

Modernizing Digital Marketplaces in the AI Era

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6+ Million
Global Buyers

\$15+ Billion
Completed Sales

LQDT
Publicly Traded Since 2006

15,000+
Global Sellers

600+
Asset Categories

November 30, 2022

The Day Everything Changed

ChatGPT hit 1M users in 5 days

~100M users in 2 months

AI became mainstream
overnight

Source: [History.com](https://www.history.com/news/chatgpt-released-openai), *November-30/chatgpt-released-openai*

66% of US adults
drink coffee every day
~175M people

61% of adults have
used AI in the past
six months
~20% use it daily
~50M daily users



Sources: Menlo Ventures: *2025-the-state-of-consumer-ai*
National Coffee Association (NCA) *2025 National Coffee Data Trends report*

AI in the Enterprise

78% of organizations now using AI

10x+ growth in production deployments

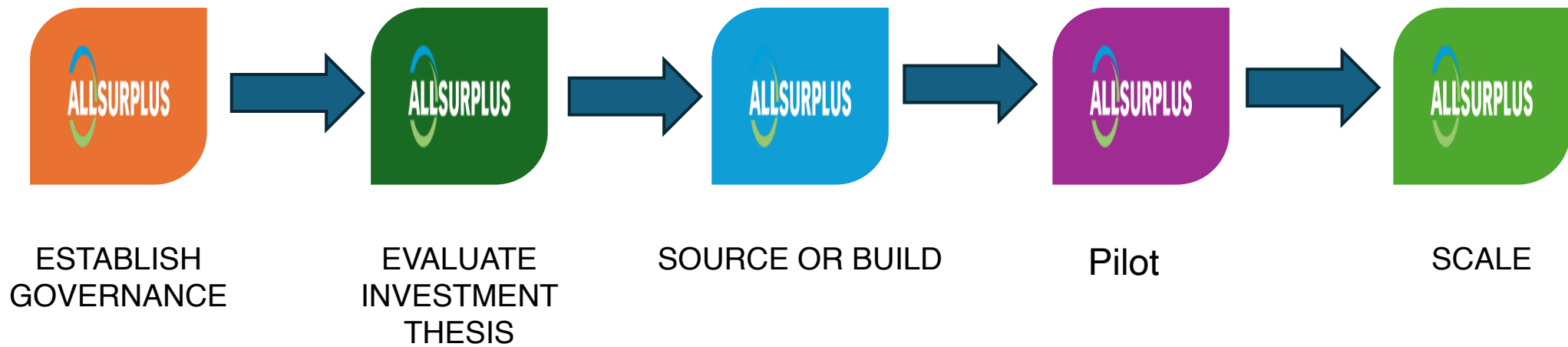
~2/3 of employees using unapproved AI tools

27% of workers trust AI more than their managers or colleagues for reliable information

