

Presented by:



MCP
Dev **Summit**
Toronto

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Your Schema Is Your Storefront (Agentic Commerce)

Toronto, Canada



Subin Upadhyay

Agentic AI Foundation Ambassador

What makes a flight the best?

Raise your hand for the one that matters most to you.

Price

Total travel time

Fewest stops

Bags included

Departure time

Newest aircraft

Toronto to Aruba.
CA\$587.
Lowest total price.

What did CA\$587 actually
buy?

Toronto ↔ Aruba

Round trip · Economy · 1 passenger

CA\$587

Lowest total price

Selected flights

Track prices



Sun, Oct 25 · 12:40 AM – 10:40 AM

10 hr
YYZ–AUA

1 stop
1 hr 55 min BOG

390 kg CO2e
+13% emissions

✕



Sun, Nov 8 · 11:45 AM – 10:20 PM

11 hr 35 min
AUA–YYZ

1 stop
3 hr 25 min BOG

393 kg CO2e
+12% emissions

✕

1 free carry-on

1st checked bag: CA\$237–390

Bag fee info isn't available when booking with Booking.com, Trip.com, Kiwi.com, FlightHub, BudgetAir, CheapOair, Gotogate, Travelocity, Justfly.com, or ly.com

Booking options are ranked based on factors like price, link quality, type of partner, and experience on the partner site.

Learn more

be higher at the airport. [Avianca bag policy](#)

BOOKING OPTIONS

How options are ranked



Book with Avianca

Airline

CA\$587
\$412

Continue



Book with Booking.com

CA\$661

Continue



Book with Expedia

CA\$651

Continue



Book with Trip.com

CA\$630

Continue



Book with Kiwi.com

CA\$609

Continue

CA\$390

for one checked bag, on a CA\$587 round trip.

Up to two thirds of the fare. Even Google can't see the bag fees from at least ten sellers.

 1 free carry-on

 1st checked bag: CA\$237–390

 Bag fee info isn't available when booking with Booking.com, Trip.com, Kiwi.com, FlightHub, BudgetAir, CheapOair, Gotogate, Travelocity, Justfly.com,

Which one is cheaper? It depends on my credit card.

What I saw

	Book with Avianca Airline	CA\$587 \$412	Continue
	Book with Booking.com	CA\$661	Continue
	Book with Expedia	CA\$651	Continue
	Book with Trip.com	CA\$630	Continue
	Book with Kiwi.com	CA\$609	Continue

What my agent needs to know

```
"avianca": {  
  "shown": "CA$587",  
  "charged_in": "USD 412"  
},  
"expedia": {  
  "shown": "CA$651",  
  "charged_in": "CAD"  
}
```

12:40 AM

CA\$587 also bought a red eye departure.

For some people that's free. For me, it's a cost. Only my agent knows which.

