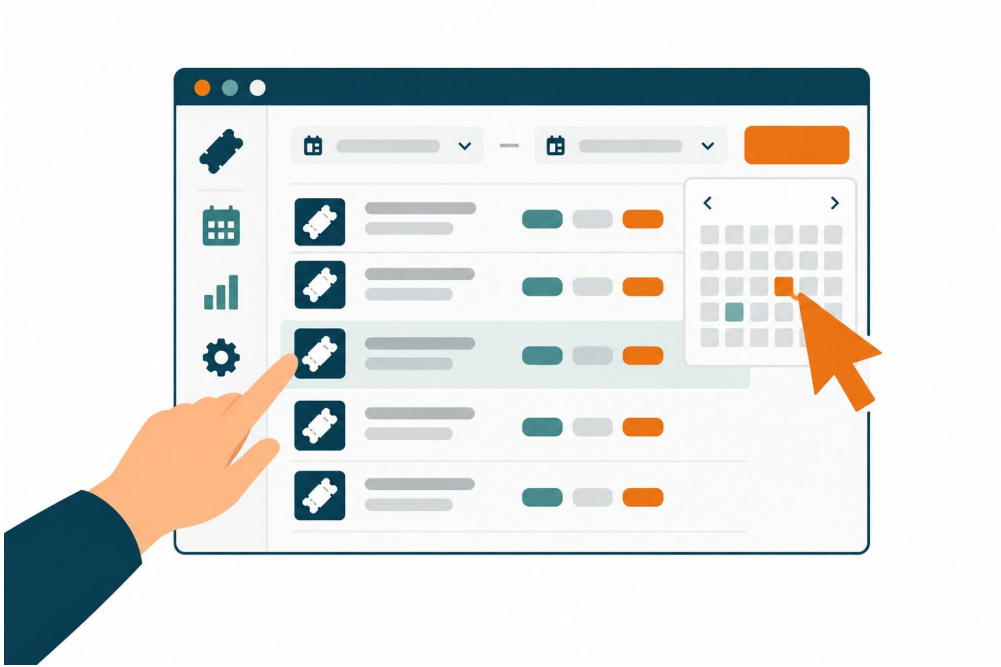
WebMCP

Web Standard for AI agents



Pascal Euhus / November 2026

Hi, I’m Pascal

Lead Architect @ Reservix

AWS Community Builder

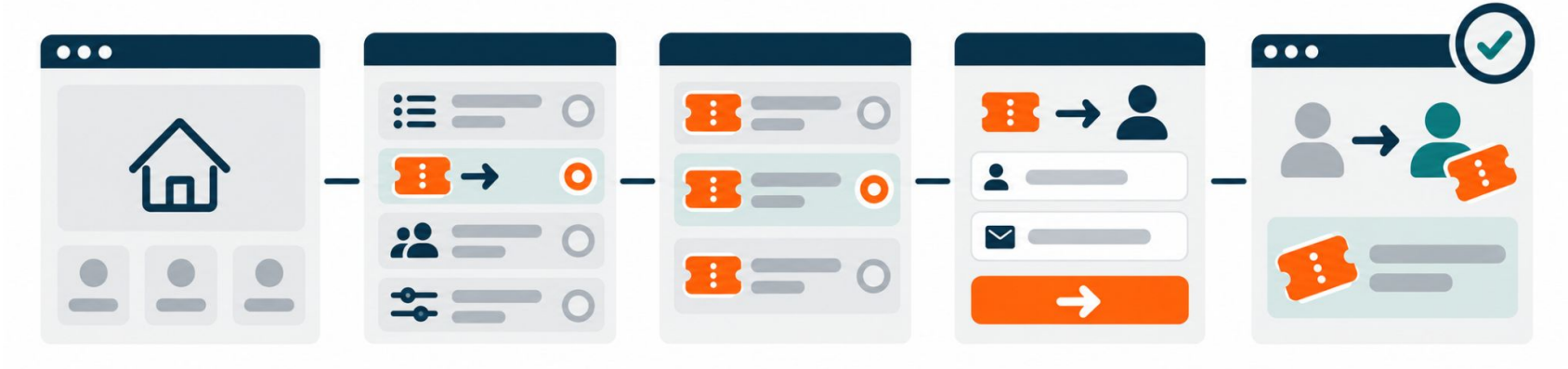
hndwrkr.online



“I would like to transfer the ticket to a friend”



