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(71) Applicant: **REWARDER, INC.** [US/US]; 65 Manor Road, Kentfield, CA 94904 (US).

(72) Inventors: **ERNST, Barron, Russell**; 2 Townsend Street, 1-113, San Francisco, CA 94107 (US). **FARGO, Kendall, M.**; 65 Manor Road, Kentfield, CA 94904 (US). **RASMUSSEN, Graham, H.**; 489 14th Street, Apt. 2, San Francisco, CA 94103 (US).

(74) Agent: **JACKSON, Blake, W.**; DLA Piper LLP, 2000 University Avenue, East Palo Alto, CA 94303 (US).

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(54) Title: MOBILE REWARDER WITH MAPPING AND TAGGING

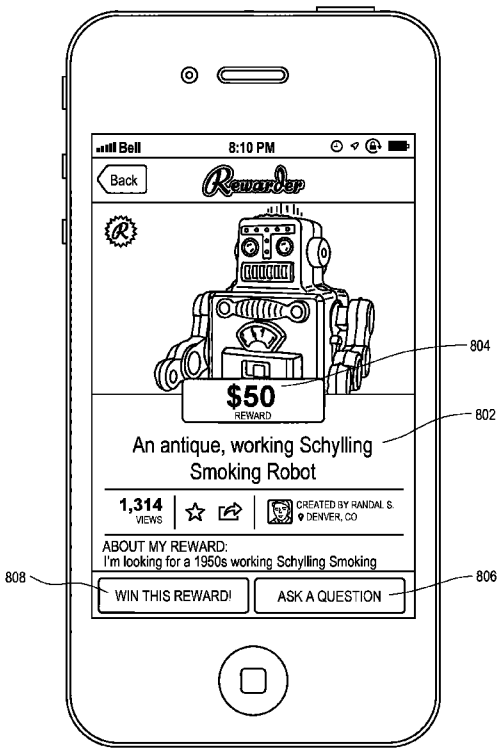

FIG. 8

(57) Abstract: A mobile reward system and method via a server in communication with a data storage and a network, the server configured to, receive user profile information from a wireless reward user, establish a fund account for the wireless reward user, receive a goal and reward from the wireless reward user, categorize the goal, receive user profile information for the at least one other user, wherein the user profile information includes fund information and expertise area information, establish a fund account for the at least one other user based on the fund information, send a communication to the at least one wireless user based on the user profile information area of expertise and the goal category, receive a response to the goal from the at least one other user, send the response to the wireless reward user, receive a decision from the wireless reward user on the response.

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MOBILE REWARDER WITH MAPPING AND TAGGING

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This application claims the benefit of and priority to US Provisional Application 61/811,569 filed 12 April 2013. Additionally, this application relates generally to PCT/US11/53502 filed 27 September 2011 and also US Provisional application 61/386,923 filed on September 27, 2010, both of which are incorporated herein by reference.

TECHNICAL FIELD

[0002] This disclosure relates to computer data processing, and more particularly to a computer, a mobile computer or smartphone, which include graphical user interfaces to offer rewards, review rewards and submit answers/solutions to the rewards for users across communication networks.

BACKGROUND

[0003] The Internet connects users of not only stationary desktop computers and laptops, but also mobile smartphones and tablet computers. Online advertising for particular requests usually takes the form of passive listings, not unlike traditional classified ads.

SUMMARY

[0004] Certain embodiments here include mobile reward incentive systems and methods including where a server in communication with a data storage and a network, the server configured is to, receive user profile information from a wireless reward user and cause the profile information to be stored in the data storage, establish a fund account for the wireless reward user, receive a goal and reward from the wireless reward user, cause the goal and reward to be posted on a web page, capable of being accessed via the network to allow at least one other user to view the posted goal and reward, establish a fund account for the at least one other user, receive a response to the goal from the at least one other user, send the response to the wireless reward user, receive a decision from the wireless reward user on the response, send an indication of the decision to the at least one other user, and transfer funds from the account of the wireless

reward user to the account of the at least one other user based on the decision of the wireless reward user.

[0005] In certain embodiments, the at least one other user is connected to the network wirelessly. And some embodiments have the server further configured to retain a portion of the fund as a service fee. And via the server, receive photo data from the wireless reward user regarding the goal, cause the received photo data to be posted with the goal and reward on the web page. Some embodiments include via the server, receive geographic location data from the wireless reward user. Certain embodiments have the server further configured to cause display of a user profile page on the web page, wherein the user profile includes areas of expertise. Certain embodiments may include the server further configured to split a reward based on the decision of the wireless reward user; and transfer the funds to more than one other user account. And some embodiments have the server further configured to suggest the reward.

[0006] Some embodiments herein include the server further configured to require login credentials for the wireless reward user and the at least one other user. Some embodiments have the login credential as a third party webpage credential. Certain embodiments may include the web page to which the goal and reward are posted as the third party webpage. And some include the third party webpage as a social networking page. Certain embodiments have the web page to which the goal and reward are posted as the social networking page. Some embodiments have the at least one other user as a wireless reward user. Some embodiments have the server further configured to receive a written description regarding the goal and cause the written description to be posted on the web page. Some embodiments include the server as further configured to receive a category regarding the goal and cause the category to be posted on the web page. And some include the server as further configured to receive a question from the at least one other user regarding the goal and cause the question to be sent to the wireless reward user. In some systems and methods, the server is further configured to cause the received geographic location data to be posted with the goal and reward on the web page. And in some, the server is further configured to cause the received goal and reward to be sent to the at least one other user based on the geographic location data received from the wireless reward user. The systems and methods may have the server further configured to receive rewards to follow information from the wireless reward user and cause the rewards to follow to be displayed for the wireless reward user.

[0007] In certain example embodiments, mobile reward incentive systems and methods may include a computer in communication with a network, wherein a reward sharing system is in communication with the network and a data storage, the computer configured to, receive user profile input information from a wireless reward user, send the profile information to the reward sharing system via the network, receive information regarding a fund account for the wireless reward user, send the received fund information to the reward sharing system via the network, receive a goal and reward from the wireless reward user, send the goal and reward to be posted to the reward sharing system via the network, cause display of the posted goal and reward to be posted on a web page, receive a response to the goal from the at least one other user via the network, receive a decision from the wireless reward user on the response, send the decision from the wireless reward user on the response to the reward sharing system via the network.

[0008] Certain example embodiments may include the computer further configured to receive a written description regarding the goal and send the written description to the reward sharing system via the network be posted on the web page. And in some embodiments, the server is further configured to receive a category regarding the goal and send the category to the reward sharing system via the network be posted on the web page. Certain example embodiments here include the computer further configured to receive geographic location information from the wireless reward user and send the geographic location information to the reward sharing system via the network. And some embodiments have the reward sharing system configured to post the goal and reward information to a webpage capable of being accessed via the network. In some embodiments the computer is further configured to, allow the wireless reward user to log into a third party website with a credential via the network and send the login credentials to the reward sharing system. And in some embodiments the computer is further configured to receive a reward suggestion from the reward sharing system via the network and cause display of the suggested reward for the wireless reward user.

[0009] Example embodiments include the webpage as a third party social media webpage. Some examples have the computer further configured to receive a photo regarding the goal and send the photo to the reward sharing system via the network be posted on the web page. Certain examples may include the computer further configured to send and receive communications from the reward sharing system from at least one of: email and short message system (SMS).

[0010] Certain example mobile reward incentive systems and methods disclosed here may include a server in communication with a data storage and a network, the server configured to, receive user profile information from a wireless reward user and cause the profile information to be stored in the data storage, establish a fund account for the wireless reward user, receive a goal and reward from the wireless reward user, categorize the goal, receive user profile information for at least one other user, wherein the user profile information includes fund information and expertise area information, establish a fund account for the at least one other user based on the fund information, cause the goal and reward to be posted on a web page, capable of being accessed via the network to allow at least one other user to view the posted goal and reward, send a communication to the at least one wireless user based on the user profile information area of expertise and the goal category, receive a response to the goal from the at least one other user, send the response to the wireless reward user, receive a decision from the wireless reward user on the response, send an indication of the decision to the at least one other user, and transfer funds from the account of the wireless reward user to the account of the at least one other user based on the decision of the wireless reward user.

[0011] Some example embodiments may include the server further configured to, categorize the received area of expertise, and wherein the communication to the at least one wireless user is based on the category of expertise and the goal category. Some embodiments may have the server further configured to, sub categorize the categories, and wherein the communication to the at least one wireless user is based on the sub-category of expertise and the goal category.

[0012] Certain embodiments may have the server further configured to cause display of a user profile page on the web page, wherein the user profile includes areas of expertise. And some examples may have the server further configured to aggregate and allow searching of user profile pages by areas of expertise. In some example systems and methods, the server is further configured to send and receive communications to the at least one other user based on the user area of expertise via at least one of email and short message system (SMS). In some example embodiments, the system further comprises via the server, receive photo data from the wireless reward user regarding the goal, cause the received photo data to be posted with the goal and reward on the web page. In some examples, the reward is at least one from a list consisting of: monetary value, points, privilege, and virtual currency. Some example embodiments include, via the server, acknowledge the areas of expertise of the at least one other user on the user profile

page via a visual tag. And some example embodiments include, via the server, verify the areas of expertise via previous user activity on the system.

[0013] In some example computer systems and methods here, on at least one server in a communication network, include, one or more computers having one or more processors, and a computer-readable medium coupled to the one or more computers having instructions stored thereon which, when executed by the one or more computers, cause the one or more computers to perform operations, the one or more computers being configured to, receive user profile information from at least one wireless user via the network, wherein the user profile information includes expertise information, receive reward information and associated goal information, categorize the goal, post the reward and goal to a web page accessible by wireless users on the network, send the reward and goal to at least one wireless user based on the goal category and wireless user expertise information, receive, from the at least one wireless user, a plurality of solution opportunities to achieve the goal or need associated with the reward page, receive a selection of at least one of the plurality of solution opportunities to achieve the goal or need of the reward page, and award the reward amount to at least one recipient who submitted the selected one of the plurality of solution opportunities.

[0014] Certain example systems and methods for reward sharing, include, via a computer system on at least one server in a communication network, the computer system having one or more processors and a computer-readable medium coupled to the one or more computers having instructions stored thereon which, when executed by the one or more computers, cause the one or more computers to perform operations, receiving user profile information from at least one wireless user via the network, wherein the user profile information includes expertise information, receiving reward information and associated goal information, categorizing the goal, posting the reward and goal to a web page accessible by wireless users on the network, sending the reward and goal to at least one wireless user based on the goal category and wireless user expertise information, receiving, from the at least one wireless user, a plurality of solution opportunities to achieve the goal or need associated with the reward page, receiving a selection of at least one of the plurality of solution opportunities to achieve the goal or need of the reward page, and awarding the reward amount to at least one recipient who submitted the selected one of the plurality of solution opportunities.

BRIEF DESCRIPTION OF THE DRAWINGS

[0015] For a better understanding of the technology described in this document as well as any embodiments thereof, reference should be made to the description below, in conjunction with the following figures in which like reference numerals refer to corresponding parts throughout the figures.

[0016] FIG. 1 is a network architecture diagram according to some embodiments herein.

[0017] FIG. 2 is a flow chart regarding usage of the mobile application to create a Reward consistent with certain embodiments herein.

[0018] FIG. 3 is a set of three screenshots of example log in pages consistent with certain embodiments herein.

[0019] FIG. 4A is an example mobile photo capture using the application consistent with certain embodiments herein.

[0020] FIG. 4B is another example mobile photo capture page consistent with certain embodiments herein.

[0021] FIG. 5 is an example Reward input screen consistent with certain embodiments herein.

[0022] FIG. 6A is an example Reward input consistent with certain embodiments herein.

[0023] FIG. 6B is another example Reward input consistent with certain embodiments herein.

[0024] FIG. 7A is an example category selection page for a new Reward consistent with certain embodiments herein.

[0025] FIG. 7B other example category selection screens for a new Reward consistent with certain embodiments herein.

[0026] FIG. 8 is an example Reward posting page consistent with certain embodiments herein.

[0027] FIG. 9 are example dashboard profile screens consistent with certain embodiments herein.

[0028] FIG. 10 is an example pre-payment screen consistent with certain embodiments herein.

[0029] FIG. 11 is example payment input screens consistent with certain embodiments herein.

[0030] FIG. 12 is an example social network sharing selection screen consistent with certain embodiments herein.

[0031] FIG. 13 is an example following screens consistent with certain embodiments herein.

[0032] FIG. 14 is an example notification consistent with certain embodiments herein.

[0033] FIG. 15 is an example Reward submission notification screen consistent with certain embodiments herein.

[0034] FIG. 16 are example profile following screens consistent with certain embodiments herein.

[0035] FIG. 17 are example categories to follow screens consistent with certain embodiments herein.

[0036] FIG. 18 are more categories to follow screens consistent with certain embodiments herein.

[0037] FIG. 19 are example browsing for rewards screens consistent with certain embodiments herein.

[0038] FIG. 20 is an example Reward answer submission screen with the ability to send a photo consistent with certain embodiments herein.

[0039] FIG. 21 is an example Reward submission input screen consistent with certain embodiments herein.

[0040] FIG. 22 are more example Reward submission screens consistent with certain embodiments herein.

[0041] FIG. 23 are example Reward submission selection screens consistent with certain embodiments herein.

[0042] FIG. 24 are more example Reward submission screens for a Reward Hunter consistent with certain embodiments herein.

[0043] FIG. 25 are example Reward submission dashboard screens and the Reward Creator is choosing a winner consistent with certain embodiments herein.

[0044] FIG. 26 is an example dashboard screen consistent with certain embodiments herein.

[0045] FIG. 27 are example decline submission screens consistent with certain embodiments herein.

[0046] FIG. 28 are example inbox of new submissions with certain embodiments herein.

[0047] FIG. 29 are example answer submission screens consistent with certain embodiments herein.

[0048] FIG. 30 are example expert selection screens consistent with certain embodiments herein.

[0049] FIG. 31 is a flow chart regarding tree branch categories of user expertise designations consistent with certain embodiments herein.

[0050] FIG. 32A is an example expertise management screen consistent with certain embodiments herein.

[0051] FIG. 32B is another example expertise management screen consistent with certain embodiments herein.

[0052] FIG. 32C is another example expert management screen consistent with certain embodiments herein.

DETAILED DESCRIPTION

[0053] Reference will now be made in detail to embodiments, examples of which are illustrated in the accompanying drawings. In the following detailed description, numerous specific details are set forth in order to provide a sufficient understanding of the subject matter presented herein. But it will be apparent to one of ordinary skill in the art that the subject matter may be practiced without these specific details. Moreover, the particular embodiments described herein are provided by way of example and should not be used to limit the scope of the invention to these particular embodiments. In other instances, well-known data structures, timing protocols, software operations, procedures, and components have not been described in detail so as not to unnecessarily obscure aspects of the embodiments of the invention.

Overview

[0054] In order to help individuals crowd-source solutions to their requests or questions, the systems and methods here allow for mobile users to post requests for other users to see. The posting may include a photo, video and/or written description regarding the desired request and a specification of the reward offered for fulfillment of the request. The requester could then transfer funds to the system to pay to the user who submits the best solution. The other users may browse the reward offers and respond with fulfillment answers or solutions to the requests. These responses may include photos, videos and/or written descriptions as well to bolster the answer or solution. The posting/requesting user may then browse the submitted responses, optionally converse with users who submitted answers, and select the best one to pay the reward.

[0055] It should be noted that a video could be taken by the mobile app to be used in any place a photo is discussed in this disclosure. That is, a Reward Creator or Reward Hunter could upload a video as a part of a Reward posting or answer/solution from a mobile device.

[0056] Further, it should be noted that any kind of mobile device could be used here. The term "mobile device" is not intended to be limiting but is merely exemplary of any kind of wireless computing device. Examples of such include but are not limited to smart phones such as iPhone, iPad, Blackberry, Android Phone, Windows phone, other kinds of tablets, phablet, and wear-ables such as smart watches, digital glasses like Google Glass. The mobile devices could be enabled to connect to any number of radios such as but not limited to cellular, femtocell, pico cell, small cell, WiFi, Bluetooth, or other shorter range radios.

[0057] In order to help users come into contact with rewards postings that they are more likely to be able to win, the system can use a matching and rating/tagging system to identify areas of expertise for users. This can allow for the targeting of rewards postings to specific users. It can also create a network of identified experts in particular areas of interest. These tags can be verified by the system to add credibility to the proclaimed experts.

[0058] Although not intended to be limiting, the following includes some exemplary terms that are used throughout the disclosure. These terms are described using mere examples and are illustrative only of certain embodiments.

[0059] In this disclosure, a "reward" or "bounty", may describe a goal or need created and posted by a user of the incentive system and the incentive being offered to have the goal or need fulfilled.

[0060] Reward Creators may be a person, company, organization, or any other entity that posts a reward with some incentive for people (or businesses or any entity) to help the Reward Creator fulfill a goal or need.

[0061] A "goal," "need," "request," may refer to what the Reward Creator wants to have accomplished. The goal or need may be any object, tangible or intangible, and/or any service.

[0062] A "Reward posting" may be the system's posting of the goal, need, request, etc. The Reward posting may be viewed by Reward Hunters in order to inform them of the offer.

[0063] An "incentive" may be the payment of the reward or bounty and holds some value. The incentive could be either financial (money) or non-financial (virtual currency, points, privileges, and so on).

[0064] "Reward Hunters" may be anyone or any entity that learns about, shares, or responds to a reward on the incentive system. It includes any contacts through the Nth degree in a chain for distributing the reward posting to others or associated with Reward Creators, first-time submitters, returning patrons, and so on.

[0065] "Agents" may be people or any entity that forward the reward to other people in hopes that one of those people can achieve the reward. The agent may also be compensated (financial or non-financial) either separately or from a portion of the won reward.

[0066] "Solution opportunity", "answer," "opportunity", "solution", "question," or "submission," may describe any lead, solution, opportunity, suggestion, or the like that may fulfill or achieve (or has the potential to fulfill or achieve) a goal or need described in a reward or bounty. A solution opportunity may be submitted in response to a reward posting by a Reward Hunter, which can be a person or business.

[0067] The incentive systems disclosed here may allow users, who may be any kind of entity including but not limited to a company, organization, collectively referred to as "Reward Creators," to post a Reward with some incentive for people to help the user fulfill a goal or need and disseminate the reward posting to various online communication platforms, such as a social network. This incentive may allow for anyone who comes across the incentive posting, for example, people in a user's social network, to be rewarded for helping the user achieve the goal or fulfill the need. In some embodiments, the incentive may also provide for rewarding those people to share the goal or need with other people who could help.

[0068] This incentive system can provide solutions to the laborious effort one must undertake to manually post a goal or need in one's social network(s) or on classified advertisement sites, such as Craig's List or other posting options. The mobile aspects of the system can also allow users to take photos and automatically upload those photos to a Rewards posting, in order to help identify the substance of the request. Likewise, the mobile system can allow Reward Hunters to upload photos in order to bolster their answer/solution responses.

[0069] And through the incentive system, Reward Creators may create, manage, and track a bounty or reward to motivate contacts in their social networks or other online communication platforms to help the Reward Creator fulfill a goal or need. Social networks and online communication platforms include, but are not limited to, any website, mobile application, email, short message system SMS or text message, and so on, where information about a user may be

distributed, accessed, and/or displayed, such as user profiles, contact information, status updates, newsfeeds, messages, comments, tweets, and so on. Information may be in any form of media, such as text, video, audio, and any combination.

[0070] Also a "Marketplace" may be an online social marketplace platform where people post their needs and then offer a reward for help with their need. Once a Reward has been created individuals, Reward Hunters, may try to win the reward by submitting solutions that solve the need. Reward Hunters earn knowledge and expertise credibility based on the quality of their submission, as rated by the reward creator or selected as the winner.