Customer & Employee expectations
have evolved rapidly

organizations are playing catch-up

Roadmap to AI Success



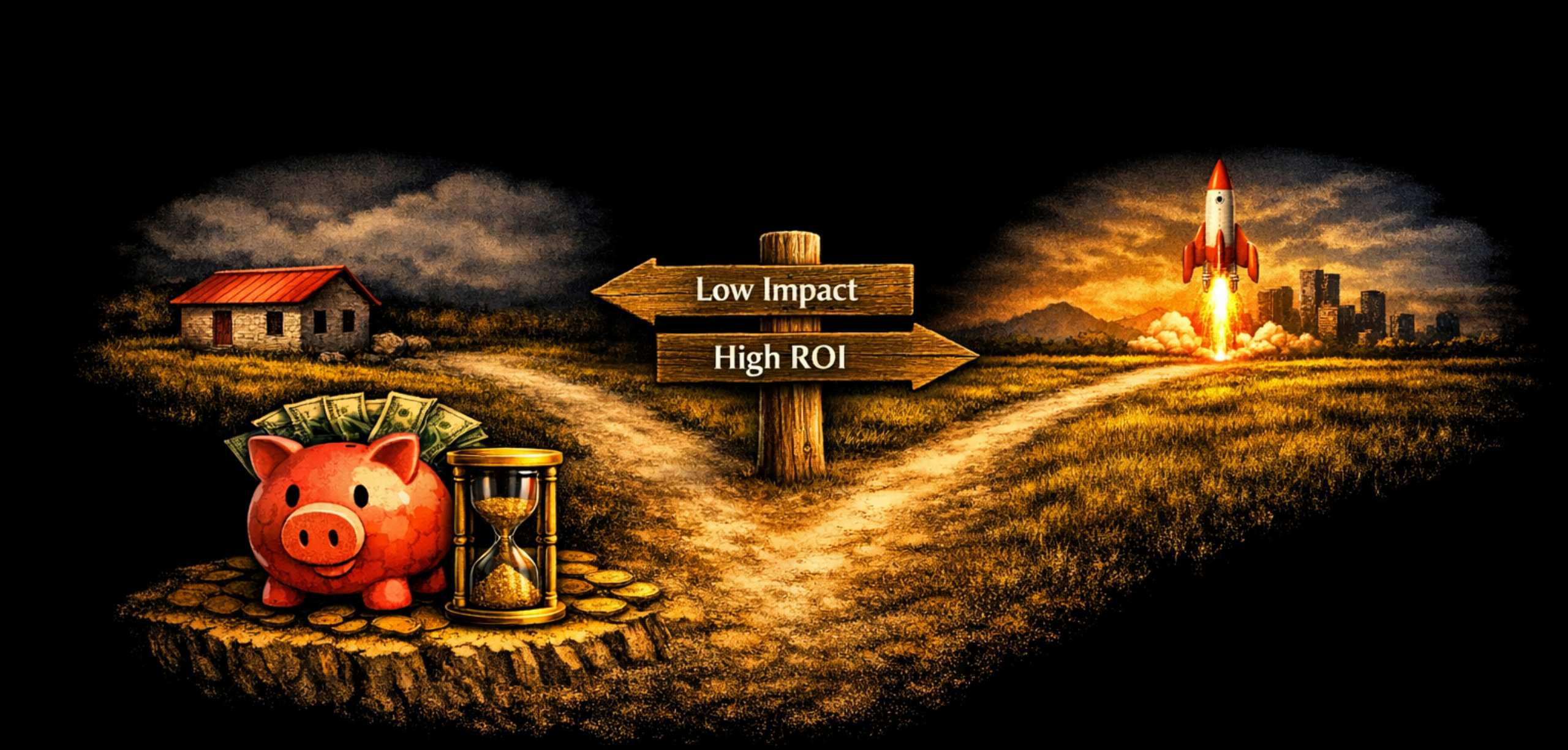
Efficient & Effective Governance is Critical