One request, several decisions



Start page

Find the action

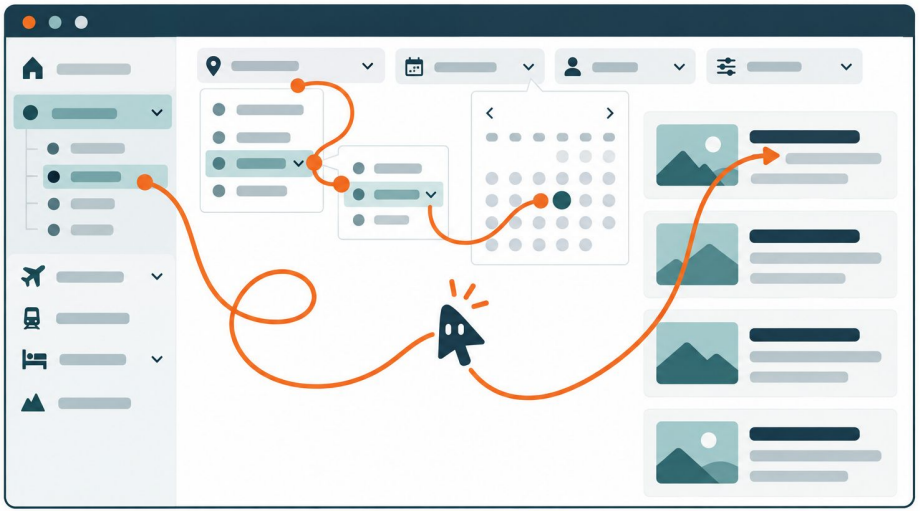
Select ticket

Enter friend's details

Confirm transfer

How agents navigate today

1. Observe the page
2. Interpret the controls
3. Click and check
4. Repeat

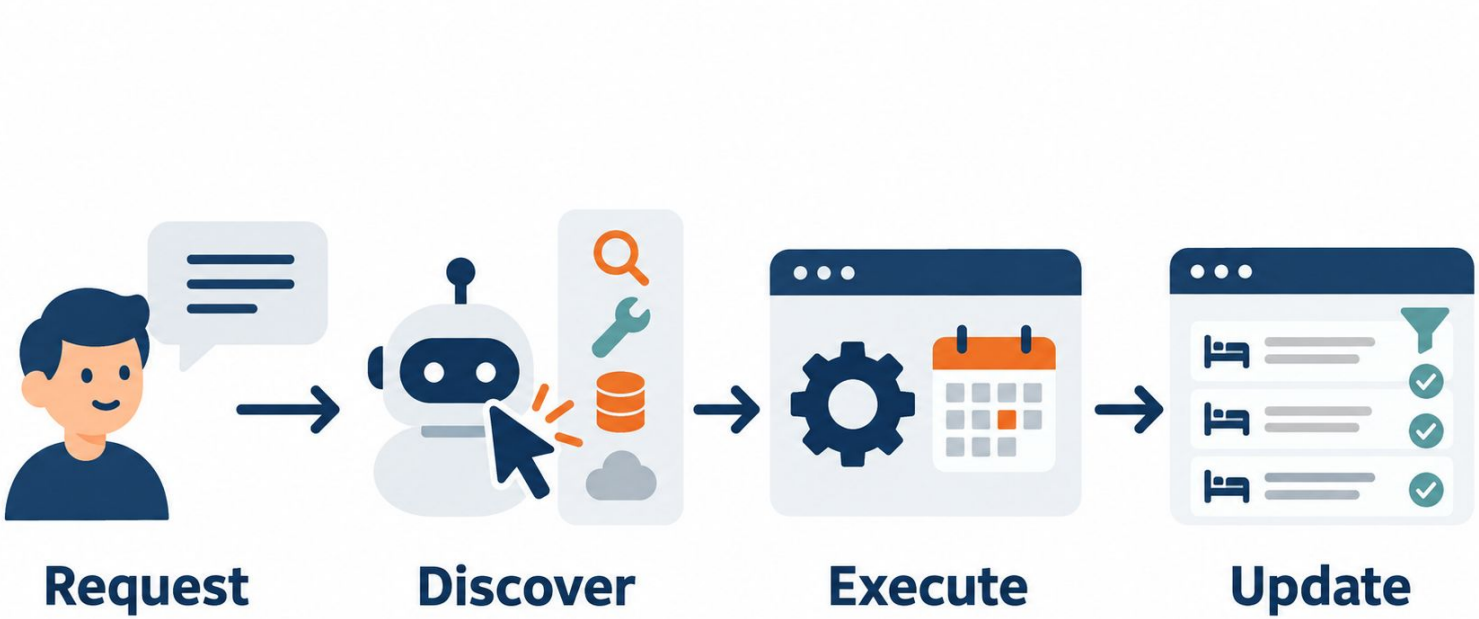


Idea: The website exposes its actions

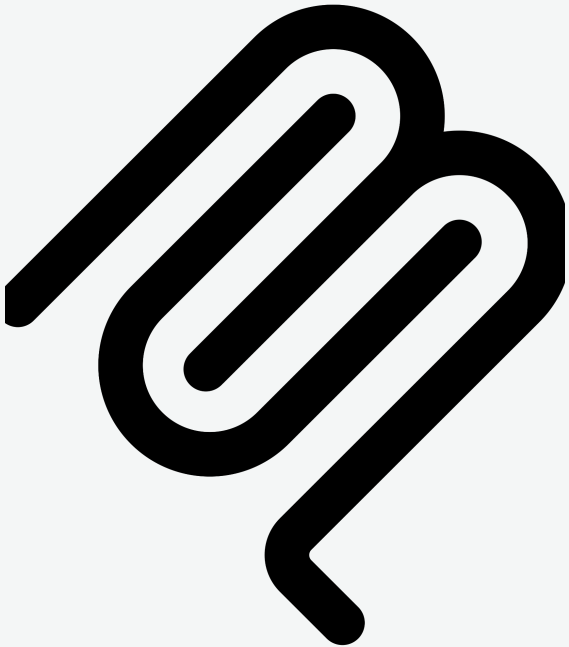
- Named tools
- Structured inputs
- Site-owned execution



A WebMCP interaction



WebMCP



01 MCP-inspired

Structured tool capability definitions inspired by standard Model Context Protocol patterns.

02 Browser-native

Runs directly inside standard web client environments without custom extensions or external runtimes.

03 Built for working together

Enables seamless co-existence and real-time interaction between users, web applications, and AI agents.

Two ways to expose a tool

JavaScript (Imperative)

vs.

HTML attributes (Declarative)

Exposing one action

```
await document.modelContext.registerTool({
  name: "get-contact-options",
  description: "Find contact options",
  inputSchema: contactOptionsSchema,
  execute: getContactOptions
});
```

name
Identity

description
Purpose

inputSchema
Inputs

execute
Action

```
{
  name: 'get-contact-options',
  description:
    "Returns the best way to reach this business for a purpose: phone, emergency number (when offered), " +
    "WhatsApp (when offered) or the contact page with its form. Says whether the office is open now. " +
    "Pass the user's town as place to see the service area.",
  inputSchema: {
    type: 'object',
    properties: {
      intent: {
        type: 'string',
        enum: [...CONTACT_INTENTS],
        description:
          'Purpose of the contact: inquiry, quote, appointment, emergency, callback or question.',
      },
      place: {
        type: 'string',
        description:
          'Town or district where the service is needed, as the user said it. Optional.',
    },
     required: ['intent'],
  },
  run: getContactOptions,
},
```

Current status

Specification	Community Group draft
Chrome and Edge	Origin trials
AI Compatibility	OpenAI Desktop, Codex, Gemini, Chrome-Based Agentic Browser, Microsoft/ Edge, Shopify, Cloudflare, Vercel

Sources and further reading

Proposal and examples	github.com/webmachinelearning/webmcp
Specification	webmachinelearning.github.io/webmcp
Chrome setup and tools	developer.chrome.com/docs/ai/webmcp
WebMCP is here (and you should care)	https://www.youtube.com/watch?v=xtVvkRTH5ck





THANK YOU

reservix