Example Reward Network

[0071] An example network, upon which the systems and methods here may operate, is shown in FIG. 1. In this example network 100, the Reward Creators are operating on any number of mobile devices 110. These mobile devices 110, could be any number of smartphones, tablet computers or other mobile devices that have the ability to send and receive data and also connect 112, to a computer network, such as the internet, 130. The connection 112 over which the mobile devices connect to the internet may be via a cellular connection or a shorter range radio connection such as a Wi-Fi connection or other similar connection. In FIG. 1, the Internet is shown as a cloud 130 that other devices connect to.

[0072] The system 140 is shown as two servers 142 and 144 as an example. These servers are also connected to the internet 130 and are shown as two separate servers, in communication with one another, just as an example. The system 140 could include one server or any number of system level computing devices. In this example, server 142 is an Application Program Interface (API) and server 144 is a decision engine. These servers are also in communication with a database 150. This database could be any number of data storage facilities including cloud based storage, local flash or disk drive based storage, or any other kind of computer memory storage. In this database 150, the system is able to store and retrieve information about the users, the Rewards, the geo-location, and any other data. And because the system 140 is in communication with the internet 130, it could be located anywhere they have a connection, or could even be distributed over multiple servers or locations.

[0073] The Reward Hunters are shown in both mobile form 160, and laptop or desktop based form 162, as well. This is because the network of Reward Hunters, who access the Reward posts

could be any users of the system. So even if a mobile Reward Creator 110, uploads a photo to the system 140 and an associated Reward and geo-location information, the Reward Hunters can access that information over the system 140 from either the applications on their own mobile devices 160 or any other computer 162 that is in communication with the internet 130, and thereby the system 140. The Reward Hunter users 160, 162, can view the Reward postings, submit answers/responses and even communicate with the Reward Creators 110, consistent with the later descriptions here.

[0074] Also, an option is shown in FIG. 1 where a separate financial server 170 is in communication with the internet and thereby the system 140 as well. This financial server 170 could be part of the overall system 140 or a third party system that allows for the deposit and debit of reward money into and out of the accounts of the system users.

Mobile Examples

[0075] The overall Reward posting and submission system is added to, with this mobile dimension. The mobile aspects can allow for an expanded system, including the process of allowing users to take a digital photo with a mobile device and uploading it to the system in order to declare a reward for it. The mobile aspect can also include the prospect of an individual taking a digital photo and uploading it to the system in order to try to win a Reward that is being offered. In such an example, the Reward Hunter may submit a photo as a complete answer to the reward, or merely to show proof of an answer. A Reward Hunter may even submit a photo to ask a question to the Reward posting.

[0076] The Mobile system also allows for tagging and mapping different areas of Reward Hunter knowledge and expertise, all on a mobile device. This is discussed in more detail below.

[0077] This Mobile system also includes embodiments where New Rewards are Tagged based on the wants or needs expressed in the reward title and description. It may also tagged with the areas of expertise that is needed to win the Reward. Further, the mobile system can add geographic location criteria or data to either or both of a request and a fulfillment.

[0078] Additionally, the system can allow a user to Track the rewards that Reward Hunter tries to win and give them knowledge and expertise points based on submission feedback from Reward Creators.

[0079] The Mobile system can also provide the ability to associate a submission from a Reward Hunter that is deemed to be a good submission by the Reward Creator, as an area of expertise of that Reward Hunter via a tag. New future Rewards can then be automatically directed based on the tags they have to Reward Hunters that have similar knowledge and expertise tags. Further, Expertise points can be rewarded for winning rewards. Expertise points can also be awarded for friends' endorsements of knowledge or expertise.

[0080] The Mobile system can also assist with matching new rewards to a Reward Hunter's knowledge and expertise. This process can include using tags on the needs of Rewards being offered to match the tags of Reward Hunter's expertise. Also, it could include verifying the knowledge and expertise of Reward Hunters based on how well they help solve Rewards that match their alleged knowledge and expertise.

Creating and Posting Reward Examples

[0081] At a high-level, for example, the system may be used to accept a reward request, post the reward, sometimes to post and/or send to a specific targeted set of users, and facilitate the ability for users to fulfill the request and gain compensation for doing so. As an example of a Reward creation, as shown as a flowchart in FIG. 2, a user may see an item that they wish to acquire while walking with their mobile device. That user may take a digital photo with the mobile device, 202, upload the photo file to the system, 204, and then input details about the Reward posting 206. Next, the Reward amount could be suggested by the system, 208. Either using the suggestion or not, the user , may then input their own Reward amount, 210. Then the Reward may be posted to the system, 212, with the photo, the information and the Reward amount, so potential Reward Hunters may view the posting, 214. These steps are elaborated upon and detailed below.

[0082] To sign up for the system a user can access the sign-in page as shown for example in FIG. 3. Through the system page itself, or through a third party social network sign in, a user can gain access to the system and his or her profile. For example in FIG. 3, the sign up page 302 is shown requesting the user to sign up, sign in or log in according to this example embodiment. The login may be through the system or through a third party website, shown for example as "Facebook" 304. The next screen shows the "connect" page 306 and the login email and password login boxes 308. Again, the example shows "Facebook" as the third party webpage,

but this could be any third party web page, or a proprietary login credential. The third page is a "get started page" 310. This page is an example of a proprietary login credential instead of a third party login screen. The screens are shown as mobile device screen shots and could be on any type of mobile device.

[0083] As shown in FIG. 4A, an example screen showing photo capture, the Mobile Reward creation process allows an individual user to take a digital photo with a mobile device, such as a smartphone or tablet computer, to begin the Reward creation process. The devices that could be used to take the photo could be any mobile device that has a camera and has the ability to connect to the Internet. Some examples of such devices as described above may include an iPhone, iPad, Blackberry, Android Phone, Windows phone, tablet, phablet, smart phone, smart watch, glasses etc. with an integrated camera and/or video camera.

[0084] As an example of the photo capture step, if an individual user sees a unique chair in a hotel and wishes to learn more about that chair. Describing the chair accurately using text, could be difficult. However, a photo of such a thing may make identification much easier. This system allows for the individual user to take a photo of the chair using their mobile device, and attach additional Reward information to it, removing the primary need to describe the item accurately using text. FIG. 4A shows an example mobile device screen in the system that allows users to take a photo using that button, 402, or choose an existing photo using that button, 404 and then "Continue" the Reward creation using its button 406. Likewise, FIG. 4B shows another smartphone page with similar buttons, take a photo 402, choose existing 404 and Continue 406. Any mobile device command to take a photo could be used such as a voice command or gesture command, if the mobile device supported such functionality. Likewise, if the digital glasses technology is used, a voice command could be used in such an instance. The existing photo described above could be one taken by the user or one that is already on the Internet.

[0085] And although a photo may provide much of the information needed for Reward Hunters to fulfill the reward, optional text information may also help define the Reward posting. FIG. 5 shows an example mobile device page 500 allowing the user to then add a text description of the goal or need. The example screen shows an entry section 502 for "I want a___" where the Reward Creator user can input a short description or title of the Reward. There is also a section 504 for "And I'll pay: ___" where a Reward Creator user can enter the monetary amount of the Reward offer. The system may optionally suggest a Reward offer amount, based on parameters

such as historical data for similar items, the photo, the description of the request/need, etc. The Reward Creator could accept that suggestion or create her own Reward amount.

[0086] There is also a section 506 for a Reward Creator user to enter a more detailed description of the Reward. Finally, there is an optional Category selection section 508 that allows a Reward Creator user to identify a category that this Reward might fall under, in order to help the system identify Reward Hunters who may be more likely to have an expertise in this area. The categories are explained in more detail below.

[0087] FIG. 6A shows how an example embodiment Reward entry screen may look after a Reward Creator input a reward, in this case for a job in the Lake Tahoe area. Similarly, FIG. 6B shows another example embodiment screen of a Reward entry.

[0088] FIG. 7A shows a mobile screen allowing the selection of a category 702 for this Reward posting. For example, the user is selecting "Employment and Jobs" 704 as the category under which to post this Reward. Likewise, FIG. 7B shows another example of category selection. Again, as described in more detail below, the category selection 702 helps the system decide which Reward Hunters would be more likely to attempt to fulfill this Reward posting. In the example here, "Antiques" 708 is selected by the user.

[0089] This entry process may then create a Reward posting through the system. An example Reward posting is shown in FIG. 8. In this case, section 802 describes an "antique, working Schylling Smoking Robot" is sought by the Reward Creator. The Creator has offered a Reward offer of $50 as shown in section 804. Once the posting is uploaded to the system, the system causes the Reward posting to be displayed on the system where other users, such as Reward Hunter users can access the postings through communication platforms (social networks, email, etc.) or to Reward Hunters in the Rewarder Marketplace or the mobile application on their mobile device. The system could also allow for the Reward Creator to print physical copies of the reward that could be posted in the physical world. These physical copies could have any kind of visual barcode, matrix barcode such as a Quick Response (QR) code on them, so when scanned with a mobile device the mobile device easily pulls up the electronic version of the reward.

[0090] Further, in FIG. 8, the system allows Reward Hunter users to select a button 806 titled, Ask a Question. If clicked, this user can post questions and dialogue text to the Reward Creator in order to gather further information about the Reward offer. The system also allows a Reward

Hunter to submit an answer/solution by selecting the button 808, Win this Reward!. Selecting this button takes the Reward Hunter to the answer/solution input page described below.

[0091] And once the Reward is created the Reward Creator will be able to manage the activity for their Reward on their device through the Mobile system. FIG. 9 shows two example screenshot example embodiments of a user profile page. This page could allow the user 902 to monitor their uploaded and posted Reward offers created 904, see the rewards that they are trying to win 906, see rewards that they are following 908, view and manage the user's Preferred Categories 910, contact the system administrators 912, review the privacy policy 914 and terms of use 916 as well as log out 918 as examples.

[0092] In order to provoke Reward Hunters into submitting solutions/answers to a Reward posting offer, the Reward Creator must post a Reward amount. That is, the bounty payment for successful fulfillment of the request/goal/need. And in order to provoke the Reward Creator into actually paying one of the Reward Hunters, the system allows the Reward Creator to pre-pay the Reward amount into the system before the Reward is posted. That way, when the Reward Hunters begin submitting their answers/solutions, the Reward Creator can select the winner Reward Hunter and the system can transfer the amount necessary into the proper account. There are also some scenarios that a pre-pay is not required. In some cases a reward creator doesn't need to pre-pay, but then need to fund a full or partial reward amount to be able to read the submissions that came in. In other situations the reward creator doesn't have to pre-pay, but will pay when they choose a winning submission.

[0093] FIG. 10 shows an example screen requesting a Reward Creator to input payment information 1002 to post the Reward amount. In this example, the Reward amount is $10 US 1004. There are also credit card entry portions of this example screen 1006 allowing users to enter credit card information. Finally, the user is allowed to "Create my Reward," 1008 using a button, for example.

[0094] And once a Reward posting is created, the Reward Creator user can edit a Reward and make changes to it including for certain fields, such as price, title, description, and category. For payments such as creating a reward with a saved credit card.

[0095] FIG. 11 also shows an example embodiment set of screenshots of a user selecting prepayment of an example Reward. The user is allowed to enter credit card information again 1102 and create a reward 1104, by pre paying the bounty. Besides a pre-payment, the system

could be configured to accept credit, later payments, a swap of goods, or some other payment. The system could require a percentage of the Reward amount to be paid to the system administrators, and only the remaining amount be paid to the winning Reward Hunter.

[0096] Optionally, if a Reward Creator user creates a Reward but doesn't complete the prepayment, the system may still post the Reward offer in a Marketplace setting where Reward Hunters can still try to win the Reward. Another option is to restrict access to review reward submissions until the user prepays.

Crowdsourcing the Reward Examples

[0097] The system may also allow Reward Creators to post their Reward postings, not only through this system, but optionally through third party social networking sites such as Twitter and Facebook or any other social networking sites like LinkedIn, Pinterest, etc. FIG. 12 shows a screen allowing a Reward Creator to share a reward on Twitter 1202, and in this example, the user has selected to not share the Reward posting on Facebook 1204. The slider buttons shown to elect the third party social networking sharing examples are not intended to be limiting. Any kind of selection/election option may be used. Also, any configuration of sharing on social networking sites could be supported by the system, and Twitter and Facebook are merely exemplary. Such social networking sharing may be beneficial to the Reward Creator because spreading the Reward offer and information to more people increases the chances that more high quality answers/solutions are submitted and the Reward Creator ends up with what she wants.

[0098] In a similar way, the system can allow for users to follow particular other users or categories of Rewards postings, in order to stay informed about the areas she is interested in and/or has expertise in. FIG. 13 shows an example pair of screenshots 1302, 1304, allowing users to follow other Rewards, other users, etc. In the example screen 1302 the user may select "rewards I'm following" 1306. This selection takes the user to the next screen 1304 which shows the rewards that the user is following as a list 1308. Any arrangement could be use, and the list is merely exemplary.

[0099] FIG. 14 shows a mobile notification screen, that can be used by the system to inform users of any kind of activity on the system. This example shows that activity has occurred including a push notification from Rewarder about activity for a Reward Creator's posting uploaded by this user. In this example there are notifications from Twitter 1402, CNN 1404 and

Rewarder 1406. Such push notifications could also be used to inform users about, when the Reward Hunter receives a reply to a submission, including declines; when the Reward Hunter is declared the winner, by the Reward Creator, for a reward; when the system decides that the Reward Hunter is well qualified to win a specific reward; and to the Reward Hunter when a new reward is listed in a category the Reward Hunter selected as a favorite, Rewards with the most activity, Rewards that are a favorite among our community, and most popular Rewards, among others.

[00100] In another example embodiment, the Reward Creator can receive push notifications on the device for various reasons, such as, for example: a push notification to the Reward Creator when a Reward Hunter submits to the Reward Creator's reward; a push notification to the Reward Creator when a Reward Hunter asks a question to the Reward Creator's reward; a push notification to the Reward Creator when the Reward Creator's reward is placed live in the marketplace; and/or a push notification to the Reward Creator when there's any additional activity on their reward.

[00101] Another example push notification is shown in FIG. 15 where a Reward Creator has received a notification that one of her Reward offers has received an answer/solution submission 1502.

[00102] Another way that the system can allow Reward Creators to increase visibility of their Reward posting, is by allowing the users to invite their online friends to the system. FIG. 16 shows a pair of screenshots 1602, 1604 showing how the system can allow users to reach out to other third-party social networking sites and draw friends into the system in that way. The example shows a user selecting "Find and Invite Friends" button 1606. This leads to the second screen 1604 which allows a user to select to invite other third party contacts such as Facebook Friends 1608, My Contacts 1610 and other Invite Friends 1612. Any kind of invitation system could be used and the examples shown here are not intended to be limiting.

[00103] Continuing with more options, if a Reward in one of a type that a Reward Hunter has listed as a favorite, is posted to the Rewarder marketplace, the system can direct the Reward Hunter to the recommended Reward via a browsing page.

Submitting Answers/Solutions to Reward Postings

[00104] After a Reward is posted by a Reward Creator, the Reward Hunters can gain access to the posting and begin submitting answers/solutions in order to try to win the Reward amounts.

[00105] Reward Hunters can search for posted Reward offers in many different ways. One such way that the system allows users to indicate an interest in particular categories of Rewards. FIG. 17 shows an example pair of screenshots 1702, 1704 where a mobile device user indicates categories of preference 1703. This leads to the second screen 1704 which shows examples of preferences. In this example the user has selected "Unique Request/Need," 1706 "Travel Planning" 1708 and "Looking for Someone" 1710 but any number of categories could be selected from any kind of list of categories, those shown in FIG. 17 are merely exemplary.

[00106] Further, FIG. 18 shows an example of a mobile Reward Hunter browsing through various categories of Rewards. In this example, the Reward Hunter selects a drop down menu, 1802, selects Antiques in the drop down menu 1804 and browses through the Antiques postings 1806. The browsing of rewards and submitting solutions could also use mobile devices like digital eye glasses like Google Glass to submit photos, text descriptions (possibly with voice commands), etc. in order to try to win a Reward.

[00107] FIG. 19 shows a mobile Reward Hunter scrolling through a category by swiping on a touch screen. The three screens 1902 1904 and 1906 are to show how a user may operate the touch screen embodiments. Also, a user may scroll through rewards 1908, select and hold on a particular item in order to receive more detailed information on that item. Similarly, other forms of interaction with the system, including but not limited to touch screens, text entry, stylus touch screens, eye control, or any other kind of system interaction may be used to navigate the system.

[00108] Reward Hunter users can also search for particular rewards via a text search box. When a Reward Hunter finds a Reward that they think they can win, the Reward Hunter can tap on the Reward 1910 to be able to get more details and then submit their answer/solution to win the Reward. The mobile interface for browsing rewards on a mobile device can also allow Reward Hunters to browse through top rewards based on categories or interest areas that are most relevant to them. One example embodiment of the browsing interface, focuses on pictures for rewards. These pictures can either include a long list of up/down browsing, or an interface that goes left right or an interface the goes right to left, for example.

[00109] The Mobile system can allow, via the mobile interface, users to select one of the Rewards to learn more about it. The system can then cause the display of more details about that reward. The system also allows for a Reward Hunter user to click/tap/select through an icon or name of a particular Reward Creator in order to see other rewards that the particular Reward Creator is offering.

[00110] Once a Reward Hunter has analyzed a Reward posting and has decided to upload a solution/answer to a Reward posting, the system allows for the Reward Hunters to submit. FIG. 20 shows an example screen allowing a Reward Hunter to submit an answer/solution. This answer/solution could be a text entry 2002 and/or a photo entry 2004. The photo could have been taking with the mobile application or the photo could have been taken previously by the Reward Hunter. FIG. 21 shows a completed Reward answer/solution submission 2102 that includes a photo 2104 to bolster the submission. In this way, the Reward Hunter can help prove to the Reward Creator, that the solution/answer is real and available and in the condition that is reported. The more information that is provided to the Reward Creator, the more likely that the answer/solution will be selected as the winner. And because the system runs through mobile devices, taking a photo and submitting it through the mobile device can be accomplished anywhere the mobile device can be taken and has internet access.

[00111] FIG. 22 shows overview example screenshots of how the mobile system allows Reward Hunters to view a Reward Posting 2202, to select submission of a Reward answer/solution 2204, to view the Reward solution/answer submission page 2206, and to send the submission to the system 2208.

Examples of Winning Rewards

[00112] After submissions of answers/solutions have been posted, the system can also allow Reward Creators to browse submitted answers/solutions and select winners and decline the others. When that occurs, the system notifies the Reward Hunters of their status in the attempt.

[00113] FIG. 23 shows two screenshots where the system allows a mobile Reward Creator to be notified of answer/solution submissions and read those submissions. For example, 2302 shows a user selecting one of their Rewards postings, that indicates there are "2 New Replies" that have not yet been evaluated. That selection takes the user to a page showing the two new replies 2304 and allows the Reward Creator user to select one of them to evaluate 2306.

[00114] FIG. 24 shows an example screenshot where a Reward Hunter selects to view information about a Reward she is trying to win, 2402. The screen on the mobile device then shows the text conversation of questions and answers that the Reward Hunter and Reward Creator had in trying to gain more information about the Reward posting, 2404. In this example, the system informs the Reward Hunter that "dwight has declared you the winner!" 2406 informing the Reward Hunter that she has won this particular Reward. The other Reward Hunters who have submitted answers/solutions to this Reward posting who did not win, would subsequently receive a message 2408 informing them that "Dwight has declined your submission." Optionally, the system could request a reason why such a submission was declined, and inform the losing Reward Hunters of that, such as here 2408 "declined your submission for the following reason: Insufficient Info."

[00115] In FIG. 25, the Reward Creator has decided that one of the submissions was the best and the winner of the Reward. The screenshot on the left shows the Reward Creator selecting a button 2502 to "Declare a Winner." Next, the system confirms that the Reward Creator wishes to declare this Reward Hunter's submission as the winner, and the screenshot on the right shows a system prompt to confirm the declaration of the winner 2504.