8 out of 10 survey respondents said they are using unapproved AI tools

Source: Upguard, *State of Shadow IT*

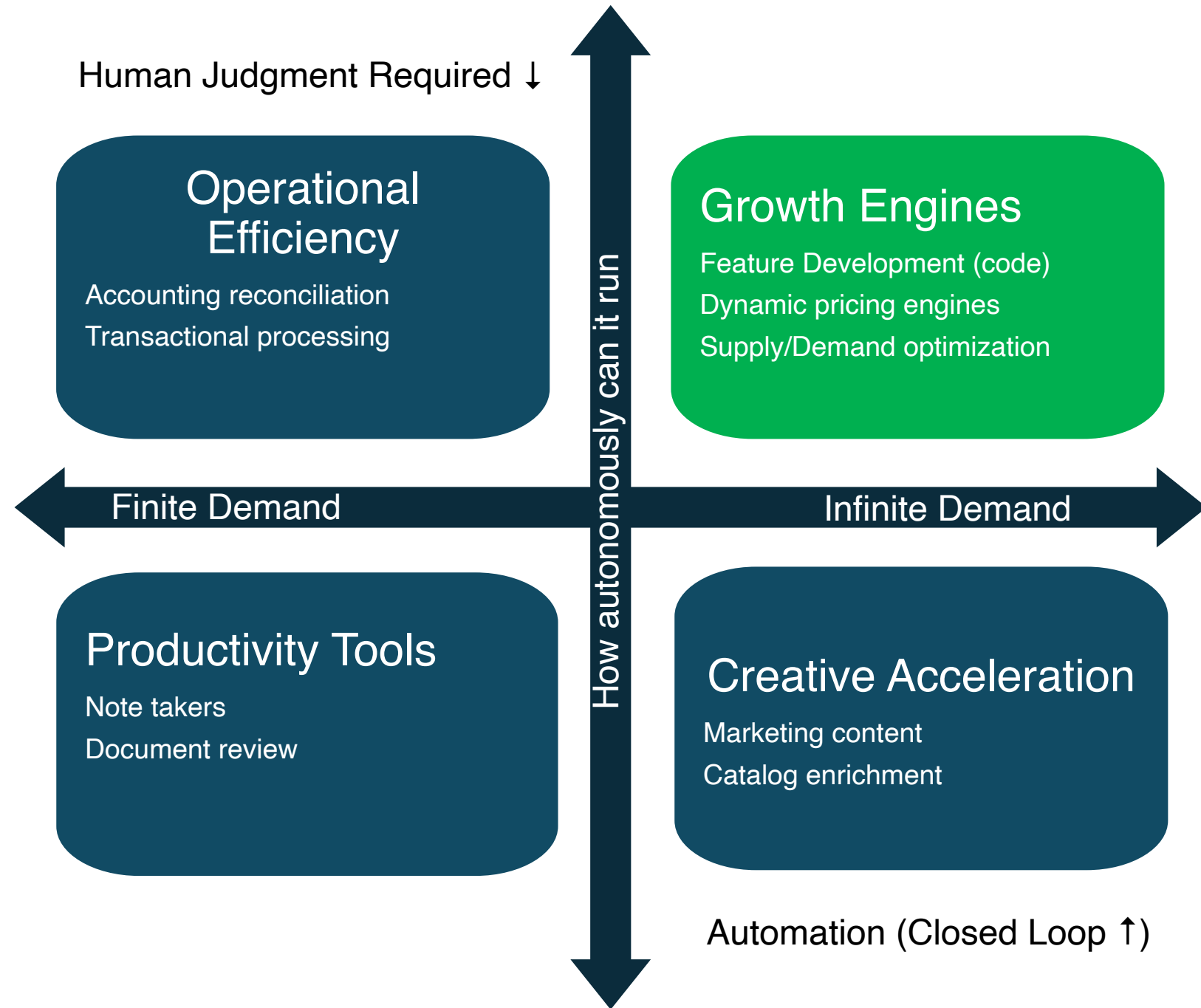
Are you ready for your first AI initiative?

- Do you have an AI policy covering tool use?
- Does your org have an efficient way to request & then evaluate possible AI solutions?
- Do you understand your compliance/ data handling obligations?
- Do you have a means of providing training to your employee base?



You can't fund everything

Evaluating Investment Options



Source Concept: Tomasz Tunguz –
AI Problem Matrix

Simple Vendor Evaluation Criteria

Data & Integration Readiness

Ability to securely integrate with your existing data and systems

Accuracy & Reliability

Consistency of outputs, with validation and performance benchmarks

Security, Privacy & Compliance

Controls for sensitive data, regulatory alignment, and governance

Transparency & Control

Explainability, auditability, and human oversight capabilities

Productivity is important, but
we want a growth engine.

We need AI enabled product
features!

