

The Financed Marketplace: B2B Commerce Where **Every Order Carries Its Own Credit**

Why B2B marketplaces stall at the payment, and how embedding the guarantee, the financing, and the FX inside checkout turns a catalogue into a trade-finance origination engine.

Seconds

from checkout to a financed, guaranteed order — decided at the point of sale

90 days

buyer terms while the seller is paid on delivery

Day one

full FX transparency: local display price, explicit settlement currency

1 Abstract

B2B marketplaces solved discovery a decade ago. What they never solved is the reason most cross-border B2B still happens over email and wire transfer: the payment itself is the product. A buyer who finds the perfect supplier still faces prepayment risk, opaque FX, and net-terms negotiations that a listing page cannot express. NGDB.AI's marketplace model closes that gap by making financing a property of the order, not a separate application: every checkout runs through real-time AI credit decisioning, every accepted price can settle on a card-rail payment guarantee, and every listed price is displayed in the buyer's currency with the settlement currency explicit from the first page view.

This paper describes the model's mechanics — verified catalogues, structured negotiation, embedded supply-chain finance — and the flywheel it creates: transactions generate payment and credit data, data improves underwriting, better underwriting extends more credit, and credit is what actually moves B2B volume online.

2 Why B2B Marketplaces Stall at the Payment

Consumer marketplace patterns fail in B2B for structural reasons:

- **Order values break trust models.** A \$120,000 first order between strangers cannot ride on reviews and a returns policy. Without a guarantee instrument, marketplaces retreat to being lead-generation sites — the transaction leaves the platform, and so does the margin and the data.
- **Terms are the real negotiation.** B2B buyers do not only negotiate price; they negotiate net-30/60/90. A marketplace with no financing answer forces the highest-value conversation offline.
- **Escrow is a half-measure.** Escrow protects the buyer but starves the seller of working capital, and it prices like a premium service. It removes risk without adding credit — solving half the problem at full cost.
- **FX opacity kills conversion.** Cross-border listings priced only in the seller's currency push the exchange-rate risk assessment onto the buyer at the worst possible moment: before trust exists.

A B2B marketplace without embedded finance is a directory. The transaction — and the business model — lives wherever the credit lives.

3 The Catalogue as Trade Infrastructure

The NGDB.AI marketplace treats a listing not as an advertisement but as a machine-readable trade offer, carrying everything needed to price, finance, and clear the transaction:

Listing element	Why it is structural, not cosmetic
KYB-verified seller	Every seller passes Know-Your-Business verification before going live; the badge is a platform attestation, not self-description.
Tiered pricing & MOQ	Volume tiers are published as structured data — the discount curve is visible up front instead of hidden in a quote cycle.
HS codes & origin	Customs classification and origin country on the listing feed duty estimation, compliance screening, and document preparation.
Incoterms & lead time	DDP/FOB/CIF terms and shipping windows are part of the offer, so the financed amount reflects the true landed deal.
Day-one FX display	Every price renders in the buyer's chosen currency (indicative, refreshed continuously) with the settlement currency labeled explicitly: "≈ ₹87,416 · settled in USD." No surprises at checkout.

Browsing is public — the catalogue is indexable, shareable, and open to unauthenticated buyers — while transacting is gated behind verified accounts. Discovery works like the open web; settlement works like a regulated platform.

4 Negotiation as Structured Data

Real B2B trades are negotiated, so the marketplace makes negotiation a first-class, bounded object rather than an email thread:

- **Offers with rules.** A buyer proposes quantity, unit price, and validity window. Sellers accept, decline, or counter — and a counter-offer opens the next round with full history preserved.
- **Three rounds, then commitment.** Negotiations cap at three rounds. The bound is deliberate: it converts haggling into decision-making and keeps offer books clean enough to finance.
- **Seller floors.** Sellers set a private minimum offer price; bids below the floor are rejected automatically, sparing both sides the theater round.
- **Acceptance is executable.** An accepted offer locks price and quantity and flows directly into financed checkout — the negotiated deal and the funded deal are the same object, with an auditable event trail from first bid to settlement.

For requirements no listing matches, buyers post an RFQ and verified sellers bid — the same structured-offer machinery, initiated from the demand side.

5 "Every Order Can Be Financed"

The defining moment of the model is checkout. Alongside "pay now" sits the option that makes the marketplace a trade-finance platform:

EMBEDDED SCF AT THE POINT OF SALE

The buyer chooses financed terms — up to 90 days — at checkout. The AI credit engine decides in seconds against the buyer's consented, bank-linked cash-flow data. On approval, a card-rail payment guarantee is issued for the order: **the seller is paid on delivery; the buyer pays at term.** A \$10,490 order at the published 30 bps demonstration tier carries a financing fee of \$31.47. The credit is a property of the order — no separate loan application, no collateral file, no branch visit.

BROWSE

Public catalogue, FX-transparent prices, verified sellers.

NEGOTIATE

Structured offers, three rounds, seller floors, locked acceptance.

CHECK OUT

Financed terms selected; AI decision in seconds with full explainability.

GUARANTEE

Card pre-authorization issued — seller holds an irrevocable commitment.

SETTLE

Seller paid on delivery; buyer pays at 30–90 day term; data feeds the flywheel.

6 The Flywheel

Each element of the model compounds the others:

- **Catalogue → transactions.** Financing at checkout converts browsing into orders that an unfunded marketplace would lose to prepayment fear.
- **Transactions → data.** Every guaranteed order produces ground-truth repayment behavior, delivery performance, and dispute outcomes — underwriting data that cannot be bought.
- **Data → credit.** Repayment history sharpens the credit models, raising approval precision and limits for proven buyers.
- **Credit → sellers.** Guaranteed payment plus demand is the strongest seller acquisition offer in B2B; more sellers deepen the catalogue, which restarts the loop.

Marketplaces with financing attached compete on selection. A financed marketplace competes on underwriting — and underwriting compounds.

Reputation reinforces the loop: completed-order counts and ratings accrue to KYB-verified identities, and trade documents are hash-anchored at signing, giving both sides tamper-evident provenance if a dispute ever reaches examination.

7 Conclusion

The lesson of a decade of B2B marketplace attempts is that listings do not move money — credit moves money. By making the guarantee and the financing intrinsic to the order object, publishing FX honestly from the first page view, and bounding negotiation into financeable structure, the financed marketplace model converts the oldest problem in commerce into its business model. The companion papers describe the guarantee instrument itself (*Trade Without Banks*) and the AI agent framework the platform is built and operated on (*The Agentic Enterprise*).