[00116] In FIG. 26, the system can show users their history of such things as "Rewards I'm Trying to Win" 2602, "Rewards I've Won" 2604, and "Rewards I Didn't Win" 2606. In this way, the users can keep up with their status as both a Reward Hunter and a Reward Creator.

[00117] Alternately, if a Reward Creator decides that a particular Reward Hunter's submission is not a winner, that Reward Creator user can decline a particular submission. In FIG. 27, the Reward Creator selects the button "Decline & Archive" 2702 instead of "Declare a Winner." Next, the Reward Creator may optionally decide to inform the Reward Hunter why their submission was not a winner. The system can display pre-made reasons, such as Reason #1-#4 2704 shown in FIG. 27. Or, the system may allow a user to type in a message such as the text entry section 2706.

[00118] FIG. 28 shows an example screenshot of the Reward Hunter receiving notifications 2802, 2804 including a notification that their Reward answer/solution was declined 2806 for this particular Reward posting.

[00119] Another aspect of the system discussed above is the ability for the Reward Hunters and Reward Creators to carry on conversations regarding the Reward postings. FIG. 29 shows an

example of such a conversation. In 2902, the user is informed by the system that a new reply awaits them regarding a particular Reward posting. Next, the system shows a back-and-forth conversation 2904 regarding this Reward. In this example, the system displays the icons of the participants in the conversation 2906 and the text entry box as well 2908. The keyboard is shown 2910 when the text entry is selected.

[00120] In this way, the users can learn more about the postings and help decide which Rewards to pursue, and how best to pursue them. These conversations can also lead to a winner being declared for a reward after questions are answered or more information is provided.

Examples using Geo-Location

[00121] The system may also allow for geographic location input from the user mobile device. Through this input, the system can determine the physical location of the mobile device and tailor the Reward postings to nearby locations. The system can also report where a digital photograph is taken, in order to inform the Reward Creator of the solution/answer.

[00122] For example, a Reward Creator posts a Reward asking for information on where to purchase a special exotic bird. A Reward Hunter sees the posting and drives to her nearby exotic bird shop. The Reward Hunter takes a picture with her mobile device and uploads it as a solution/answer to the Reward. Along with the photo, the street address /geographic location/latitude and longitude of the place where the photo was taken is also uploaded. In this way, the Reward Creator can verify that the place where the Reward Hunter has indicated the bird is located, is actually located there, because the system verified the street address of the bird's picture. Seeing both the picture of the correct bird, and the street address of where to find it, the Reward Creator can decide that this particular Reward Hunter has submitted the best answer/solution, and award the Reward to her.

Examples using Mapping, Matching, and Tagging

[00123] Further aspects of the system include how the system can map and match Reward Hunters with Reward postings. This system can help reduce inefficiencies and can speed up the fulfillment process by placing Reward opportunities before interested users who are more likely to pursue and succeed in winning those Rewards. Thus, the system strives to put the right rewards in front of the people most likely to be able to win them and also to develop a detailed

validated set of expertise for all users. This system can map the expertise of users, so that when another user states a need an offers a reward for help the need can be directly presented to the user with the right expertise to win the Reward.

[00124] In other embodiments, the system can determine, either through self-reporting by users or through user or administrator feedback of past Reward fulfillments, that a particular Reward Hunter is well qualified to win a certain category of Reward posting. The system can then direct that Reward Hunter to the Reward page that is recommended.

[00125] The system can do this by using different criteria to match up Rewards postings with Rewards Hunters. This can be done by allowing Rewards Hunters to self-indicate those areas that they feel they are interested in and have experience with, and also to use the historical data gathered from past Rewards fulfillments. Additionally, the system can use feedback from people that know the Reward Hunters as endorsements for whether the Reward Hunter would be good at winning specific types/ categories of Reward. Through this system, a Rewards Hunter can become validated at certain areas of expertise.

[00126] FIG. 30 shows an example of the system allowing a Reward Hunter to select categories that she is interested in. In this example, the user is interested in Unique Request/Need 3002, Travel Planning 3004 and Looking for Someone 3006 categories. This is indicated by check marks next to those selections. This self-reporting of interest can be used by the system to push particular categories of Reward postings to this user. The screen for choosing the selections can be either through the mobile application, a desktop browser or another Internet connected interface.

Categories May Be Tree-like Branches

[00127] The system can use mapping and matching based on a tree-like structure (or other type of data structure) of expertise tags. Such an example tree could start with one area of expertise and then branch into more narrow areas of expertise, and can include any number of layers deep. Deeper tags can be more specific subsets of their parent tag. The tree branch structure can provide a relationship between related tags, and therefore can allow the system to draw an inference between tags. For example, if a user is identified as knowing about a parent tag, odds are high that the same user knows about one or more of the child tags. If a user knows about one of the child tags, that user likely knows something about one of the other child tags.

[00128] The tag tree can be curated either manually by a system administrator or by the system itself. For example, users could suggest new tags which go through an internal or community-driven moderation. The system can utilize input from third party systems to generate relevant lists of tags to build out a tree as well.

[00129] Another optional aspect of the system is the "Reputation" scores for users. The system may allow Reward Hunters to have the ability to see their reputation score along with guidance as to how their can improve their scores. The Reward Hunter will also be able to view their cash balance on the device. The Reward Hunter can also use the device to request to cash out for any balance that is earned on any successful rewards.

[00130] The following are examples where the tag system helps match the posted Reward request with the right Reward Hunter user that can provide the solution by the use of tags.

[00131] For example, the requested posting is for Superman Comic #17. The tag arranged in a tree branch manner may include a broad tag first, then more narrow tags later. For example, FIG. 31 shows an example of a Category tree. The top of the tree is the broadest category, in this case "Collectibles," 3102. Any number of categories of experts could be used, and any broad root category could be used to start a tree. The example here is just illustrative.

[00132] The system will have designated a certain number of users who have this broad designation of expertise. And because the root or broad category is broad, there are many such experts, here the example shows one thousand of them, 3104. From the broadest root category is a list of more granular expertise categories under the Collectible category, as the branches begin to form. Shown in FIG. 31 are Cars 3120, Sports 3122, Antiques 3124, Brands, 3126, and Comics 3128. There could be any number of sub-categories of Collectibles, these are just shown for example.

[00133] Because the target expertise here is centered around a request for Superman Comic #17, the category of Comics, 3128, is selected, shown by the dark arrow. Because Comic is s sub category of Collectibles, there are necessarily the same or fewer experts in this field than the broader root category of Collectibles. In this example, the system has seven hundred experts designated as experts in Comics, 3130, from the total example of one thousand Collectible experts.

[00134] From this broad category, there are many options of collectables that could be selected next. Each sub-category would have its own sub-tree of more granular categories as well, but the

only one pictured is for Comics in this case. The sub-category Comics has multiple example sub-categories of its own including History, 3132, Action, 3134, Fantasy, 3136, Kid, 3138 and Super Hero, 3140. Because, again, the request is for Superman Comic #17, the sub-category of Super Hero, 3140 is selected by the system. And again, because there are only seven hundred example users with the Comics expertise designation, there will be that or fewer with a Super Hero designation. In this example, four hundred users, 3142.

[00135] Because the category tree narrows in on the users with very detailed expertise, the system can better identify those with knowledge and interest in a very precise category. This will increase the chances that a more willing user will fulfill the request.

[00136] In the example from FIG. 31, the next sub-category under Super Hero 3140, is chosen from a listing including Spider Man 3150, Wolverine 3152, Wonder Woman 3154, Batman 3156, and Superman 3158. In this example, the system would select Superman. The system shows an example of one hundred users with the expertise of Superman 3160. Thus, the system could use this smaller list to target Reward Hunter users for this request, specific to Superman experts.

[00137] Conversely, the system could begin at the granular level of Superman, 3158 and see if there are any users with this designation. If not, the system could move up to Super Hero 3140 and see if there are any users with this designation. If not, the system could move to an even broader category of Comics 3128. If there are still no users in that category, the system could move up to Collectibles 3102 to see if there are any users with that designation. In this way, the system could work down from broad to narrow, or up from narrow to broad.

[00138] In this way, the system can either search for more and more Reward Hunters, starting with those that have the most accurately identified expertise and experience, and then populate the list of possible Reward Hunters with more and more, as the broader tags are accessed and identified.

[00139] When Rewards are created and posted to the system the system can automatically tag the Reward with areas of expertise needed to solve the Reward. This can be done by automatically deciphering the need from the Reward title, the Reward description and even from the digital photo. The system can also use, for example but not limited to, one or a combination of the following to recognize the need being described by the creator: a key word recognition; word string recognition; image match recognition; pixel image recognition, for example, the

system recognizes that it is an image of a red car; and also manual categorization by the Reward creator or Reward Hunters.

Mapping Rewards and Users

[00140] The mapping phase can have separate parts for Rewards and users. For example, Mapping for Rewards may include a system where each reward has one or more expertise tags that represent the expertise that is required to win the reward.

[00141] This experience tag system could be determined by system administrator or could be populated by a community of users. An automated system could also be used with an existing tag tree, the content of the reward, and also the content of past tagged rewards. This automated way could show the users the three tags the system thinks most likely applies, and allow the users to select one of those or choose to select a better one manually.

[00142] Further aspects could incorporate the Geo-Location features discussed above. Such examples could include a determination of a Reward's physical location and if it is relevant nationally, or most specifically to people in the nearby area. The system could then push the Reward posting to relevant Reward Hunters, based on the geographical relationship to the posting.

[00143] Mapping for users could include features that can allow the system to indicate which users have expertise in which areas, using tags. There could be a variety of sources for these tags, including, but not limited to: a user's self-identification to tag him or herself using categories from a list; user's friend adds a tag relevant for that user; automated system tagging based on content derived from third party social media websites such as Facebook, LinkedIn, etc.; automated tagging from the system based on the user's history or winning rewards or attempts to win awards; feedback from Reward Creators where the Reward Hunter tried to win a Reward; users added tags while viewing a reward of a particular kind; users self-identification by selecting existing friends' tags; or various other ways both automated and manually entered.

[00144] The tag system could serve as the basis for expertise identification. That is, they could represent what the user might be good at, know about, or be experienced in. The tag system is further developed by using a validation system to ensure that the identified areas of expertise are actually valid.

Reward Hunter Knowledge and Expertise Validation

[00145] The system allows for Reward Hunters to receive and identify on the system using knowledge and expertise tags. For example, when a Reward Hunter wins a Reward, submits one or more submissions/answers/solutions to rewards, or is refers the reward to a friend that wins that reward, that user can receive, from the system, certain knowledge/experience points for that tag. These points could be used by the system to help users identify experts in a particular area. The points and tags could be used on the profile pages of users to also advertise those areas of expertise.

[00146] FIG. 32A shows an example profile page that allows a user to sort through their listed areas of knowledge and expertise. The "Add your first tag" button 3202 allows this user to select one of the listed experience categories 3204 to her profile.

[00147] FIG. 32B shows another example profile page with a user typing in 3206 an Experience Tag to add to his profile. Also shown is an already added tag of "Basketball" 3208.

[00148] FIG. 32C shows still another example profile page with Experience tags shown on the right of the screen 3220. Here the verified tags of Sports 3222, Basketball 3224 and Travel Planning 3226 are shown along with un-verified tags of Beer 3228 and Boston 3230. The un-verified tags have a button where users can select to "Verify" in one of a number of ways.

[00149] Further examples could include using other techniques to validate Reward Hunter knowledge and expertise, including but not limited to, social validation such as a friend's vote/thumbs-up another person's tag to indicate they agree the person has that skill; rewards-based validation such as winning a reward indicates that you have some expertise in the tag of that reward, trying unsuccessfully to win a reward, but with a submission that the Reward's creator believes was legitimately good effort also results in validate, conversely, entering what is deemed to be a poor submission to a reward may result in a negative contribution to the validation for that user's tag. This system could allow for feedback loops to actively correct for luck or randomness over time.

[00150] In one example, each social and reward-based validation gives a score of 1, allowing a total validation score for a tag. A weighted algorithm can put more or less importance on social versus rewards-validation.

[00151] Once Rewards and User Expertise are mapped, the system can use this information to match the right Rewards posting to the right Rewards Hunter users. The system, using such an

example would strive to push each Reward to the Reward Hunters who are most likely to be able to succeed at posing high quality solutions/answers.

[00152] One example includes sending Rewards posing to Reward Hunter users with the highest validation for that reward's expertise tag(s). The system can also send the Reward posting to users with lower validation scores to give them a chance to earn greater validation. The system can send the Reward posting to users without any validation to allow the system to learn if they truly have expertise in that tag. The system can send the Reward posting to users who don't have a tag associated with that particular Reward posting, but who may have expertise in similar areas as indicated by the tree structure of expertise tags. In the case of a reward which is most relevant to people in a certain geographic area, a combination of location- and tags-based matching can show the reward to the people most qualified to win it.

Some Implications of Mapping and Matching

[00153] Each user can, over time, develop and earn a detailed profile of their areas of expertise which can be shown publicly. This can be an asset that users can develop and enhance their online presence.

[00154] The system could also have a public page for each expertise tag that contains the rewards with that tag, and the leaderboard of user's with that expertise. Logged out, it serves as an SEO page and landing page to sign up experts with that expertise, and reward creators looking to offer a reward in that area of expertise.

[00155] Adding tags and validation of tags can be natural outreach opportunities to existing users. Request new tags and requesting social validation are natural outreach opportunities from current users to non-users.

[00156] Additionally, the system can maintain the tags hierarchy so users cannot add them. This can aid in the credibility of a tag, beyond users self-indicating areas of expertise. Some Rewards can have a single expertise tag but others may have more than one.

[00157] The system can allow users to maintain a public profile page to maintain their own tags and tout their expertise. The system may allow users to add un-validated tags to their own profile. These would be indicated as un-validated and the system could limit the number of such tags.

[00158] The system could allow users to add tags to one another's profile pages. This could be through a voting process or some other means. Validation could occur in this way as well. Un-validated tags could become validated based on social votes of confidence by other users. Optionally, the history of the user's Reward postings, submissions, answers, and wins could also play a part in validation.

[00159] Validation could also include points to score credibility. Optionally, poor submissions could count against the Reward Hunter as negative points.

[00160] Third party social media sites such as Facebook could also become a source of un-validated tags. User's cross linked social media sites could indicate an area of interest upon which a system area of expertise could be identified. Importing tags from Facebook and other social media sites could start the expertise populations and bootstrap users' identified areas of expertise on the system.

[00161] The system administrators could oversee the tag hierarchy through an editor function to monitor and edit users' tags. When a Reward Hunter chooses to follow a Reward or a category of Rewards that can also become an un-validated tag. An algorithm could be used to match the specific tags associated with new Reward postings with the knowledge and expertise tags of knowledge and expertise of Reward Hunters.

Conclusion

[00162] The foregoing description, for purpose of explanation, has been described with reference to specific embodiments. However, the illustrative discussions above are not intended to be exhaustive or to limit the invention to the precise forms disclosed. Many modifications and variations are possible in view of the above teachings. The embodiments were chosen and described in order to best explain the principles of the invention and its practical applications, to thereby enable others skilled in the art to best utilize the invention and various embodiments with various modifications as are suited to the particular use contemplated.

[00163] As disclosed herein, features consistent with the present inventions may be implemented via computer-hardware, software and/or firmware. For example, the systems and methods disclosed herein may be embodied in various forms including, for example, a data processor, such as a computer that also includes a database, digital electronic circuitry, firmware, software, computer networks, servers, or in combinations of them. Further, while some of the

disclosed implementations describe specific hardware components, systems and methods consistent with the innovations herein may be implemented with any combination of hardware, software and/or firmware. Moreover, the above-noted features and other aspects and principles of the innovations herein may be implemented in various environments. Such environments and related applications may be specially constructed for performing the various routines, processes and/or operations according to the invention or they may include a general-purpose computer or computing platform selectively activated or reconfigured by code to provide the necessary functionality. The processes disclosed herein are not inherently related to any particular computer, network, architecture, environment, or other apparatus, and may be implemented by a suitable combination of hardware, software, and/or firmware. For example, various general-purpose machines may be used with programs written in accordance with teachings of the invention, or it may be more convenient to construct a specialized apparatus or system to perform the required methods and techniques.

[00164] Aspects of the method and system described herein, such as the logic, may be implemented as functionality programmed into any of a variety of circuitry, including programmable logic devices ("PLDs"), such as field programmable gate arrays ("FPGAs"), programmable array logic ("PAL") devices, electrically programmable logic and memory devices and standard cell-based devices, as well as application specific integrated circuits. Some other possibilities for implementing aspects include: memory devices, microcontrollers with memory (such as EEPROM), embedded microprocessors, firmware, software, etc. Furthermore, aspects may be embodied in microprocessors having software-based circuit emulation, discrete logic (sequential and combinatorial), custom devices, fuzzy (neural) logic, quantum devices, and hybrids of any of the above device types. The underlying device technologies may be provided in a variety of component types, e.g., metal-oxide semiconductor field-effect transistor ("MOSFET") technologies like complementary metal-oxide semiconductor ("CMOS"), bipolar technologies like emitter-coupled logic ("ECL"), polymer technologies (e.g., silicon-conjugated polymer and metal-conjugated polymer-metal structures), mixed analog and digital, and so on.

[00165] It should also be noted that the various logic and/or functions disclosed herein may be enabled using any number of combinations of hardware, firmware, and/or as data and/or instructions embodied in various machine-readable or computer-readable media, in terms of their behavioral, register transfer, logic component, and/or other characteristics. Computer-readable

media in which such formatted data and/or instructions may be embodied include, but are not limited to, non-volatile storage media in various forms (e.g., optical, magnetic or semiconductor storage media) and carrier waves that may be used to transfer such formatted data and/or instructions through wireless, optical, or wired signaling media or any combination thereof. Examples of transfers of such formatted data and/or instructions by carrier waves include, but are not limited to, transfers (uploads, downloads, e-mail, etc.) over the Internet and/or other computer networks via one or more data transfer protocols (e.g., HTTP, FTP, SMTP, and so on).

[00166] Unless the context clearly requires otherwise, throughout the description and the claims, the words "comprise," "comprising," and the like are to be construed in an inclusive sense as opposed to an exclusive or exhaustive sense; that is to say, in a sense of "including, but not limited to." Words using the singular or plural number also include the plural or singular number respectively. Additionally, the words "herein," "hereunder," "above," "below," and words of similar import refer to this application as a whole and not to any particular portions of this application. When the word "or" is used in reference to a list of two or more items, that word covers all of the following interpretations of the word: any of the items in the list, all of the items in the list and any combination of the items in the list.

[00167] Although certain presently preferred implementations of the invention have been specifically described herein, it will be apparent to those skilled in the art to which the invention pertains that variations and modifications of the various implementations shown and described herein may be made without departing from the spirit and scope of the invention. Accordingly, it is intended that the invention be limited only to the extent required by the applicable rules of law.

[00168] The foregoing description, for purpose of explanation, has been described with reference to specific embodiments. However, the illustrative discussions above are not intended to be exhaustive or to limit the invention to the precise forms disclosed. Many modifications and variations are possible in view of the above teachings. The embodiments were chosen and described in order to best explain the principles of the invention and its practical applications, to thereby enable others skilled in the art to best utilize the invention and various embodiments with various modifications as are suited to the particular use contemplated.

CLAIMS

What is claimed is:

1. A mobile reward incentive system comprising:

a server (140) in communication with a data storage (150) and a network (130), the server configured to,

receive user profile information from a wireless reward user (110) and cause the profile information to be stored in the data storage (150);

establish a fund account for the wireless reward user (110);

receive a goal and reward from the wireless reward user (110);

cause the goal and reward to be posted on a web page (500), capable of being accessed via the network (130) to allow at least one other user (160, 162) to view the posted goal and reward;

establish a fund account (170) for the at least one other user (160, 162);

receive a response to the goal from the at least one other user (160, 162);

send the response to the wireless reward user (110);

receive a decision from the wireless reward user (110) on the response;

send an indication of the decision to the at least one other user (160, 162); and

transfer funds (170) from the account of the wireless reward user to the account of the at least one other user based on the decision of the wireless reward user.

