

Buyer Discovery Is a Data-Curation Problem: A Position on Decision-Grade Evidence for Global B2B AI

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Curate decision-grade evidence before ranking buyers.

A relevant company becomes actionable only when current evidence supports the commercial decision.

01 Decision context

A company name is only a hypothesis.
Product fit must align with the buyer’s capability and market conditions.

Seller / offering / market / buyer / time

Rights, licensing, cost exposure, logistics and reciprocal intent can change the available action.



02 Evidence bundle

Each claim retains its own:

Claim	What is supported?
Valid time	When does it hold?
Provenance + modality	Which source and format?
Owner + verification	Who can confirm it?



03 Selective action

- Contact**
Mandatory evidence supports action.
- Verify**
A required fact remains unknown.
- Exclude**
A hard constraint is contradicted.
- Abstain**
Evidence cannot support a decision.

Four stress tests

- Cultural-IP goods**
Territorial rights and launch windows
- Beauty and devices**
Registration and certification
- Alcoholic beverages**
Licensing and route to market
- Power test systems**
Specifications and service capacity

Point-in-time benchmark

- t0** Freeze available evidence.
 - t1** Apply a real-world shift and refresh.
 - t2** Reveal later public outcomes.
- A non-event stays unlabeled unless exposure and observability are established.

Testable claim

- At equal total budgets, can a smaller frozen model using curated bundles outperform a larger model using raw pages?
- Proposed schema and evaluation protocol.**