	Sun, Oct 25 · 12:40 AM - 10:40 AM	10 hr YYZ-AUA	1 stop 1 hr 55 min BOG	390 kg CO2e +13% emissions ⓘ	▼
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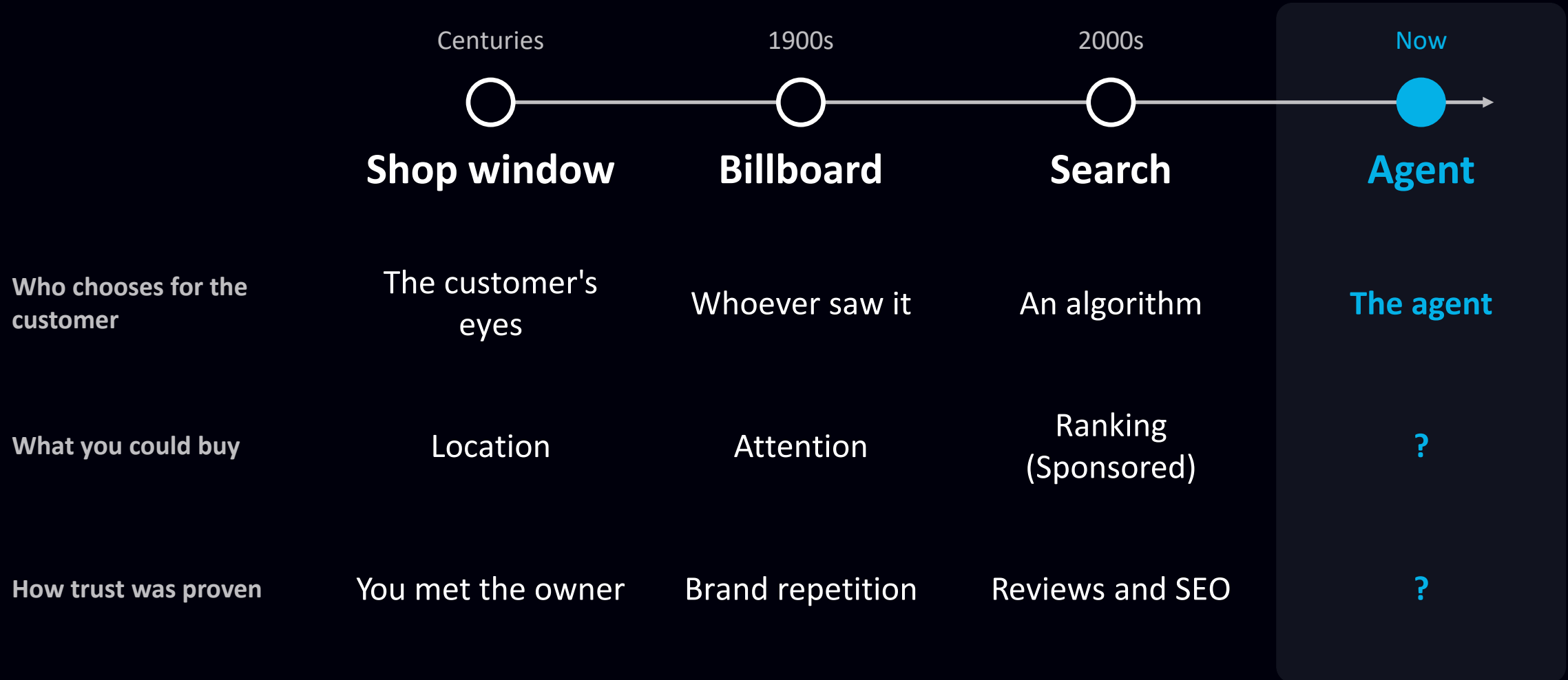
Yes, Google has a Best tab.
Best by whose definition?

I'd pay \$300 more to fly direct. Someone else would spend that \$300 on a room upgrade.

Now switch seats.
For the rest of this talk, you're
the store.

Sellers and aggregators: whoever answers the agent.

The storefront through history



Subin Upadhyay, Agentic AI Foundation Ambassador

Every era of commerce answered the same question: how does a customer find you and decide to trust you? For the first time, customers hand that research to an AI agent.

It's naive to believe that simply hosting APIs as tools on FastMCP would solve the problem.