2. The system of claim 1 wherein the at least one other user is connected to the network wirelessly.

3. The system of claim 1 wherein the server is further configured to retain a portion of the fund as a service fee.

4. The system of claim 1 further comprising, via the server,

receive photo data from the wireless reward user regarding the goal;

cause the received photo data to be posted with the goal and reward on the web page.

5. The system of claim 1 further comprising, via the server,

receive geographic location data from the wireless reward user.

6. The system of claim 1, wherein the server is further configured to cause display of a user profile page on the web page, wherein the user profile includes areas of expertise.

7. The system of claim 1 wherein the server is further configured to split a reward based on the decision of the wireless reward user; and transfer the funds to more than one other user account.

8. The system of claim 1 wherein the server is further configured to suggest the reward.

9. The system of claim 1 wherein the server is further configured to require login credentials for the wireless reward user and the at least one other user.

10. The system of claim 9 wherein the login credential is a third party webpage credential.

11. The system of claim 10 wherein the web page to which the goal and reward are posted is the third party webpage.

12. The system of claim 10 wherein the third party webpage is a social networking page.

13. The system of claim 12 wherein the web page to which the goal and reward are posted is the social networking page.

14. The system of claim 1 wherein the at least one other user is a wireless reward user.

15. The system of claim 1 wherein the server is further configured to receive a written description regarding the goal and cause the written description to be posted on the web page.

16. The system of claim 1 wherein the server is further configured to receive a category regarding the goal and cause the category to be posted on the web page.

17. The system of claim 1 wherein the server is further configured to receive a question from the at least one other user regarding the goal and cause the question to be sent to the wireless reward user.

18. The system of claim 5 wherein the server is further configured to cause the received geographic location data to be posted with the goal and reward on the web page.

19. The system of claim 5 wherein the server is further configured to cause the received goal and reward to be sent to the at least one other user based on the geographic location data received from the wireless reward user.

20. The system of claim 1 wherein the server is further configured to receive rewards to follow information from the wireless reward user and cause the rewards to follow to be displayed for the wireless reward user.

21. A mobile reward incentive system comprising:

a computer in communication with a network, wherein a reward sharing system is in communication with the network and a data storage;

the computer configured to,

receive user profile input information from a wireless reward user;

send the profile information to the reward sharing system via the network;

receive information regarding a fund account for the wireless reward user;

send the received fund information to the reward sharing system via the network;

receive a goal and reward from the wireless reward user;

send the goal and reward to be posted to the reward sharing system via the network;

cause display of the posted goal and reward to be posted on a web page;

receive a response to the goal from the at least one other user via the network;

receive a decision from the wireless reward user on the response;

send the decision from the wireless reward user on the response to the reward sharing system via the network.

22. The system of claim 21 wherein the computer is further configured to receive a written description regarding the goal and send the written description to the reward sharing system via the network be posted on the web page.

23. The system of claim 21 wherein the server is further configured to receive a category regarding the goal and send the category to the reward sharing system via the network be posted on the web page.

24. The system of claim 21 wherein the computer is further configured to receive geographic location information from the wireless reward user and send the geographic location information to the reward sharing system via the network.

25. The system of claim 24 wherein the reward sharing system is configured to post the goal and reward information to a webpage capable of being accessed via the network.

26. The system of claim 21 wherein the computer is further configured to, allow the wireless reward user to log into a third party website with a credential via the network and send the login credentials to the reward sharing system.

27. The system of claim 21 wherein the computer is further configured to receive a reward suggestion from the reward sharing system via the network and cause display of the suggested reward for the wireless reward user.

28. The system of claim 25 wherein the webpage is a third party social media webpage.

29. The system of claim 21 wherein the computer is further configured to receive a photo regarding the goal and send the photo to the reward sharing system via the network be posted on the web page.

30. The system of claim 21, wherein the computer is further configured to send and receive communications from the reward sharing system from at least one of: email and short message system (SMS).

31. A mobile reward incentive system comprising:

a server in communication with a data storage and a network, the server configured to,

receive user profile information from a wireless reward user and cause the profile information to be stored in the data storage;

establish a fund account for the wireless reward user;

receive a goal and reward from the wireless reward user;

categorize the goal;

receive user profile information for at least one other user,

wherein the user profile information includes fund information and expertise area information;

establish a fund account for the at least one other user based on the fund information;

cause the goal and reward to be posted on a web page, capable of being accessed via the network to allow at least one other user to view the posted goal and reward;

send a communication to the at least one wireless user based on the user profile information area of expertise and the goal category;

receive a response to the goal from the at least one other user;

send the response to the wireless reward user;

receive a decision from the wireless reward user on the response;

send an indication of the decision to the at least one other user; and

transfer funds from the account of the wireless reward user to the account of the at least one other user based on the decision of the wireless reward user.

32. The system of claim 31 wherein the server is further configured to,

categorize the received area of expertise; and

wherein the communication to the at least one wireless user is based on the category of expertise and the goal category.

33. The system of claim 32 wherein the server is further configured to,

sub categorize the categories; and

wherein the communication to the at least one wireless user is based on the sub-category of expertise and the goal category.

34. The system of claim 31 wherein the server is further configured to cause display of a user profile page on the web page, wherein the user profile includes areas of expertise.

35. The system of claim 34 wherein the server is further configured to aggregate and allow searching of user profile pages by areas of expertise.

36. The system of claim 31, wherein the server is further configured to send and receive communications to the at least one other user based on the user area of expertise via at least one of email and short message system (SMS).

37. The system of claim 31 further comprising, via the server,

receive photo data from the wireless reward user regarding the goal;

cause the received photo data to be posted with the goal and reward on the web page.

38. The system of claim 31, wherein the reward is at least one from a list consisting of: monetary value, points, privilege, and virtual currency.

39. The system of claim 34 further comprising, via the server,

acknowledge the areas of expertise of the at least one other user on the user profile page via a visual tag.

40. The system of claim 39 further comprising, via the server,

verify the areas of expertise via previous user activity on the system.

41. A mobile reward incentive method comprising:

via a server in communication with a data storage and a network,

receiving user profile information from a wireless reward user and cause the profile information to be stored in the data storage;

establishing a fund account for the wireless reward user;

receiving a goal and reward from the wireless reward user;

causing the goal and reward to be posted on a web page, capable of being accessed via the network to allow at least one other user to view the posted goal and reward;

establishing a fund account for the at least one other user;

receiving a response to the goal from the at least one other user;

sending the response to the wireless reward user;

receiving a decision from the wireless reward user on the response;

sending an indication of the decision to the at least one other user; and

transferring funds from the account of the wireless reward user to the account of the at least one other user based on the decision of the wireless reward user.

42. The method of claim 41 wherein the at least one other user is connected to the network wirelessly.

43. The method of claim 41 further comprising, via the server,

retaining a portion of the fund as a service fee.

44. The method of claim 41 further comprising, via the server,

receiving photo data from the wireless reward user regarding the goal; and

causing the received photo data to be posted with the goal and reward on the web page.

45. The method of claim 41 further comprising, via the server,

receiving geographic location data from the wireless reward user.

46. The method of claim 41, further comprising, via the server,

causing display of a user profile page on the web page, wherein the user profile includes areas of expertise.

47. The method of claim 41 further comprising, via the server,

splitting a reward based on the decision of the wireless reward user; and transferring the funds to more than one other user account.

48. The method of claim 41 further comprising, via the server, suggesting the reward.

49. The method of claim 41 further comprising, via the server,

requiring login credentials for the wireless reward user and the at least one other user.

50. The method of claim 49 wherein the login credential is a third party webpage credential.

51. The method of claim 50 wherein the web page to which the goal and reward are posted is the third party webpage.

52. The method of claim 50 wherein the third party webpage is a social networking page.

53. The method of claim 52 wherein the web page to which the goal and reward are posted is the social networking page.

54. The method of claim 41 wherein the at least one other user is a wireless reward user.

55. The method of claim 41 further comprising, via the server,

receiving a written description regarding the goal and causing the written description to be posted on the web page.

56. The method of claim 41 further comprising, via the server,

receiving a category regarding the goal and cause the category to be posted on the web page.

57. The method of claim 41 further comprising, via the server,

receiving a question from the at least one other user regarding the goal and cause the question to be sent to the wireless reward user.

58. The method of claim 45 further comprising, via the server,

causing the received geographic location data to be posted with the goal and reward on the web page.

59. The method of claim 45 further comprising, via the server,

causing the received goal and reward to be sent to the at least one other user based on the geographic location data received from the wireless reward user.

60. The method of claim 41 further comprising, via the server,

receiving rewards to follow information from the wireless reward user and cause the rewards to follow to be displayed for the wireless reward user.

61. A mobile reward incentive system comprising:

a computer in communication with a network, wherein a reward sharing system is in communication with the network and a data storage;

the computer configured to,

receive user profile input information from a wireless reward user;

send the profile information to the reward sharing system via the network;

receive information regarding a fund account for the wireless reward user;

send the received fund information to the reward sharing system via the network;

receive a goal and reward from the wireless reward user;

send the goal and reward to be posted to the reward sharing system via the network;

cause display of the posted goal and reward to be posted on a web page;

receive a response to the goal from the at least one other user via the network;

receive a decision from the wireless reward user on the response;

send the decision from the wireless reward user on the response to the reward sharing system via the network.

62. The system of claim 61 wherein the computer is further configured to receive a written description regarding the goal and send the written description to the reward sharing system via the network be posted on the web page.

63. The system of claim 61 wherein the server is further configured to receive a category regarding the goal and send the category to the reward sharing system via the network be posted on the web page.

64. The system of claim 61 wherein the computer is further configured to receive geographic location information from the wireless reward user and send the geographic location information to the reward sharing system via the network.

65. The system of claim 63 wherein the reward sharing system is configured to post the goal and reward information to a webpage capable of being accessed via the network.

66. The system of claim 61 wherein the computer is further configured to, allow the wireless reward user to log into a third party website with a credential via the network and send the login credentials to the reward sharing system.

67. The system of claim 61 wherein the computer is further configured to receive a reward suggestion from the reward sharing system via the network and cause display of the suggested reward for the wireless reward user.

68. The system of claim 66 wherein the webpage is a third party social media webpage.

69. The system of claim 61 wherein the computer is further configured to receive a photo regarding the goal and send the photo to the reward sharing system via the network be posted on the web page.

70. The system of claim 61, wherein the computer is further configured to send and receive communications from the reward sharing system from at least one of: email and short message system (SMS).

71. A mobile reward incentive method comprising:

via a server in communication with a data storage and a network, the server,

receiving user profile information from a wireless reward user and cause the profile information to be stored in the data storage;

establishing a fund account for the wireless reward user;

receiving a goal and reward from the wireless reward user;

categorizing the goal;

receiving user profile information for the at least one other user,

wherein the user profile information includes fund information and expertise area information;

establishing a fund account for the at least one other user based on the fund information;

causing the goal and reward to be posted on a web page, capable of being accessed via the network to allow at least one other user to view the posted goal and reward;

sending a communication to the at least one wireless user based on the user profile information area of expertise and the goal category;

receiving a response to the goal from the at least one other user;

sending the response to the wireless reward user;

receiving a decision from the wireless reward user on the response;

sending an indication of the decision to the at least one other user; and

transferring funds from the account of the wireless reward user to the account of the at least one other user based on the decision of the wireless reward user.

72. The method of claim 71 further comprising, via the server,

categorizing the received area of expertise; and

wherein the communication to the at least one wireless user is based on the category of expertise and the goal category.

73. The method of claim 72 further comprising, via the server,

sub categorizing the categories; and

wherein the communication to the at least one wireless user is based on the sub-category of expertise and the goal category.

74. The method of claim 71 further comprising, via the server, causing display of a user profile page on the web page, wherein the user profile includes areas of expertise.

75. The method of claim 74 further comprising, via the server, aggregating and allowing searching of user profile pages by areas of expertise.

76. The method of claim 71, further comprising, via the server,

sending and receiving communications to the at least one other user based on the user area of expertise via at least one of email and short message system (SMS).

77. The method of claim 71 further comprising, via the server,

receiving photo data from the wireless reward user regarding the goal;

causing the received photo data to be posted with the goal and reward on the web page.

78. The method of claim 71, wherein the reward is at least one from a list consisting of: monetary value, points, privilege, and virtual currency.

79. The method of claim 74 further comprising, via the server,

acknowledging the areas of expertise of the at least one other user on the user profile page via a visual tag.

80. The method of claim 79 further comprising, via the server,

verifying the areas of expertise via previous user activity on the system.

81. A computer system on at least one server in a communication network, comprising:

one or more computers having one or more processors;

and a computer-readable medium coupled to the one or more computers having instructions stored thereon which, when executed by the one or more computers, cause the one or more computers to perform operations, the one or more computers being configured to:

receive user profile information from at least one wireless user via the network,

wherein the user profile information includes expertise information;

receive reward information and associated goal information;

categorize the goal;

post the reward and goal to a web page accessible by wireless users on the network;

send the reward and goal to at least one wireless user based on the goal category and wireless user expertise information;

receive, from the at least one wireless user, a plurality of solution opportunities to achieve the goal or need associated with the reward page;

receive a selection of at least one of the plurality of solution opportunities to achieve the goal or need of the reward page; and

award the reward amount to at least one recipient who submitted the selected one of the plurality of solution opportunities.

82. A method for reward sharing, comprising:

via a computer system on at least one server in a communication network, the computer system having one or more processors and a computer-readable medium coupled to the one or more computers having instructions stored thereon which, when executed by the one or more computers, cause the one or more computers to perform operations,

receiving user profile information from at least one wireless user via the network,

wherein the user profile information includes expertise information;

receiving reward information and associated goal information;

categorizing the goal;

posting the reward and goal to a web page accessible by wireless users on the network;

sending the reward and goal to at least one wireless user based on the goal category and wireless user expertise information;

receiving, from the at least one wireless user, a plurality of solution opportunities to achieve the goal or need associated with the reward page;

receiving a selection of at least one of the plurality of solution opportunities to achieve the goal or need of the reward page; and

awarding the reward amount to at least one recipient who submitted the selected one of the plurality of solution opportunities.

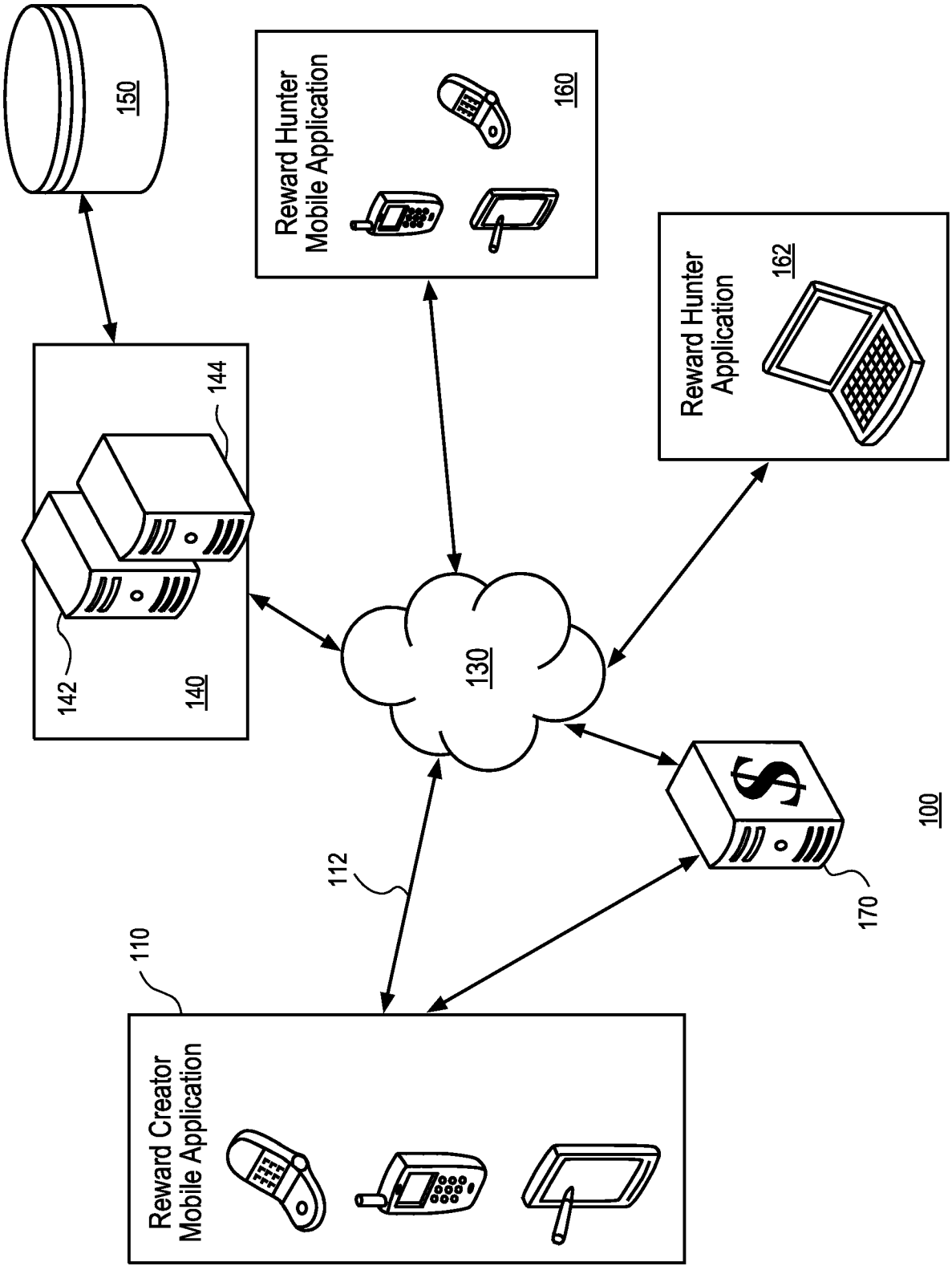

150
Reward Hunter
Mobile Application
160
Reward Hunter
Application
162
144
142
140
130
112
110
Reward Creator
Mobile Application
170
100