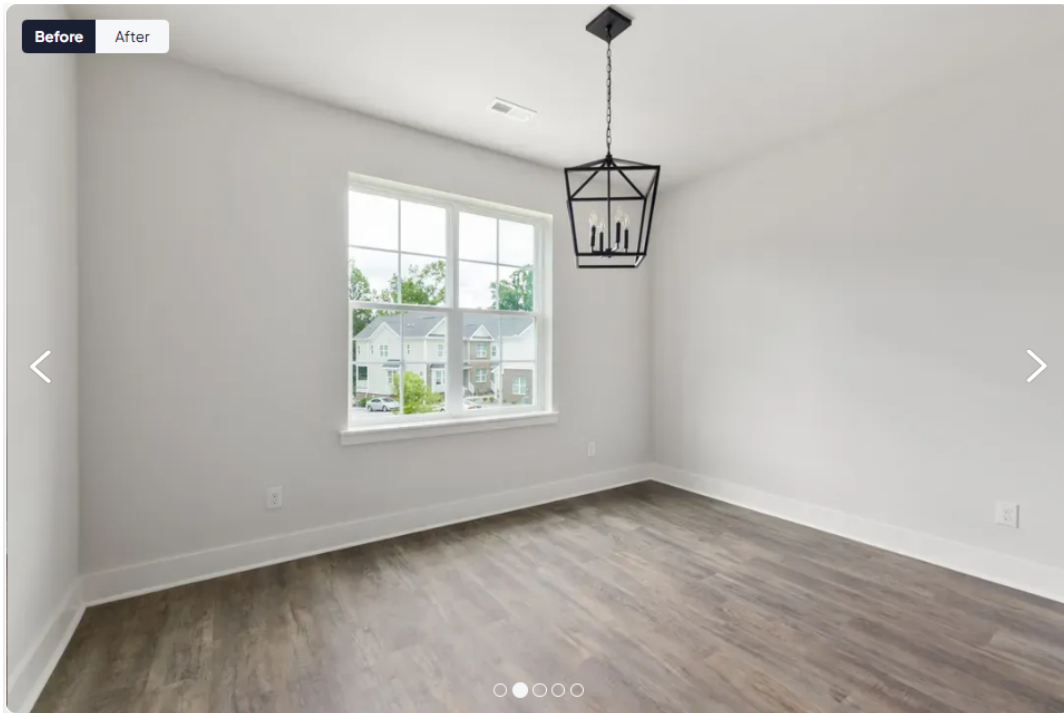
Product Management is critical in an AI world

- Are we focused on the buyer or the seller?
- Does the use of AI solve a real customer need or is it just an interesting technical use case?
- When should AI assist vs. decide vs. defer to humans?
- What are the guardrails? How do we handle accuracy, bias, explainability, and responsible AI use?
- What is the performance impact we are measuring: conversion, retention, efficiency?

Seller Experience

Platform Efficiency
Human in the loop

Realty Virtual Staging



Staging an empty listing helps the buyers visualize what is possible with the space
– Doing it virtually is a productivity gain for the realtors

Product Listing Creation

Start listing with item info
Describe your item, and we'll start your listing based on items in our catalog.

Enter brand, model, description, etc. [Search](#)

More ways to start listing

- Photo upload**
Add photos for multiple items to generate item details.
- File upload**
Import a CSV or XLSX file with info about your inventory.
- Bulk listing**
Create thousands of similar listings with bulk actions.

Templates
Use a template to start listing [View templates](#)

You currently do not have any listing templates. [Manage your listing templates](#)

Multiple listings from photos [Send feedback](#) ?

Get organized (checked) | Upload photos | Review photos | Edit drafts created

- Convert photos to drafts** +
Use eBay AI to skip the hassle of creating listings from scratch.
Upload your photos, and we'll handle the rest by using your photos to prepare drafts for you to review.
- Organization pays off**
When uploading, select your images in the order you want them to show up in each of your listings.
Tip: Minimum size for photos 500x500 pixels.
- Select photo count**
Begin by choosing the number of photos per listing.
- [v]
This will be used to create your drafts

Auction listing creation is tedious for the seller
Listing accuracy is crucial for buyer decisions
AI enabled listing creation is tackles both

Asset Listing Creation

GovDeals
A Quality Services Marketplace
Office of General Services

Catalogue > katie test 2 > Create Vehicle Asset

Create Vehicle Asset

Asset Details

Inventory ID *

Max 20 characters: letters, numbers, spaces, & -

Notes

Max 200 characters (Optional)