If it were, this talk would be a five minute chat at a café.

```
from fastmcp import FastMCP

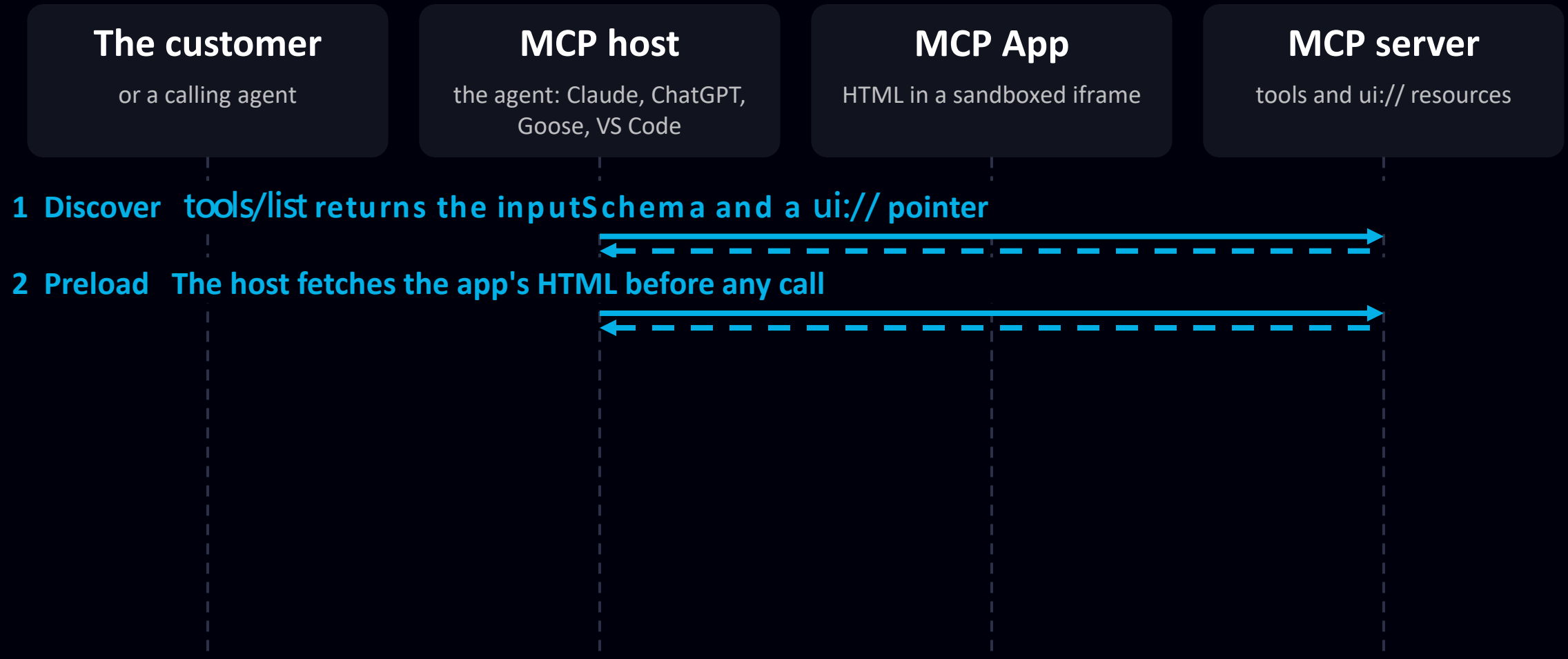
mcp = FastMCP("flights")

@mcp.tool()