FIG. 1

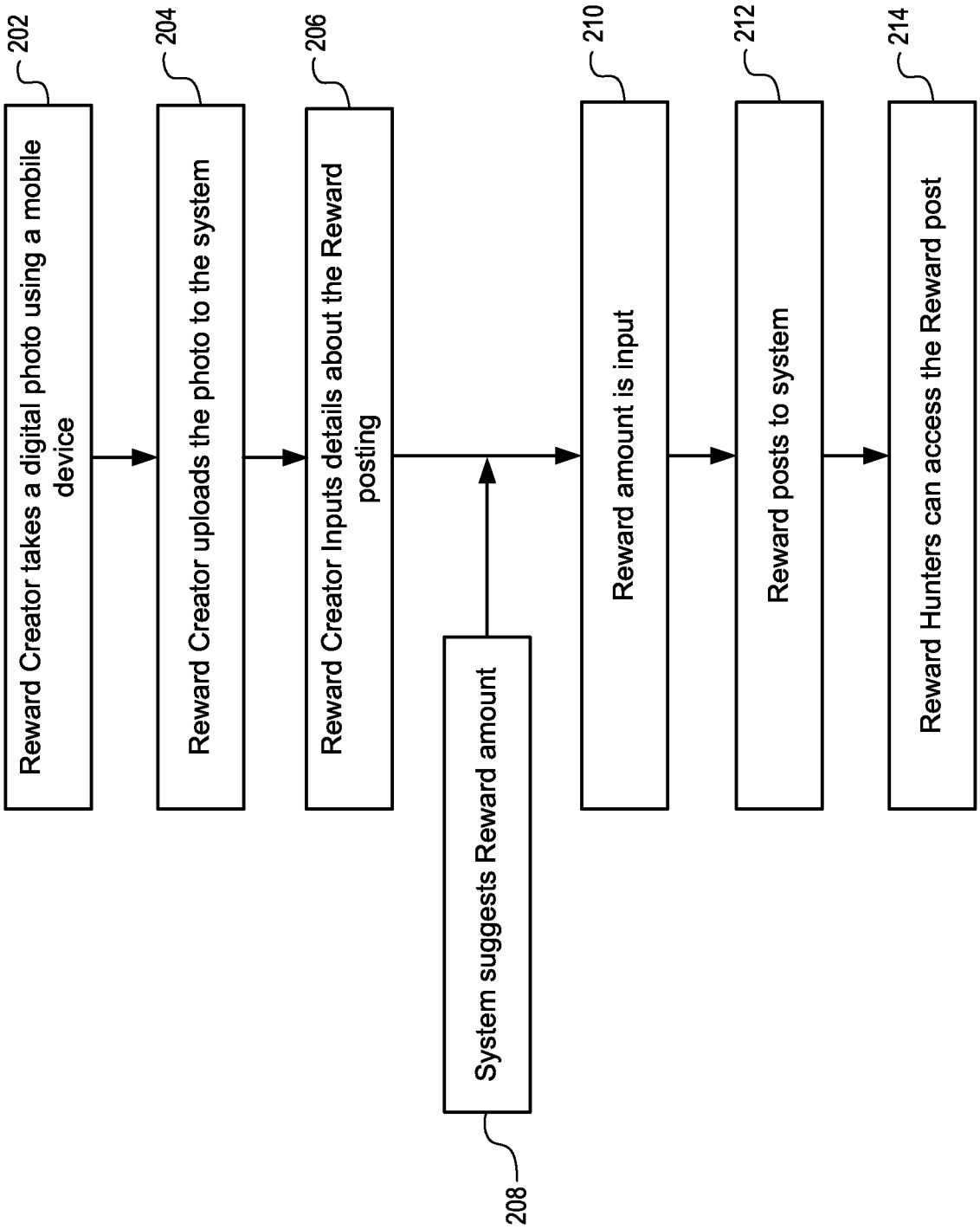

202
Reward Creator takes a digital photo using a mobile device
204
Reward Creator uploads the photo to the system
206
Reward Creator Inputs details about the Reward posting
208
System suggests Reward amount
210
Reward amount is input
212
Reward posts to system
214
Reward Hunters can access the Reward post

FIG. 2

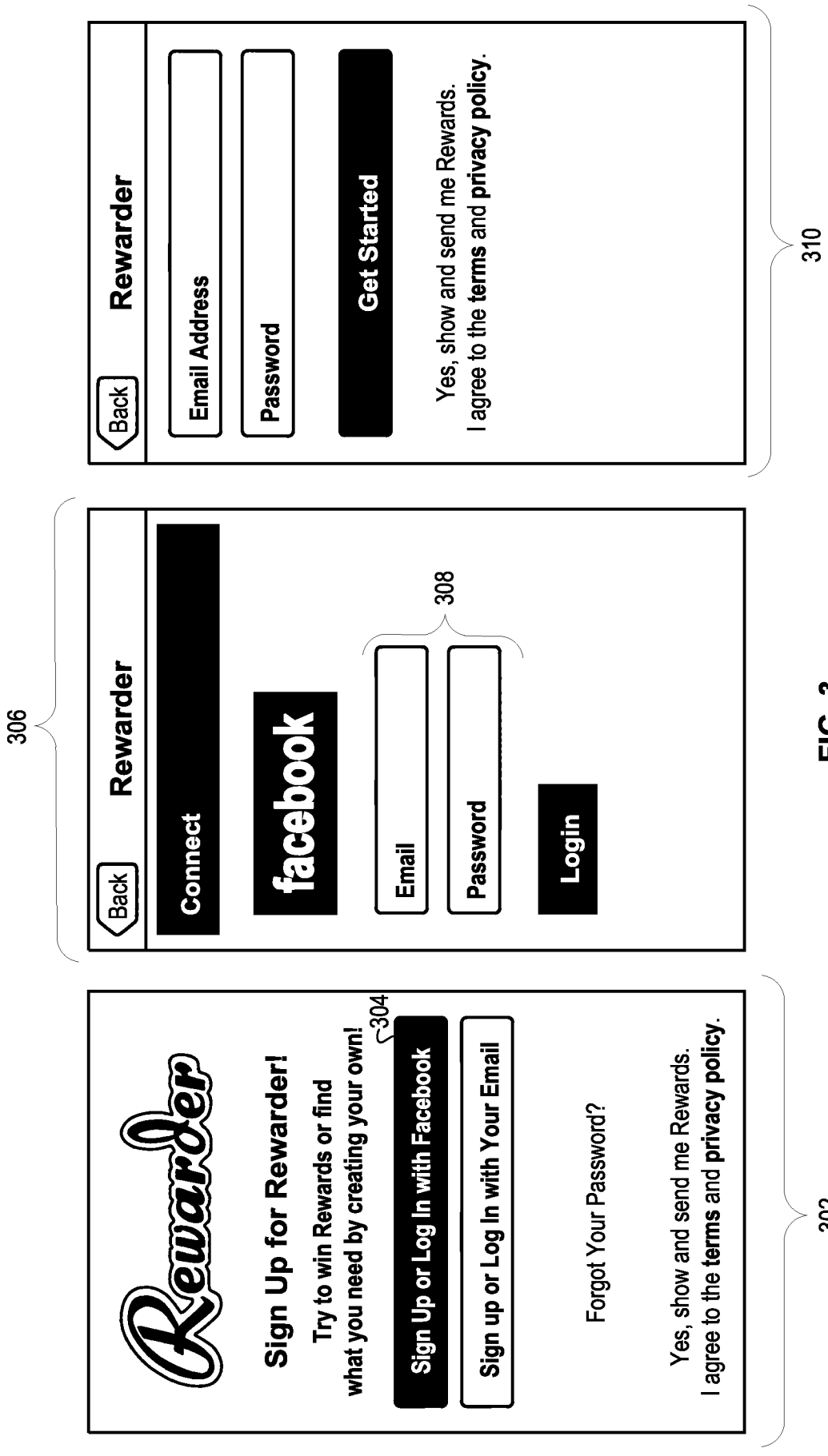

Rewarder
Sign Up for Rewarder!
Try to win Rewards or find what you need by creating your own!
304
Sign Up or Log In with Facebook
Sign up or Log In with Your Email
Forgot Your Password?
Yes, show and send me Rewards.
I agree to the terms and privacy policy.
302
306
Back
Rewarder
Connect
facebook
Email
Password
Login
308
Back
Rewarder
Email Address
Password
Get Started
Yes, show and send me Rewards.
I agree to the terms and privacy policy.
310

FIG. 3

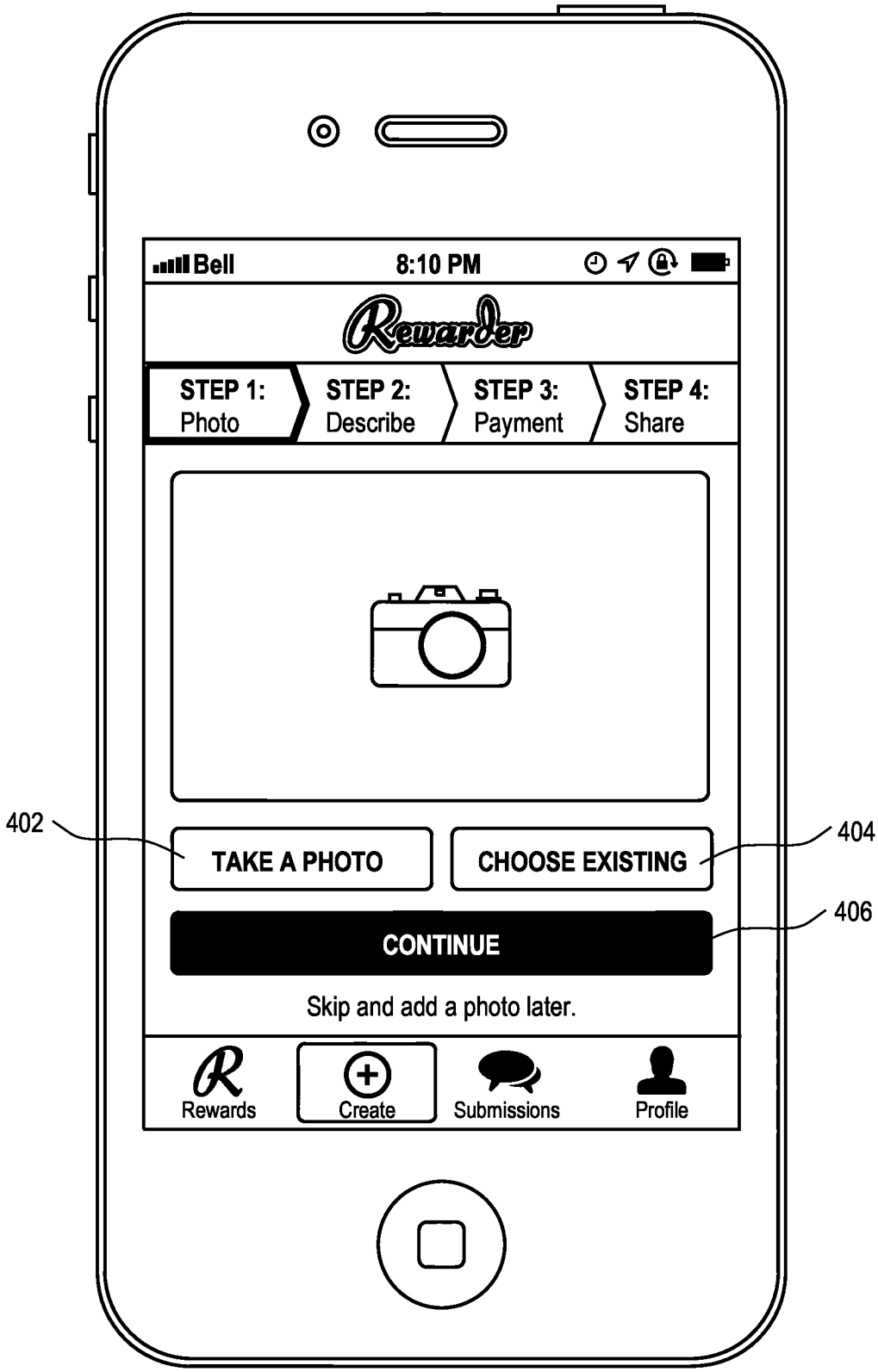

Bell
8:10 PM
Rewarder
STEP 1: Photo
STEP 2: Describe
STEP 3: Payment
STEP 4: Share
402
TAKE A PHOTO
CHOOSE EXISTING
404
406
CONTINUE
Skip and add a photo later.
Rewards
Create
Submissions
Profile

FIG. 4A

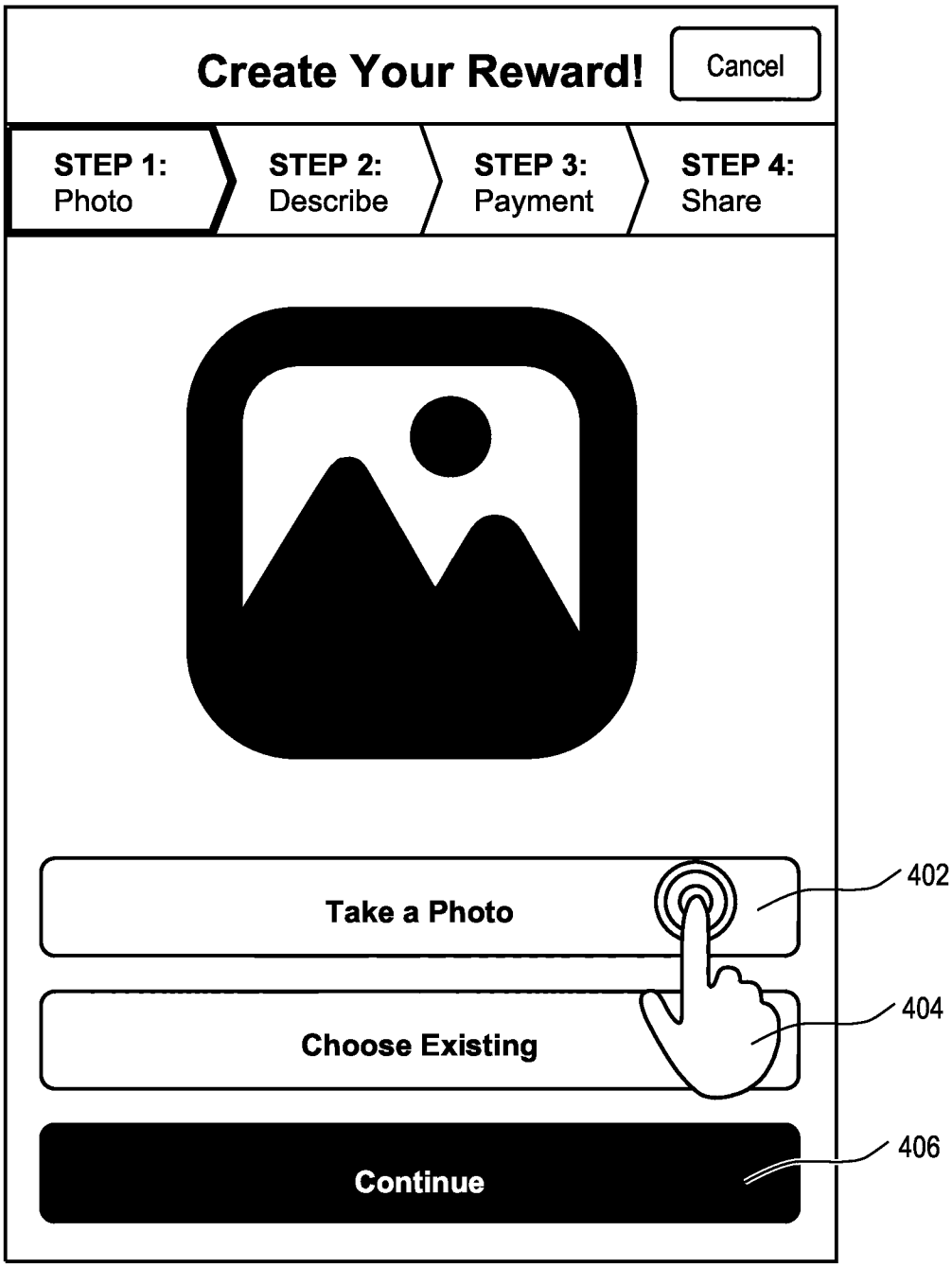

Create Your Reward!
Cancel
STEP 1: Photo
STEP 2: Describe
STEP 3: Payment
STEP 4: Share
Take a Photo
Choose Existing
Continue
402
404
406

FIG. 4B

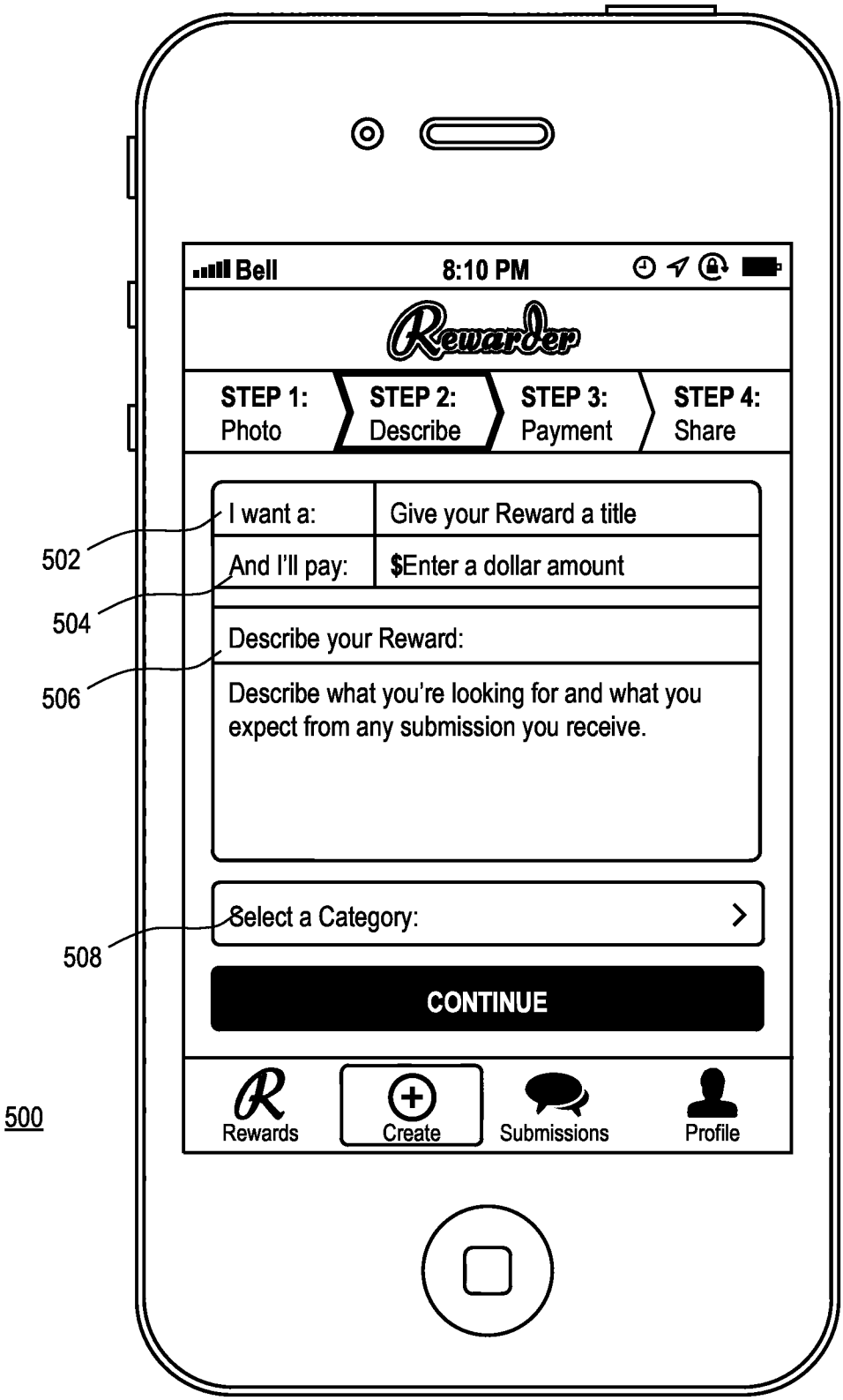

Bell
8:10 PM
Rewarder
STEP 1: Photo
STEP 2: Describe
STEP 3: Payment
STEP 4: Share
I want a:
Give your Reward a title
And I'll pay:
$Enter a dollar amount
Describe your Reward:
Describe what you're looking for and what you expect from any submission you receive.
Select a Category:
CONTINUE
Rewards
Create
Submissions
Profile
502
504
506
508
500

FIG. 5

Bell
8:10 PM
Rewarder
STEP 1: Photo
STEP 2: Describe
STEP 3: Payment
STEP 4: Share
I want a:
usesitting job in Lake Tahoe, NV
And I'll pay:
$125
Describe your Reward:
I'm looking for a permanent position in the greater Lake Tahoe area. Preferably Incline Village, S Tahoe, or even the California side of the lake I've lived in Tahoe two separate times. Some of my previous employers were, SW Gas, Incline Sanitation, and as few other odds & end job's.
Employment & Jobs
CONTINUE
Rewards
Create
Submissions
Profile

FIG. 6A

Create Your Reward!
Cancel
STEP 1: Photo
STEP 2: Describe
STEP 3: Payment
STEP 4: Share
I want a
Give your Password a title
And I'll pay
Enter a dollar amount
Reward description:
Describe what you're looking for and what you expect from submissions.
Select a category:
Continue

