FPC Fall Member Meeting 2025







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Agentic Commerce - A Profound Shift in Payments





Introductions

FPC Fall Member Meeting 2025



Laura Sullivan
(Moderator)
Senior Product Manager
Form3



VP, Agentic Commerce Mastercard

Gene Reda



Aaron McPherson

Principal AFM Consulting



Greg Lloyd

Client Partner Endava



Agentic Commerce

Agentic Al market size is estimated to grow at CAGR of 41.5% from \$7.3B in 2025 to \$41.3B by 2030*

- Difference between Generative AI and Agentic AI
- Agentic Commerce basics
- US market readiness to adopt
- Guardrails for scalability
- Questions from audience