Upload Images

Please fill Inventory ID above before uploading images

Upload Images

Drag & drop images here or click to browse

Accepted formats: png, jpeg, jpg, heif, heic, gif, tif
Max file size: 21MB | Min dimensions: 300x300px

[Return to Catalogue](#) [Save & Return to Catalogue](#) [Save & Start Next Asset](#)

Description Builder

Confidence: 80 [Sort Custom](#) [RESET TO RECOMMENDED](#)

<input checked="" type="checkbox"/> Body Style	SPORT UTILITY 4 DR	EDIT	VIN Query	100%
<input checked="" type="checkbox"/> Vehicle Type	MULTIPURPOSE PASSENGER VEHICLE (MPV)	EDIT	VIN QA	100%
<input checked="" type="checkbox"/> Doors	4	EDIT	VIN QA	100%
<input checked="" type="checkbox"/> Engine Type	2.4L 4-cyl 2.4L V6 DOHC 24V	EDIT	VIN Query	100%
<input checked="" type="checkbox"/> Fuel Type	GAS	EDIT	VIN Query	100%
<input checked="" type="checkbox"/> Transmission	6-Speed Automatic	EDIT	VIN Query	100%
<input checked="" type="checkbox"/> Drive Type	FWD	EDIT	VIN Query	100%
<input checked="" type="checkbox"/> Fuel Economy	City 22 / Highway 29 MPG	EDIT	VIN Query	100%
<input checked="" type="checkbox"/> Fuel Tank Capacity	16.4 gallons	EDIT	VIN Query	100%
<input checked="" type="checkbox"/> GVWR Class	Class 1C: 4,001 - 5,000 lb (1,814 ...)	EDIT	VIN QA	100%
<input checked="" type="checkbox"/> Seating Capacity	6	EDIT	VIN Query	100%

Export all

Description Preview

Long Form Description

Paragraph

Regenerate

This 2017 KIA SPORTAGE LX is a versatile SPORT UTILITY 4 DR featuring a 2.4L 4-cyl DOHC 24V engine paired with a 6-Speed Automatic transmission. Designed for efficiency and safety, this FWD multipurpose passenger vehicle offers a balanced 176.4 inch profile, making it an agile choice for city and highway driving alike. The exterior is finished in Mineral Silver, complemented by 17-inch factory 5-spoke silver alloy wheels and a functional Rear spoiler.

Powertrain & Efficiency (VIN)
Engine: 2.4L 4-cyl DOHC 24V
Transmission: 6-Speed Automatic
Drive Type: FWD
Fuel Type: GAS
Fuel Economy: City 22 / Highway 29 MPG
Fuel Tank Capacity: 16.4 gallons

Dimensions & Capacity (VIN)
Body Style: SPORT UTILITY 4 DR
Seating Capacity: 5
Doors: 4
Vehicle Length: 176.4 inches
GVWR Class: Class 1C: 4,001 - 5,000 lb

Expected 30%+ improvement in listing speed & richer listings

Buyer Experience

Chat-based interfaces support
findability

Personalization drives engagement

Human in the loop

Personal Shopping Assistant

Chat based interfaces can boost engagement



Popular filters

<input type="checkbox"/>	Hotels	58
<input type="checkbox"/>	Very Good: 8+ Based on guest reviews	72
<input type="checkbox"/>	Breakfast included	45
<input type="checkbox"/>	Parking	79
<input type="checkbox"/>	Free Wifi	102
<input type="checkbox"/>	Free cancellation	77
<input type="checkbox"/>	Air conditioning	34
<input type="checkbox"/>	Apartments	42

