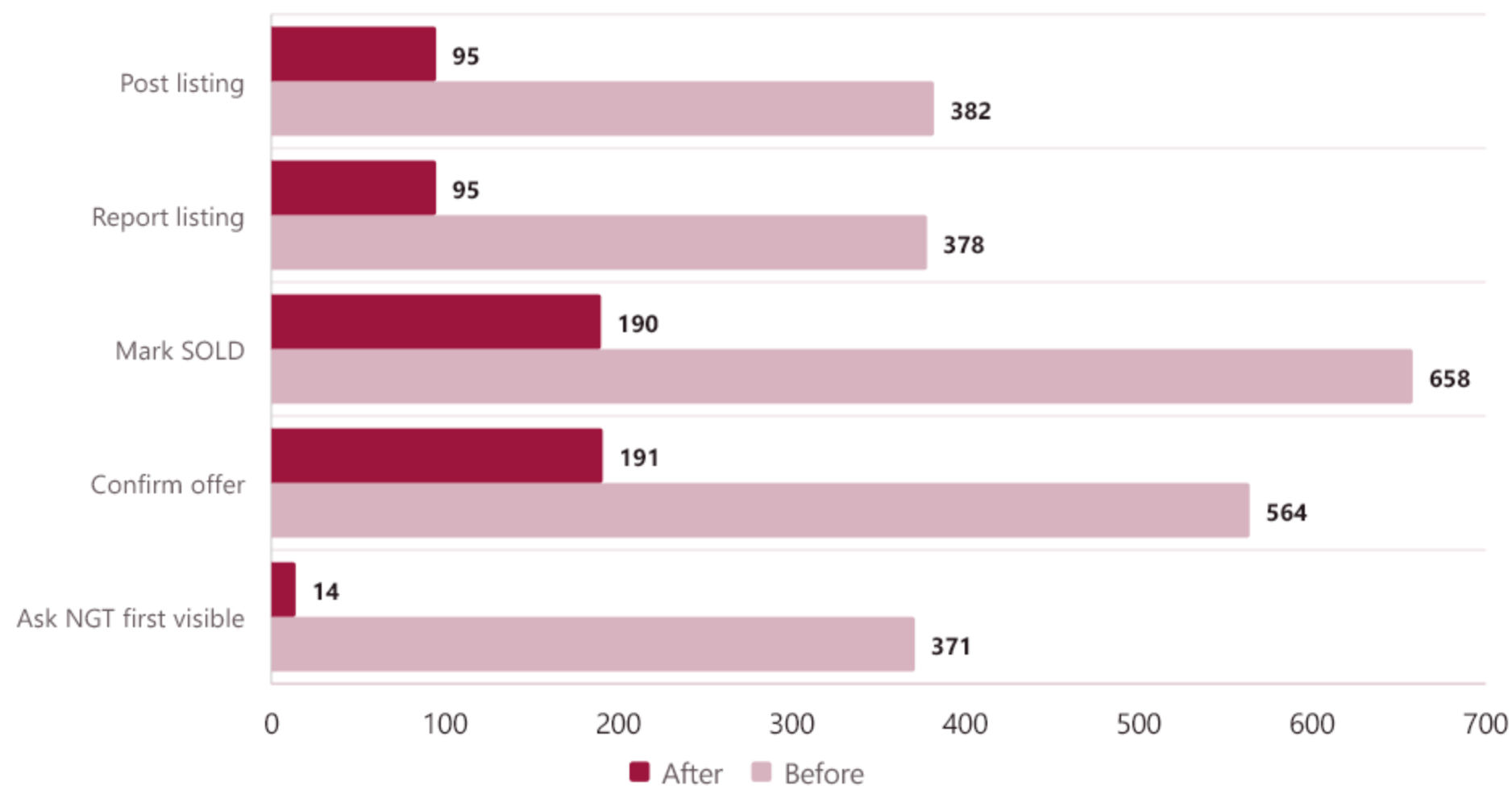
### Can read

Moderation records  
Reports and snapshots  
Role-approved admin views

### Cannot do

Promote from client  
Fake success  
Rewrite deal history

## Perceived latency fell by changing the work—not adding spinners



### Root causes fixed

- Parallel + cached reads
- Context prewarm
- Optimistic buyer bubble
- Progressive safe wording
- Deferred best-effort fan-out

Controlled 80 ms round-trip model—not live production telemetry.