FIG. 6B

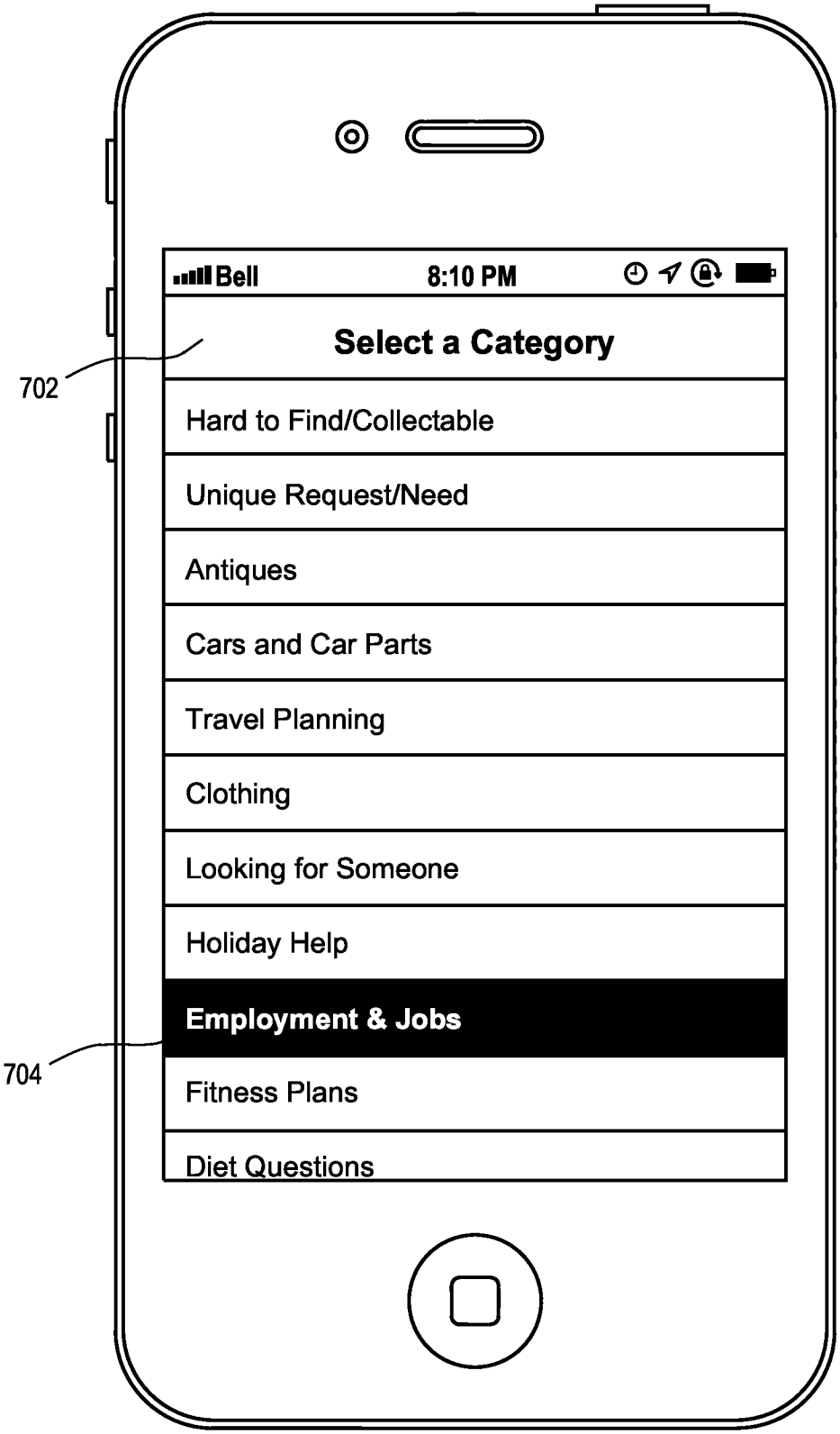

Bell
8:10 PM
Select a Category
Hard to Find/Collectable
Unique Request/Need
Antiques
Cars and Car Parts
Travel Planning
Clothing
Looking for Someone
Holiday Help
Employment & Jobs
Fitness Plans
Diet Questions
702
704

FIG. 7A

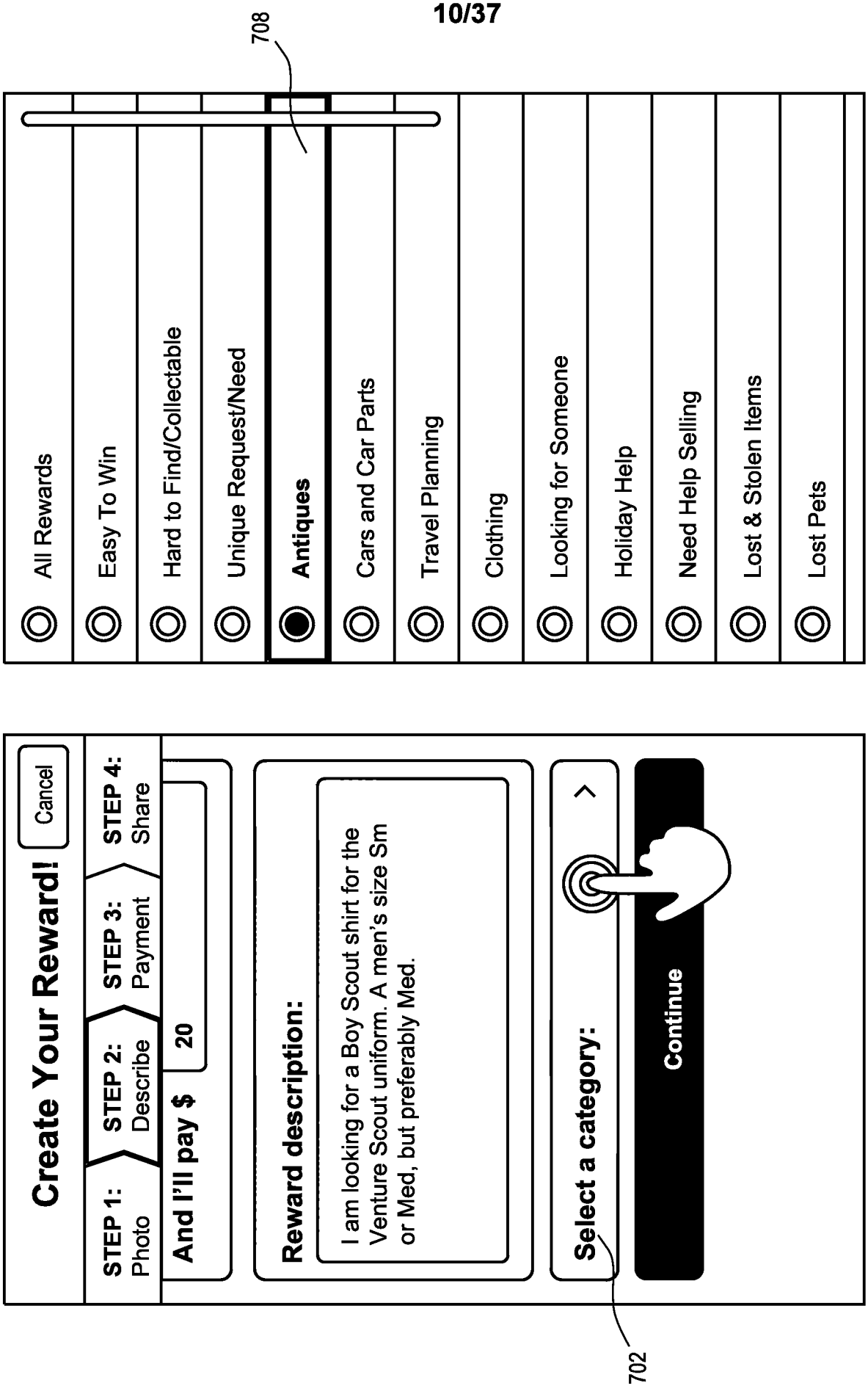

Create Your Reward!
Cancel
STEP 1: Photo
STEP 2: Describe
STEP 3: Payment
STEP 4: Share
And I'll pay $ 20
Reward description:
I am looking for a Boy Scout shirt for the Venture Scout uniform. A men's size Sm or Med, but preferably Med.
Select a category:
Continue
702
708
All Rewards
Easy To Win
Hard to Find/Collectable
Unique Request/Need
Antiques
Cars and Car Parts
Travel Planning
Clothing
Looking for Someone
Holiday Help
Need Help Selling
Lost & Stolen Items
Lost Pets

FIG. 7B

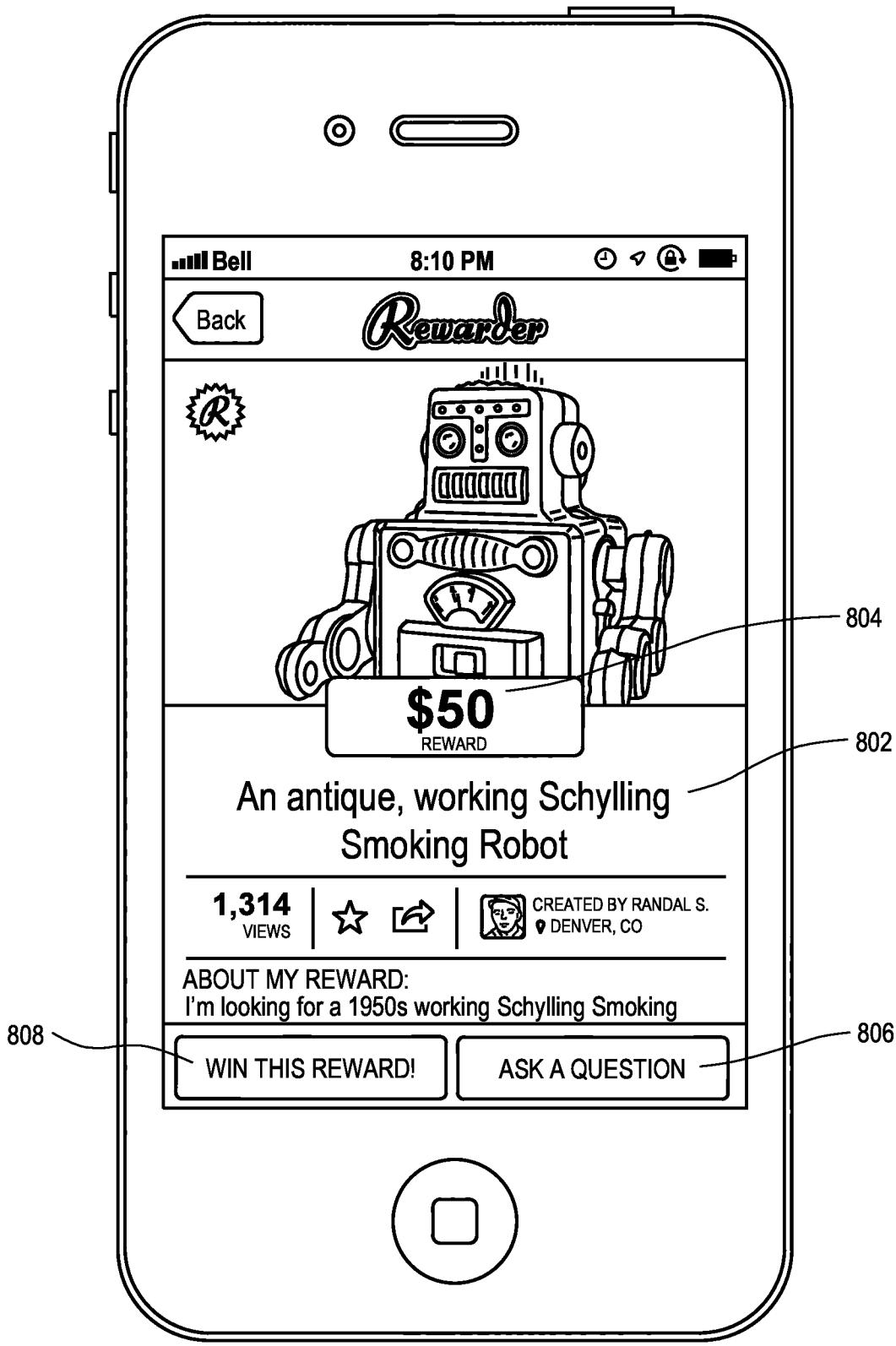

Bell
8:10 PM
Back
Rewarder
$50
REWARD
An antique, working Schylling Smoking Robot
1,314
VIEWS
CREATED BY RANDAL S.
DENVER, CO
ABOUT MY REWARD:
I'm looking for a 1950s working Schylling Smoking
WIN THIS REWARD!
ASK A QUESTION
804
802
808
806

FIG. 8

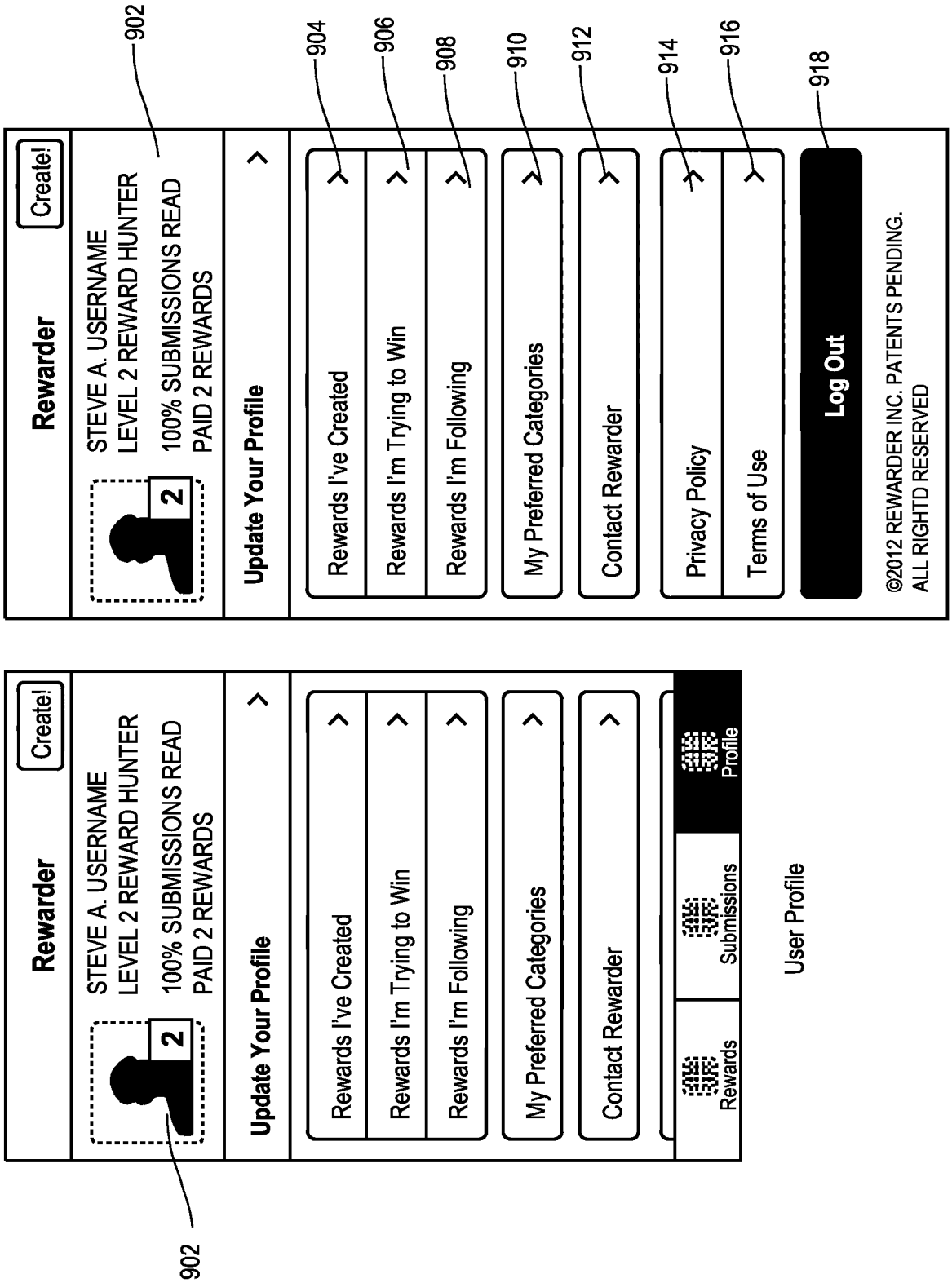

Rewarder
Create!
STEVE A. USERNAME
LEVEL 2 REWARD HUNTER
100% SUBMISSIONS READ
PAID 2 REWARDS
Update Your Profile
Rewards I've Created
Rewards I'm Trying to Win
Rewards I'm Following
My Preferred Categories
Contact Rewarder
Rewards
Submissions
Profile
902
User Profile
902
904
906
908
910
912
914
916
918
Privacy Policy
Terms of Use
Log Out
©2012 REWARDER INC. PATENTS PENDING.
ALL RIGHTD RESERVED