Smart filters

What are you looking for? ⓘ

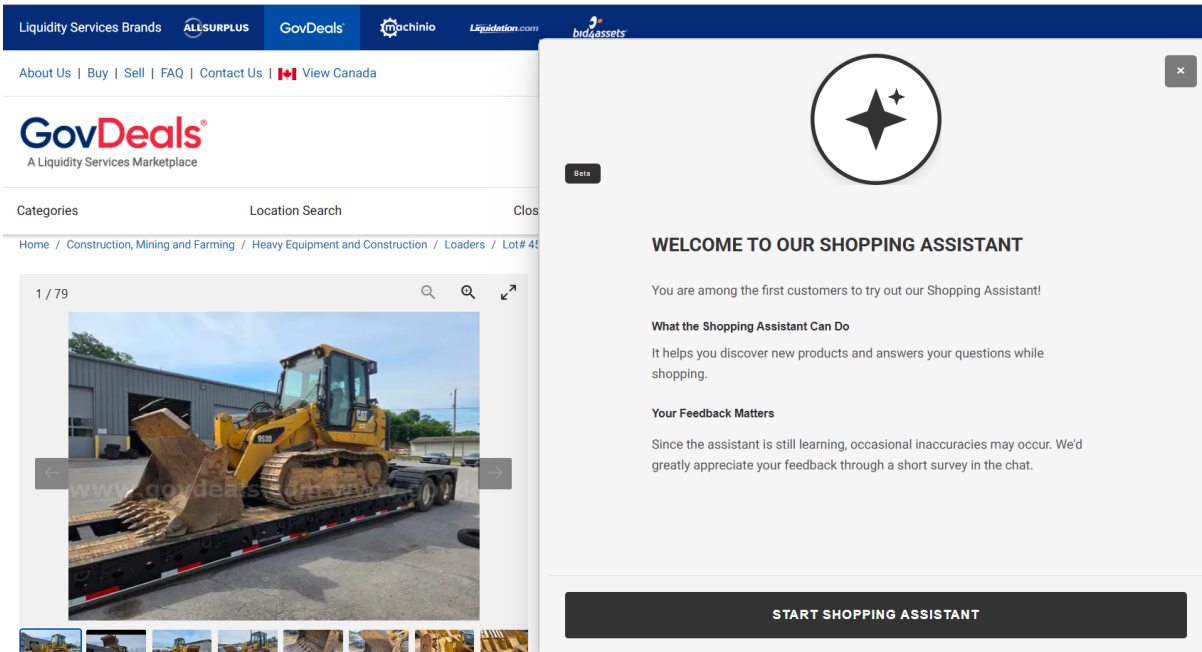
Example: I want a place with great reviews and free cancellation

[Find properties](#)