def search_flights(origin, dest):
    return {"price": 587}
```

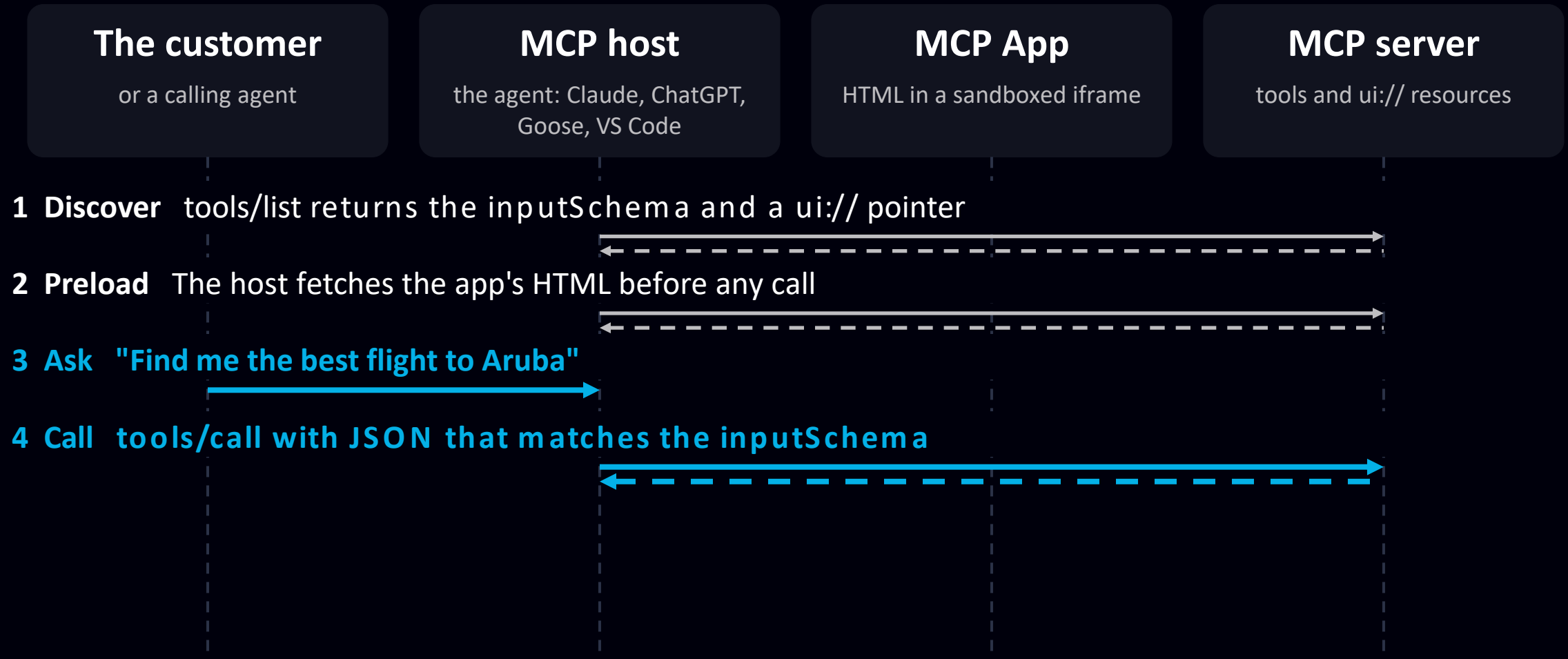
The five minute version: a FastMCP tool that returns a price.

