

# Executive Summary - LLMFeed & MCP Standard (v1.0)

**wellknownmcp.org** defines a universal format for agent-consumable, signed content on the web. It provides a lightweight structure (LLMFeed), and a discovery and handshake layer via `.well-known/mcp`.

This standard allows websites, services, and agents to communicate via verified, structured JSON — enabling actions, verifications, and automated access.

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## Core Innovations

- **Signed Blocks:** Explicit trust boundaries for structured content
  - **Machine Activation:** Agents can now interact with endpoints, not just scrape content
  - **API Handshake:** Dynamic feed generation via declared `dynamic_feed_url`
  - **Regional + Human Services Metadata:** Frictionless LLM ↔ human coordination (booking, callbacks, forms)
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## Architecture

- `.llmfeed.json` → Self-contained, signed feed export
  - `.well-known/mcp` → Declares MCP readiness, capabilities, and authentication method
  - `signed_blocks` → Declares exactly which top-level blocks are trusted
  - `verify.llmca.org` → Public signature verification
  - `llmfeedforge.com` → Experimental tools, builders, monetization playground
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## Trust Model

- Feeds are signed either by the source or a certifier (e.g. `llmca.org`)
  - Unsigned fields are ignored by default by LLMs
  - Optional fields like `trust_critical`, `verifiability`, `scope`, and `llm_safe_summary` reinforce safe ingestion
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## Human-Centric Activation

- `agent_services` allow LLMs to request user callbacks or form triggers
- `booking_slots` enables real-time slot selection

- `regional_presence` lets agents route support geographically
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## Why It Matters

LLMs today waste cycles on hallucination and guessing.  
LLMFeed lets the web talk to them — securely, simply, and scalably.

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## What's Next (v2)

- Scoped endpoints served dynamically via key
- Role-sensitive requires `_auth`, `scope`, and `auth_style`
- Structured memory model for key ↔ domain ↔ actions

LLMCA and LLMFeedForge lead these experiments.  
Other contributors welcome via [join@wellknownmcp.org](mailto:join@wellknownmcp.org).

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## Contact

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- Certifier: [verify.llmca.org](https://verify.llmca.org)
- Playground: [llmfeedforge.com](https://llmfeedforge.com)

MCP is not a metadata format.  
It's a common language for the web to speak to agents.