



**DEMO**  
First chapter only

# Build a Local Discovery Platform

The near.now Playbook



## **Build a Local Discovery Platform**

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# Contents

<b>1</b>	<b>Introduction: Beating Google at Local</b>	<b>6</b>
1.1	The \$150 Billion Opportunity Google Left Open	7
1.2	About Pragma.Vision	8
1.3	What You Will Learn	8
1.4	Who This Book Is For	9
<b>2</b>	<b>AI-First Local Discovery</b>	<b>10</b>
2.1	The Death of Ten Blue Links	11
2.2	What Makes a Business Machine-Readable	12
2.3	The AI Agent Discovery Pipeline	13
2.4	Why Google Maps Is Vulnerable	14
<b>3</b>	<b>Provider Subscription Model: \$29-\$299/Month Tiers</b>	<b>16</b>
3.1	Recurring Revenue From Day One	17
3.2	The Three Tiers	18
3.2.1	Starter Tier: \$29/Month	18
3.2.2	Growth Tier: \$99/Month	19
3.2.3	Premium Tier: \$299/Month	20
3.3	Subscription Revenue Math	20
<b>4</b>	<b>Per-Booking Revenue and Sponsored Listings</b>	<b>23</b>
4.1	Beyond Subscriptions: Revenue That Scales With Volume	24
4.2	Per-Booking Fee Structure	24
4.3	Booking Fee Revenue Projection	25
4.4	Sponsored Listings	26

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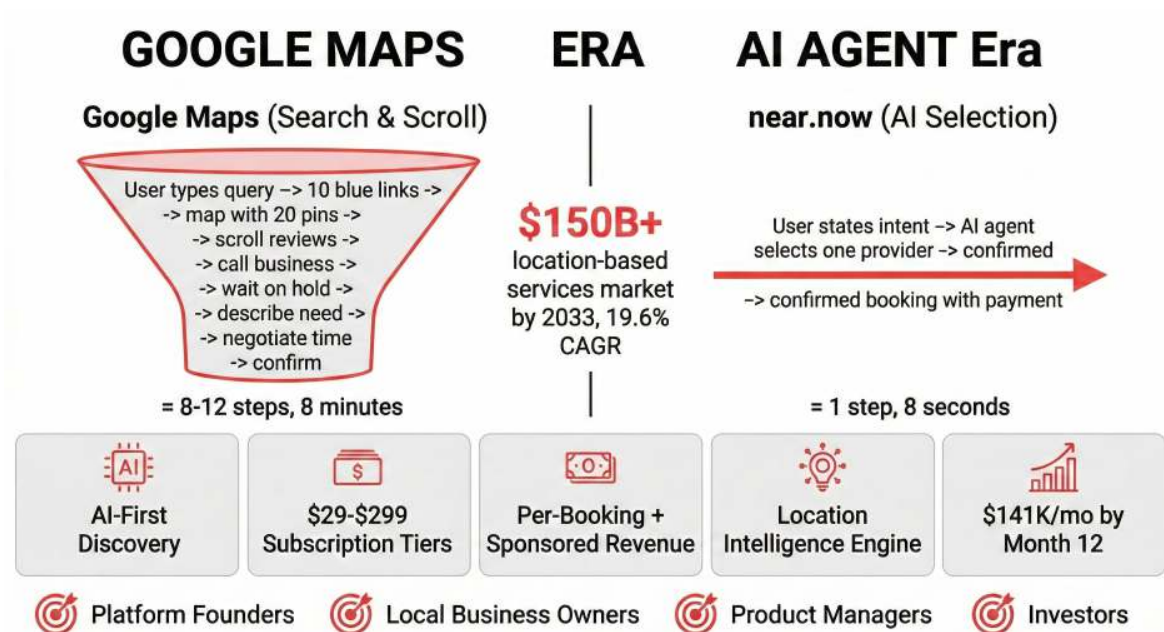
4.4.1	How Sponsored Listings Work . . . . .	26
4.4.2	Sponsored Listing Revenue Model . . . . .	27
4.5	Combined Revenue Summary . . . . .	28
<b>5</b>	<b>Location Intelligence and Recommendation Engine . . . . .</b>	<b>29</b>
5.1	The Brain of the Platform . . . . .	30
5.2	The Four Signals . . . . .	30
5.2.1	Trust Signal (40%) . . . . .	31
5.2.2	Proximity Signal (25%) . . . . .	32
5.2.3	Availability Signal (20%) . . . . .	32
5.2.4	Context Signal (15%) . . . . .	33
5.3	Zone Architecture . . . . .	33
5.4	The Feedback Loop . . . . .	34
<b>6</b>	<b>Trust and Reviews in Local Commerce . . . . .</b>	<b>36</b>
6.1	The Review Crisis . . . . .	37
6.2	Verified Reviews: Transaction-Linked, Cryptographically Signed . . . . .	37
6.3	Trust Badges and Verifiable Credentials . . . . .	39
6.4	Dispute Resolution . . . . .	39
6.5	The Trust Flywheel . . . . .	40
<b>7</b>	<b>Revenue Projections: The \$141K/Month Model . . . . .</b>	<b>41</b>
7.1	Conservative First-Year Model . . . . .	42
7.2	Provider Growth Assumptions . . . . .	43
7.3	Month-by-Month Revenue Projection . . . . .	43
7.4	Key Revenue Drivers . . . . .	44
7.4.1	Subscription Tier Mix . . . . .	44
7.4.2	Booking Volume Per Provider . . . . .	44
7.4.3	Sponsored Listing Adoption . . . . .	44
7.5	Cost Structure . . . . .	45
7.6	Year Two and Beyond . . . . .	46