FIG. 9

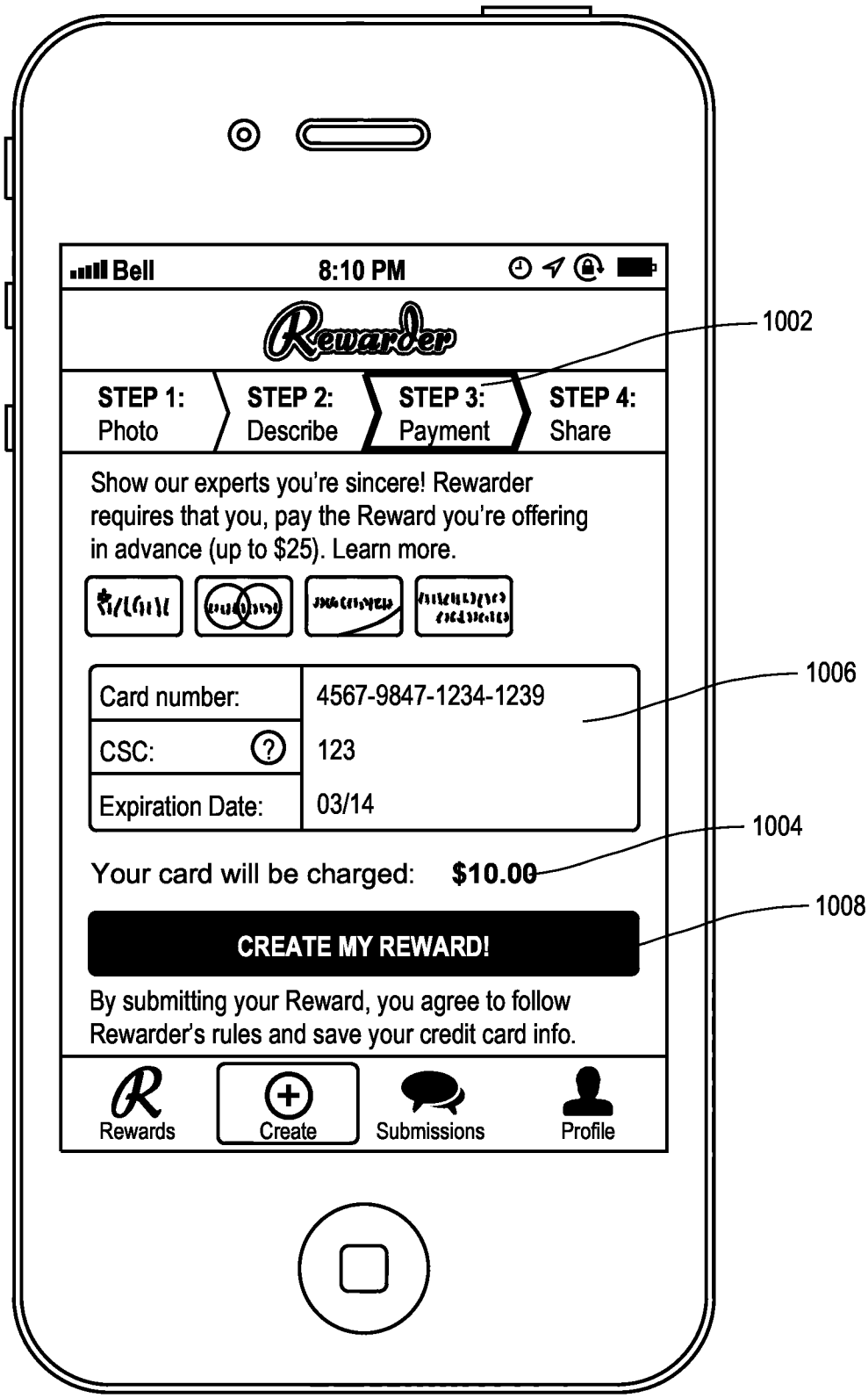
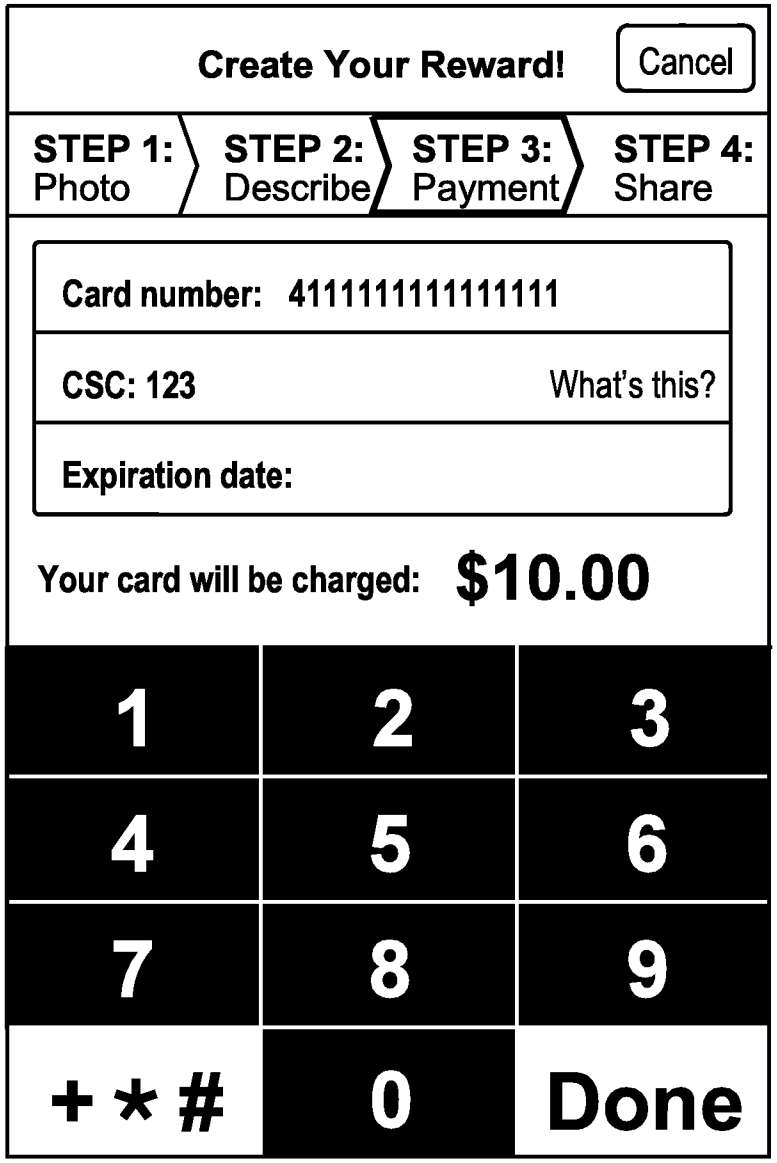

Bell
8:10 PM
Rewarder
1002
STEP 1: Photo
STEP 2: Describe
STEP 3: Payment
STEP 4: Share
Show our experts you're sincere! Rewarder requires that you, pay the Reward you're offering in advance (up to $25). Learn more.
1006
Card number:
4567-9847-1234-1239
CSC:
123
Expiration Date:
03/14
1004
Your card will be charged: $10.00
1008
CREATE MY REWARD!
By submitting your Reward, you agree to follow Rewarder's rules and save your credit card info.
Rewards
Create
Submissions
Profile

FIG. 10


Create Your Reward!
Cancel
STEP 1: Photo
STEP 2: Describe
STEP 3: Payment
STEP 4: Share
Card number: 4111111111111111
CSC: 123
What's this?
Expiration date:
Your card will be charged: $10.00
1
2
3
4
5
6
7
8
9
+ * #
0
Done

Create Your Reward!
Cancel
STEP 1: Photo
STEP 2: Describe
STEP 3: Payment
STEP 4: Share
1102
Card number: 4111111111111111
CSC: 123
What's this?
Expiration date: 01/13
1104
Your card will be charged: $10.00
Create Your Reward!
By submitting your Reward, you agre
Rewarder's rules and save your credit

FIG. 11

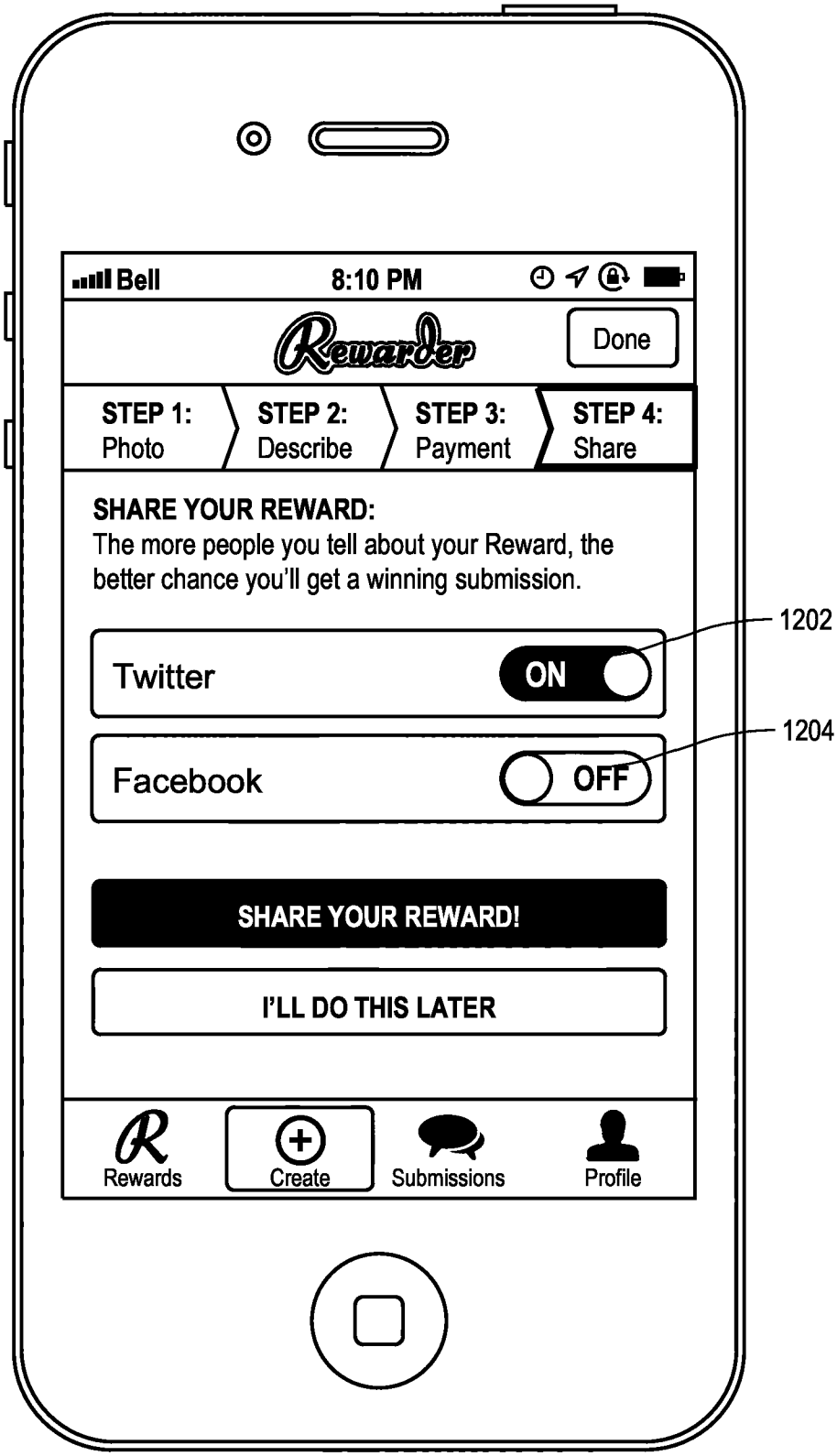

Bell
8:10 PM
Rewarder
Done
STEP 1: Photo
STEP 2: Describe
STEP 3: Payment
STEP 4: Share
SHARE YOUR REWARD:
The more people you tell about your Reward, the better chance you'll get a winning submission.
Twitter
ON
Facebook
OFF
1202
1204
SHARE YOUR REWARD!
I'LL DO THIS LATER
Rewards
Create
Submissions
Profile

FIG. 12

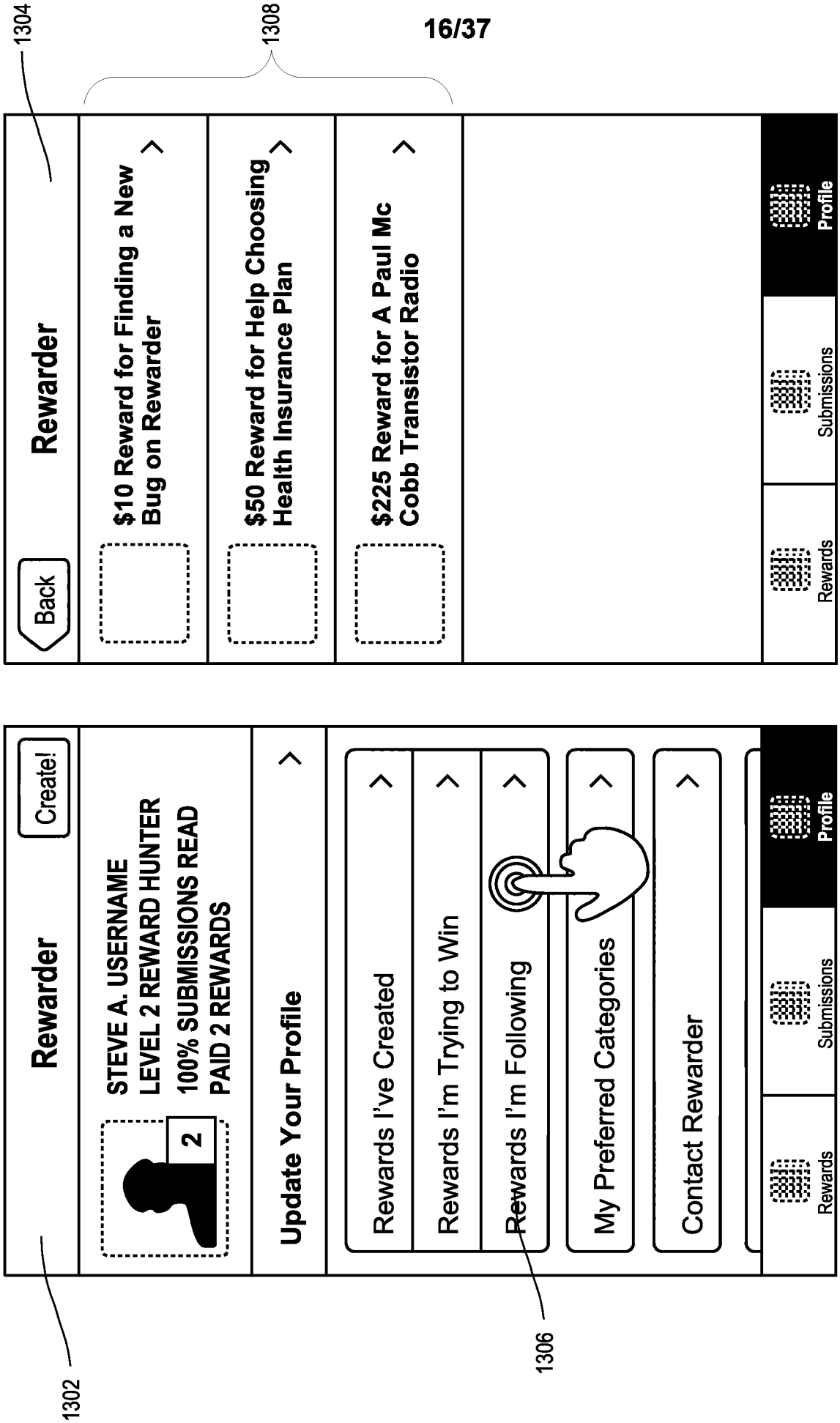

1304
1308
Back
Rewarder
$10 Reward for Finding a New Bug on Rewarder
$50 Reward for Help Choosing Health Insurance Plan
$225 Reward for A Paul Mc Cobb Transistor Radio
Rewards
Submissions
Profile
1302
Rewarder
Create!
STEVE A. USERNAME
LEVEL 2 REWARD HUNTER
100% SUBMISSIONS READ
PAID 2 REWARDS
2
Update Your Profile
Rewards I've Created
Rewards I'm Trying to Win
Rewards I'm Following
My Preferred Categories
Contact Rewarder
1306
Rewards
Submissions
Profile

FIG. 13

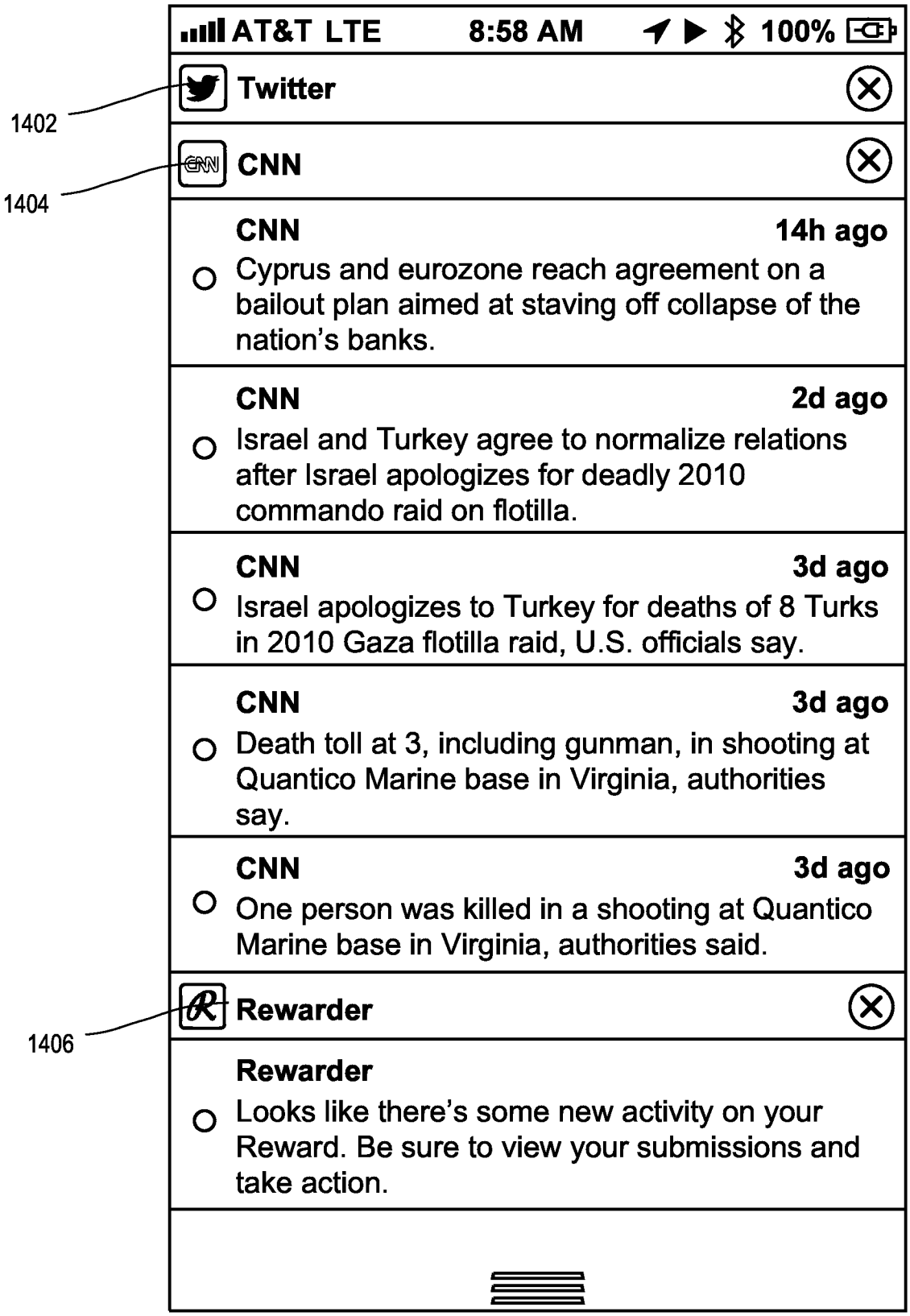

AT&T LTE
8:58 AM
100%
1402
Twitter
1404
CNN
CNN
14h ago
Cyprus and eurozone reach agreement on a bailout plan aimed at staving off collapse of the nation's banks.
CNN
2d ago
Israel and Turkey agree to normalize relations after Israel apologizes for deadly 2010 commando raid on flotilla.
CNN
3d ago
Israel apologizes to Turkey for deaths of 8 Turks in 2010 Gaza flotilla raid, U.S. officials say.
CNN
3d ago
Death toll at 3, including gunman, in shooting at Quantico Marine base in Virginia, authorities say.
CNN
3d ago
One person was killed in a shooting at Quantico Marine base in Virginia, authorities said.
1406
Rewarder
Rewarder
Looks like there's some new activity on your Reward. Be sure to view your submissions and take action.