## The product is verified beyond “it compiles”

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79 / 79

Flutter tests passed

68 / 68

Firestore Emulator operations

12

Mobile browser scenarios

0

Analyzer issues

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- Permission regression and privacy transitions covered
- Conditional confirmation, withdrawal, decline, expiry and SOLD covered
- Role-specific Deal Room, unread and reporting flows covered
- Local release build and responsive screenshot audit passed

**No Firebase Hosting command was run.**

## Qatar is a credible launchpad for an AI-native marketplace

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**98%**

Qatar internet usage • latest World Bank/ITU value shown for 2025

**+QAR 40B**

Digital Agenda 2030 cumulative economic impact ambition

**931**

Investors at Web Summit Qatar 2026

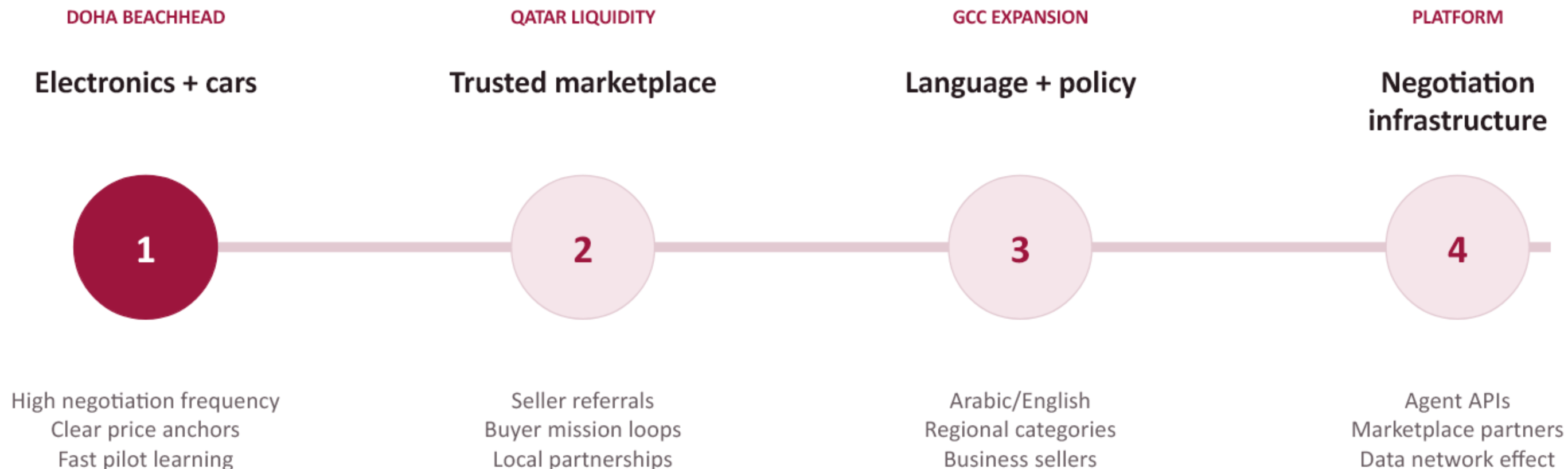
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### The strategic opening

**Launch in a highly connected, multilingual market where trust, negotiation culture and mobile behavior matter then export the negotiation layer across GCC marketplaces.**

**Qatar validates the product. GCC scale validates the platform.**

# Start narrow enough to win; expand through the negotiation layer



**GTM principle: prove repeat negotiation and seller response before buying broad marketplace traffic.**

# Monetize sellers for speed, intelligence and demand not buyer anxiety

## FREE CORE

### Buyers browse and negotiate free

Free access protects liquidity and removes friction from the product's strongest acquisition loop.

#### No success fee initially

Without payment/escrow, attribution is weak and buyer trust matters more.

## PAID SELLER VALUE

- More active listings and team access
- NGT readiness and question analytics
- Offer inbox triage and response insights
- Demand radar and pricing intelligence
- Optional visibility boosts

## Recommended launch pricing: free liquidity, paid seller leverage

|            |                |                                                                                               |
|------------|----------------|-----------------------------------------------------------------------------------------------|
| INDIVIDUAL | QAR 0          | 3 live listings<br>Core Ask NGT<br>Basic notifications                                        |
| SELLER PRO | QAR 49 / month | 20 live listings<br>NGT readiness insights<br>Offer inbox analytics<br>Priority seller alerts |
| BUSINESS   | QAR 99 / month | Higher limits<br>Team access<br>Demand insights<br>Priority moderation                        |

Optional boosts: QAR 5–9 per listing • Validate willingness-to-pay in pilots before locking tiers