Subin Upadhyay, Agentic AI Foundation Ambassador

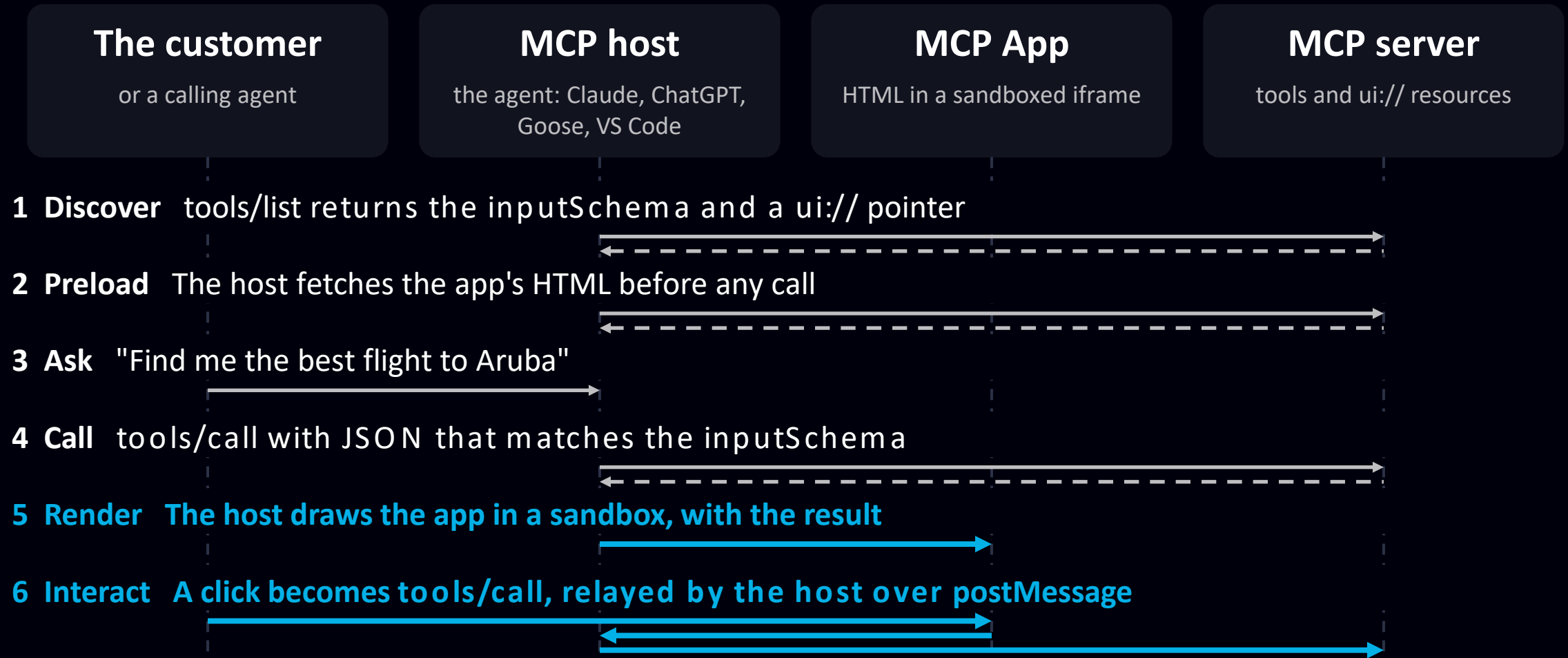
The life of an MCP App call



The life of an MCP App call



The life of an MCP App call



If your schema only has a price field, you'll only ever compete on price.

What the customer saw

Toronto ↔ Aruba **CA\$587**
Round trip · Economy · 1 passenger · Lowest total price

Selected flights [Track prices](#)

	Sun, Oct 25 · 12:40 AM – 10:40 AM Avianca	10 hr YYZ–AUA	1 stop 1 hr 55 min BOG	390 kg CO2e +13% emissions	▼
	Sun, Nov 8 · 11:45 AM – 10:20 PM Avianca	11 hr 35 min AUA–YYZ	1 stop 3 hr 25 min BOG	393 kg CO2e +12% emissions	▼

1 free carry-on 1st checked bag: CA\$237–390

Bag fee info isn't available when booking with Booking.com, Trip.com, Kiwi.com, FlightHub, BudgetAir, CheapOair, Gotogate, Travelocity, Justfly.com, or ly.com

Booking options are ranked based on factors like price, link quality, type of partner, and experience on the partner site. [Learn more](#)

be higher at the airport. [Avianca bag policy](#)

BOOKING OPTIONS
How options are ranked

	Book with Avianca Airline	CA\$587 \$412	Continue
	Book with Booking.com	CA\$661	Continue
	Book with Expedia	CA\$651	Continue
	Book with Trip.com	CA\$630	Continue
	Book with Kiwi.com	CA\$609	Continue

What a price only tool returns

```
{  
  "price": 587  
}
```

Subin Upadhyay, Agentic AI Foundation Ambassador

Move every promise from the page into the payload.

If it isn't in the response, it doesn't exist.
exist.

```
{  
  "total_cad": 587,  
  "charged_in": "USD",  
  "fare_class": "light",  
  "checked_bag_cad": [237, 390],  
  "departs_local": "00:40",  
  "stops": 1,  
  "layover_min": 115,  
  "sponsored": false  
}
```

Disclosure survival

Your tool returned

```
"total_cad": 587,  
"checked_bag_cad": [237, 390],  
"charged_in": "USD"
```

The model told the customer

*"The cheapest option is
CA\$587 with one stop."*

The bag fee and the currency didn't survive the retelling.

Illustrative. Test for this on every MCP host you ship to.

Subin Upadhyay, Agentic AI Foundation Ambassador

Measure the distance first

Scores what agents can discover, access, and use.



[Live scan: is-agentic.com](#)

The next generation of customers will shop like this:

- 1** My Smart fridge reorders my brand of yogurt: the right flavour, the right pack size, the quantity I actually eat.
MCP to find it, AP2 intent mandate to pay while I'm not there
- 2** My vacation planner finds the top ten things first time cruisers buy, and orders them from MEC and Amazon in one cart.
MCP across retailers, UCP Universal Cart to check out once
- 3** My flight gets cancelled, and my agent rebooks the "next best" flight, based on my insurance allowance & submits my travel interruption claim
MCP to compare, my memory to decide

Your Agentic Commerce transformation checklist

- 1 Scan your public site at is-agentic.com.
- 2 Move every promise from the page into the payload.
- 3 Test what survives the paraphrase, on every MCP host.

If we ran is-agentic.com on your enterprise storefront, what score would you bet the scan shows?



Your Schema Is Your Storefront (Agentic Commerce)

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