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<b>8</b>	<b>Launch Playbook: City-by-City Expansion</b>	<b>47</b>
8.1	Density Before Breadth	48
8.2	Phase 1: Single City Launch (Months 1–4)	48
8.2.1	City Selection Criteria	48
8.2.2	The First 100 Providers	49
8.2.3	Provider Acquisition Tactics	49
8.3	Phase 2: Density and Optimization (Months 5–8)	50
8.4	Phase 3: Second City Expansion (Months 9–12)	51
8.5	Phase 4: Network Effects and Scale (Year 2+)	51
8.6	The 12-Month Execution Timeline	52
<b>9</b>	<b>MCP and A2A: The AI Distribution Layer</b>	<b>53</b>
9.1	Why AI-First Distribution Bypasses Google Maps	54
9.2	MCP Server Architecture for Local Discovery	55
9.3	A2A Protocol: Provider Agents Broadcasting Availability	57
9.4	Ecosystem Integration: wish.now, phantoid.com, and Beyond	59
9.5	Deployment Architecture	60
<b>10</b>	<b>The Future of Local: What Comes Next</b>	<b>63</b>
10.1	Predictive Discovery	64
10.2	Voice-First Local Commerce	65
10.3	The Data Moat Deepens	65
10.4	From Discovery to Commerce Operating System	66
10.5	Final Thoughts: The Platform AI Agents Trust	67
	<b>What’s Next</b>	<b>68</b>
	<b>About Pragma.Vision</b>	<b>70</b>

# 1

## Introduction: Beating Google at Local



**Figure 1.** Local discovery shifts from Google Maps search-and-scroll to near.now AI selection: 8-12 steps and 8 minutes become 1 step and 8 seconds in a \$150B+ market growing 19.6% by 2033

## 1.1 The \$150 Billion Opportunity Google Left Open

Google Maps dominates local search. Over 80 percent of consumers use it to find nearby businesses. For more than a decade, that dominance seemed permanent. Then AI agents arrived and changed the question entirely.

When a user says “find me a plumber this afternoon,” they are no longer typing a query into a search box. They are issuing an instruction to an AI assistant. The assistant does not return ten blue links. It does not show a map with twenty pins. It selects one provider, justifies the choice, and initiates the booking. The user never sees a search engine results page.

# \$150B+

Location-based services market projected by 2033, growing at 19.6% CAGR<sup>1</sup>

This shift from search to selection is the largest disruption in local commerce since the smartphone. Over 65 percent of local searches are now performed through voice-activated queries. When an AI assistant reads the top result aloud, “Position Zero”—the single best answer—becomes the only position that matters. The businesses that AI agents recommend get all the traffic. Everyone else becomes invisible.

### Key Insight

The local discovery market is not about competing with Google Maps on mapping data. It is about building the recommendation layer that AI agents trust when selecting providers. The platform that AI agents consult first captures the transaction. Google Maps answers “what is nearby.” The next generation of local platforms answers “who should I hire.”

<sup>1</sup>Grand View Research, “Location-Based Services Market Report,” 2025.

This book shows you how to build that platform. Every architecture decision, revenue model, and expansion strategy comes from real implementation experience building near.now—the local discovery layer of the Pragma.Vision ecosystem.

## 1.2 About Pragma.Vision

Pragma.Vision is an AI-native commerce ecosystem where multiple platforms work together to fulfill human needs through intelligent orchestration. The ecosystem operates a growing family of interconnected platforms—from wish fulfillment (wish.now) to an AI agent marketplace (phantoid.com) to developer infrastructure (soft.house)—all sharing authentication, dual-protocol payments (Google AP2 and Stripe ACP), and quantum-safe cryptographic identity.

near.now is the local discovery layer: the platform that connects AI agents with verified local businesses. When a user on wish.now says “I need a birthday cake delivered by 3pm,” near.now provides the ranked list of local bakeries with availability, pricing, and trust scores. When a phantoid.com agent orchestrates a home renovation, near.now supplies vetted local contractors within the user’s radius.

## 1.3 What You Will Learn

1. **AI-First Local Discovery:** How AI agents bypass Google Maps and what “machine-readable” businesses look like.
2. **Provider Subscription Model:** Tiered subscriptions from \$29 to \$299 per month that pay for visibility, analytics, and AI distribution.
3. **Per-Booking Revenue:** Transaction fees and sponsored listings that scale with platform volume.

4. **Location Intelligence:** Recommendation engines that match users to providers based on proximity, trust, and context.
5. **Trust Infrastructure:** How verifiable credentials and real reviews replace manipulated star ratings.
6. **Revenue Projections:** A detailed \$141K per month model across 5,000 providers.
7. **Launch Playbook:** The city-by-city expansion strategy that builds density before breadth.

## 1.4 Who This Book Is For

- **Platform Founders** evaluating the local discovery opportunity and needing a proven architecture.
- **Local Business Owners** wanting to understand how AI-first discovery works and how to position their businesses.
- **Product Managers** at existing local platforms looking to integrate AI agent distribution channels.
- **Investors** assessing the economics of AI-mediated local marketplaces.

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