## A bottom-up model is more credible than an invented TAM

**10,000**

paying sellers

×

**QAR 49**

monthly ARPU

×

**12**

**= QAR 5.88M**

illustrative annual subscription capacity

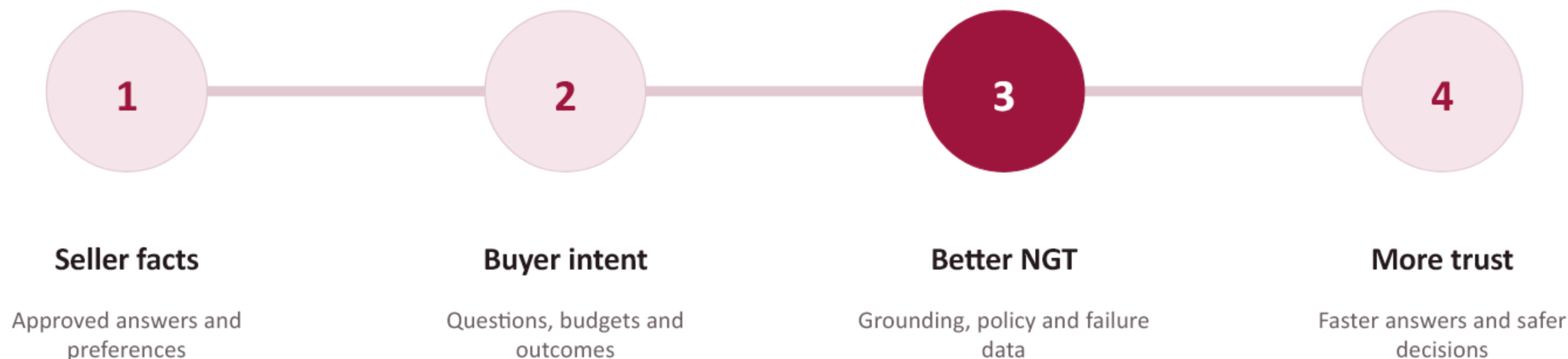
### What must be proven

- Active seller acquisition cost
- Free-to-paid conversion
- Monthly seller retention
- Listings and negotiations per seller
- Incremental boost revenue

Illustrative scenario, not a forecast.

# The moat is the learning loop, not the chatbot

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**Competitors can copy chat UI. They cannot instantly copy structured seller knowledge, negotiation outcomes, trust operations and policy data at marketplace scale.**

# The roadmap converts UAT proof into a category platform

NOW

## PRIVATE UAT

End-to-end workflow  
Security rules  
Deterministic engine  
Investor narrative

NEXT

## TRUSTED BACKEND

Server authority  
Secret isolation  
App Check  
Scheduled expiry

THEN

## QATAR PILOT

iOS/TestFlight  
Seller onboarding  
Liquidity metrics  
Trust operations

SCALE

## AI-NATIVE MARKETPLACE

Buyer missions  
Seller digital twins  
Demand radar  
GCC expansion

**Five bold bets: Buyer Mission Control • Proof-of-Fact • Seller Digital Twin • Private Demand Radar • Agent-to-Agent Deal Protocol**

# Capital turns a verified UAT into a trusted market pilot

**40%**

Product + trusted backend

**25%**

Qatar seller acquisition +  
pilot

**20%**

Trust, moderation +  
support

**15%**

iOS launch, analytics +  
operations

## Milestones unlocked

- Server-authoritative negotiation
- TestFlight-ready private pilot
- Measured activation, seller response and retention
- Evidence-based pricing and next-round story

Round size and terms: I will confirm before external distribution.

## Investor Q&A | Market, competition and focus

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### Why will users switch?

They do not need to switch behavior: browse normally, then replace repetitive bargaining with one controlled Ask NGT action.

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### What is the wedge?

Negotiation-heavy electronics and cars in Doha, where price anchors are clear and seller response pain is frequent.

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### Who are the competitors?

Classifieds own discovery; messaging owns chat; generic AI owns wording. askNGT combines grounded listing knowledge, private seller policy and auditable state.

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### Why not add this to an incumbent?

They can copy UI, but askNGT's opportunity is the policy, data, seller-knowledge and trust layer that improves across marketplace interactions.

## Investor Q&A • AI, accuracy and security

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### Is this really AI?

Today it is deterministic, stateful intelligence with retrieval and language variation. Production can add an LLM verbaliser, but authority remains deterministic.

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### How do you prevent hallucination?

Listing-scoped seller Q&A is retrieved first; low confidence triggers a plain no-answer and a seller handoff. NGT never guesses listing facts.

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### Can buyers discover the minimum?

Normal UI, wording, logs and seller views do not expose it. Public release still requires limits and policy to move to a trusted backend.

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### Can two buyers win?

The SOLD invariant is transactional, offer claims are unique, and the emulator suite tests competing identities. Production will close all competitors' server-side atomically.

## Investor Q&A • Business model, metrics and risk

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### What do you charge?

Recommended pilot: buyers and individuals free; Seller Pro QAR 49/month; Business QAR 99/month; optional QAR 5–9 boosts.

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### What metrics matter first?

Listing approval-to-live, first Ask NGT rate, conditional-offer rate, seller response time, Deal Room rate, seller retention and grounded-answer coverage.

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### What is the biggest product risk?

Marketplace liquidity and seller response—not model quality. The launch must prove repeat supply and fast seller decisions in a focused category.

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### What must be true before public launch?

Trusted backend, server-owned seller limits/state, App Check, custom admin claims, moderation operations, observability, iOS device validation and legal review.



**The marketplace does not need another chat box.**

**It needs a trusted negotiation layer.**

askNGT makes every question, offer and decision safer—and turns negotiation into measurable marketplace value.

**Pilot ask: strategic design partners, marketplace introductions and aligned pre-seed investors.**