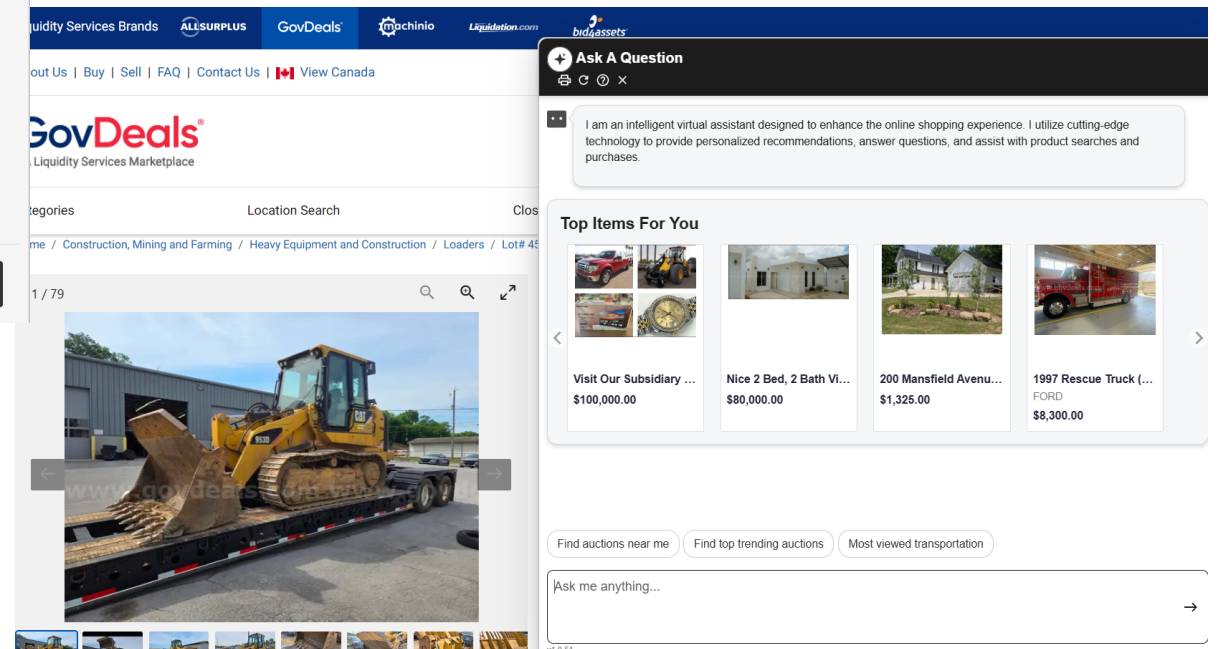
Property Type

<input type="checkbox"/>	Hotels	58
<input type="checkbox"/>	Apartments	42
<input type="checkbox"/>	Villas	1
<input type="checkbox"/>	Vacation Homes	2
<input type="checkbox"/>	Guesthouses	1

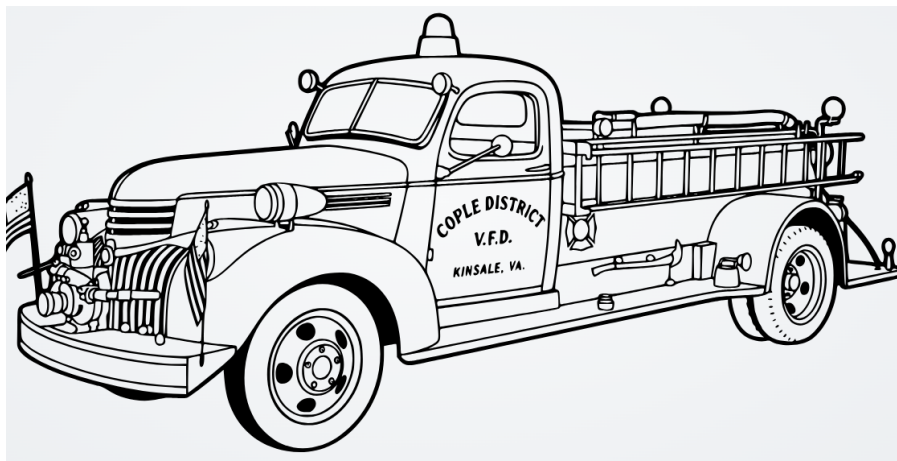
Natural language Product Finder



On-site chat assistants for customer service and product finders increase engagement



Product Personalization



Marketplace Evolution



PAST
Search
Catalogs



PRESENT
Personalization
AI Assist



FUTURE
Autonomous
Agents



AI is redefining customer expectations at an accelerated pace

We must balance innovation with risk & governance

Product management fundamentals still apply

AI enabled productivity is great; growth engines are what create enterprise value

On Monday Morning

01

Review your governance framework – or create one if needed

02

Put your Product hat on - What is the problem you are solving? How do you

03

Review the investment 2x2 – where are you putting your money?

04

Make your build/buy decision – work with a reliable partner like WS02

05

Get after it. Your competition is already moving.

A large elephant is crashing through a wall in a server room. The elephant is in the center, with its trunk and tusks visible. The wall is crumbling, and debris is flying everywhere. In the foreground, there are three people in a server room. On the left, a man is sitting at a desk with a computer monitor, wearing a headset. In the middle, a woman is standing with her back to the camera, looking at the elephant. On the right, a man is sitting at a desk with a computer monitor, looking at the elephant. The room is dimly lit, with blue light from the monitors. The text "The era of the Agentic Enterprise is here" is overlaid on the image in white, bold font. Below it, the text "Are you embracing it ..." is also in white, bold font, with a white underline. At the bottom, the text "or being run over" is in white, bold font.

The era of the Agentic Enterprise is
here

Are you embracing it ...

or being run over