FIG. 14

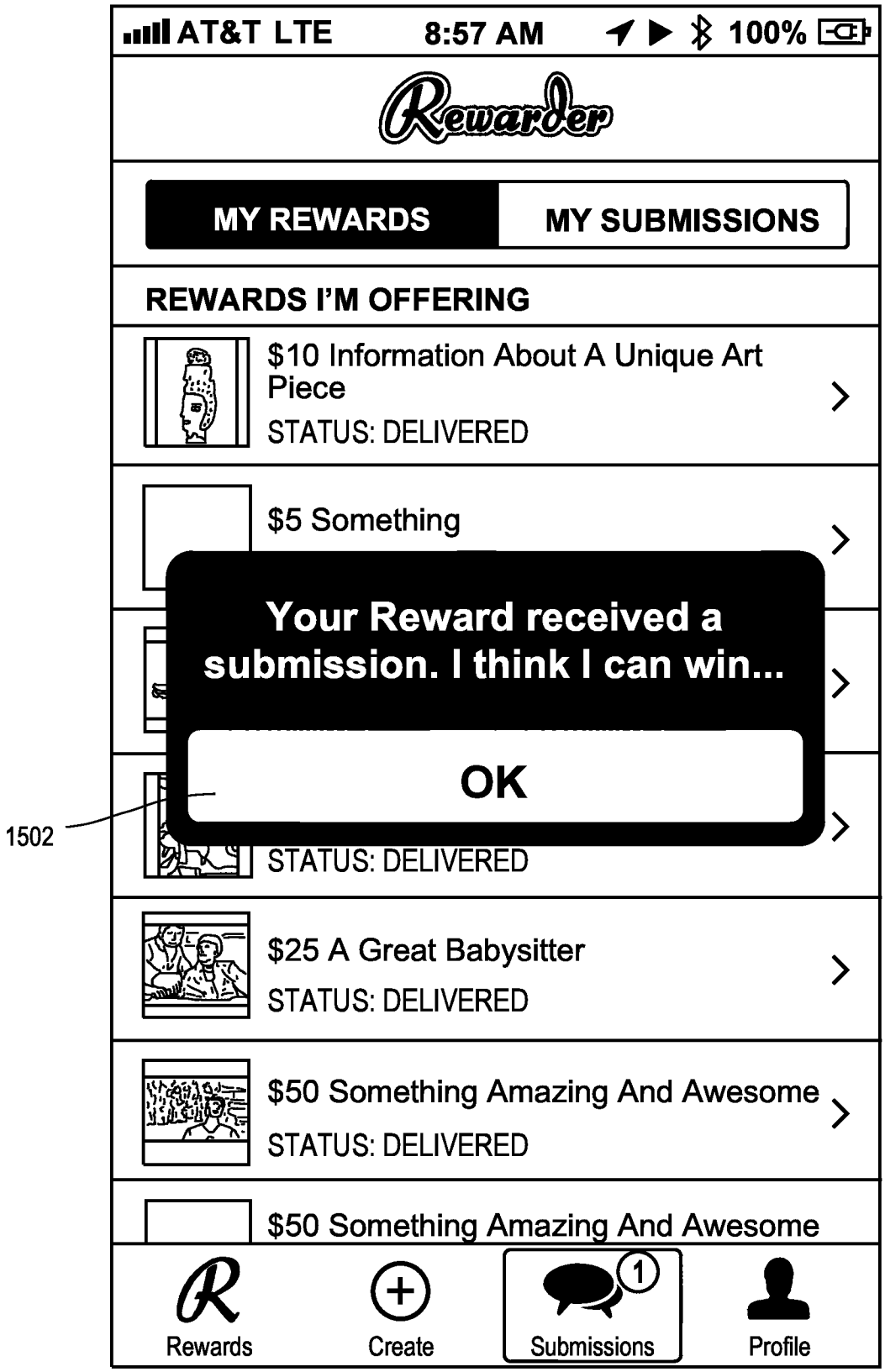

AT&T LTE
8:57 AM
100%
Rewarder
MY REWARDS
MY SUBMISSIONS
REWARDS I'M OFFERING
$10 Information About A Unique Art Piece
STATUS: DELIVERED
$5 Something
Your Reward received a submission. I think I can win...
OK
1502
STATUS: DELIVERED
$25 A Great Babysitter
STATUS: DELIVERED
$50 Something Amazing And Awesome
STATUS: DELIVERED
$50 Something Amazing And Awesome
Rewards
Create
Submissions
1
Profile

FIG. 15

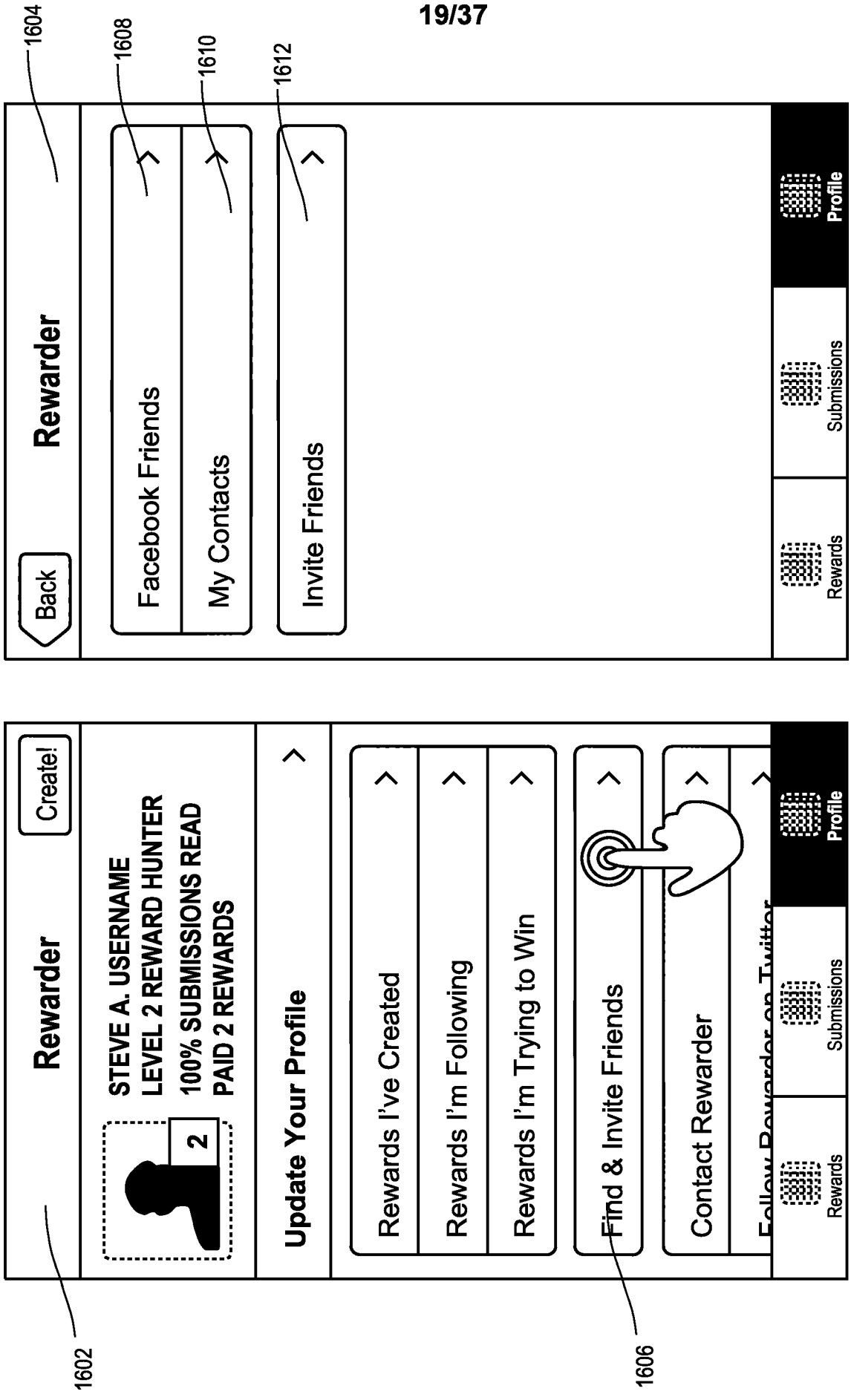

1602
Rewarder
Create!
STEVE A. USERNAME
LEVEL 2 REWARD HUNTER
100% SUBMISSIONS READ
PAID 2 REWARDS
2
Update Your Profile
Rewards I've Created
Rewards I'm Following
Rewards I'm Trying to Win
Find & Invite Friends
Contact Rewarder
Follow Rewarder on Twitter
Rewards
Submissions
Profile
1606
1604
Back
Rewarder
1608
Facebook Friends
1610
My Contacts
1612
Invite Friends
Rewards
Submissions
Profile

FIG. 16

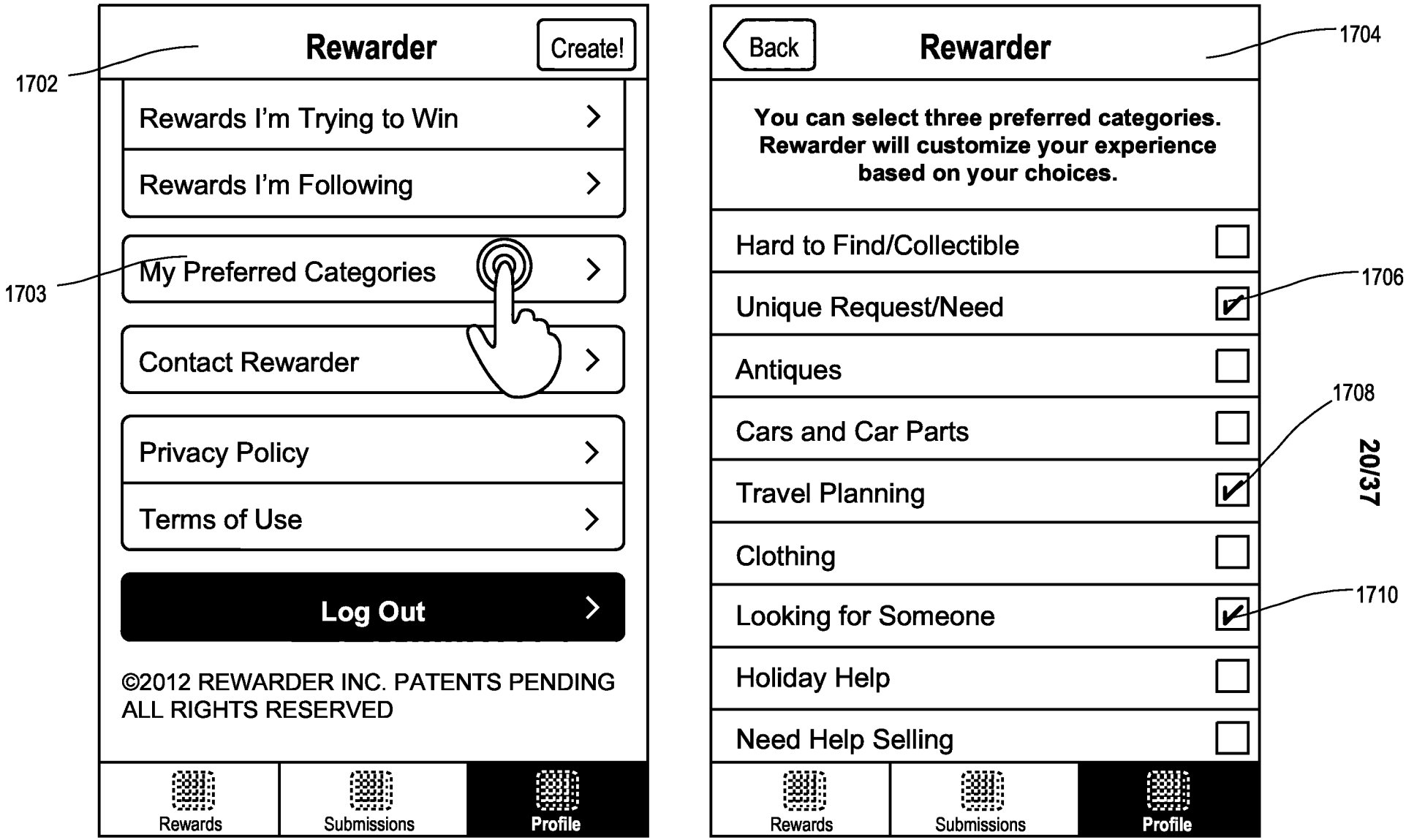

1702
Rewarder
Create!
Rewards I'm Trying to Win
Rewards I'm Following
1703
My Preferred Categories
Contact Rewarder
Privacy Policy
Terms of Use
Log Out
©2012 REWARDER INC. PATENTS PENDING
ALL RIGHTS RESERVED
Rewards
Submissions
Profile
Back
Rewarder
1704
You can select three preferred categories. Rewarder will customize your experience based on your choices.
Hard to Find/Collectible
Unique Request/Need
1706
Antiques
Cars and Car Parts
1708
Travel Planning
Clothing
Looking for Someone
1710
Holiday Help
Need Help Selling
Rewards
Submissions
Profile

FIG. 17

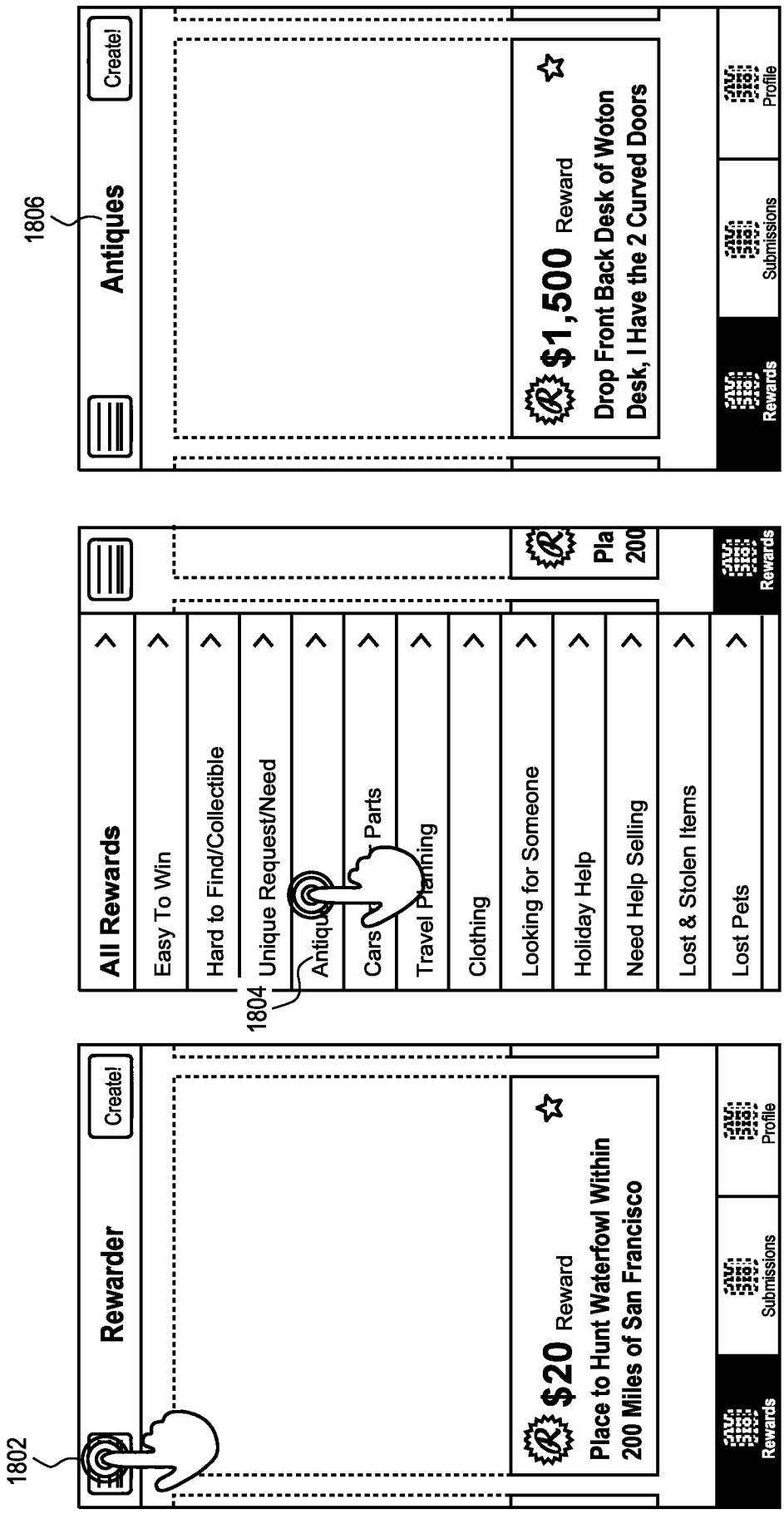

1802
Rewarder
Create!
$20 Reward
Place to Hunt Waterfowl Within 200 Miles of San Francisco
Rewards
Submissions
Profile
All Rewards
Easy To Win
Hard to Find/Collectible
Unique Request/Need
Antiqu
Cars
Parts
Travel Planning
Clothing
Looking for Someone
Holiday Help
Need Help Selling
Lost & Stolen Items
Lost Pets
1804
Pla
200
Rewards
1806
Antiques
Create!
$1,500 Reward
Drop Front Back Desk of Woton Desk, I Have the 2 Curved Doors
Rewards
Submissions
Profile

FIG. 18

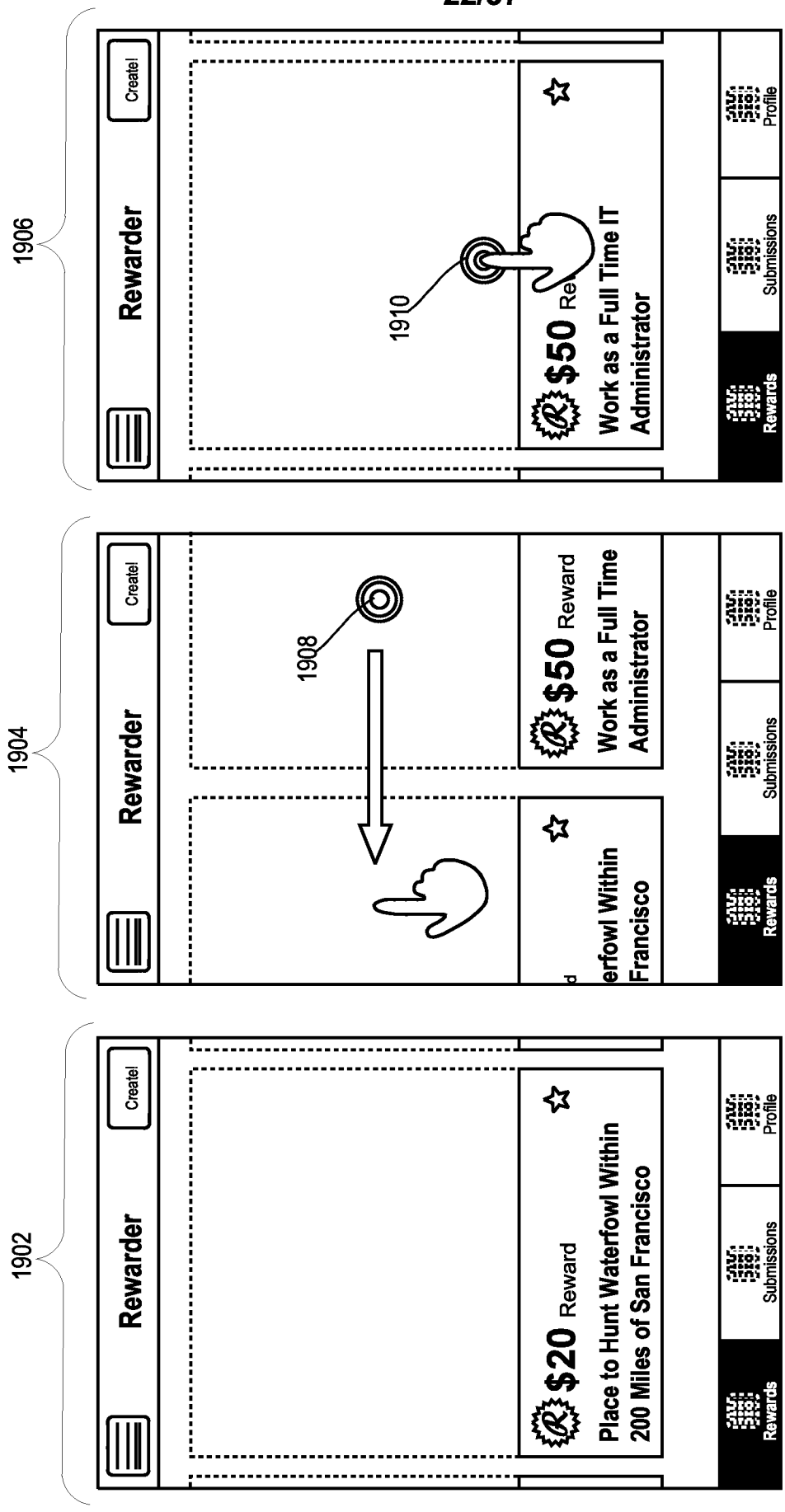

1902
Rewarder
Create!
$20 Reward
Place to Hunt Waterfowl Within 200 Miles of San Francisco
Rewards
Submissions
Profile
1904
Rewarder
Create!
1908
$50 Reward
Work as a Full Time Administrator
Rewards
Submissions
Profile
1906
Rewarder
Create!
1910
$50
Work as a Full Time IT Administrator
Rewards
Submissions
Profile

FIG. 19

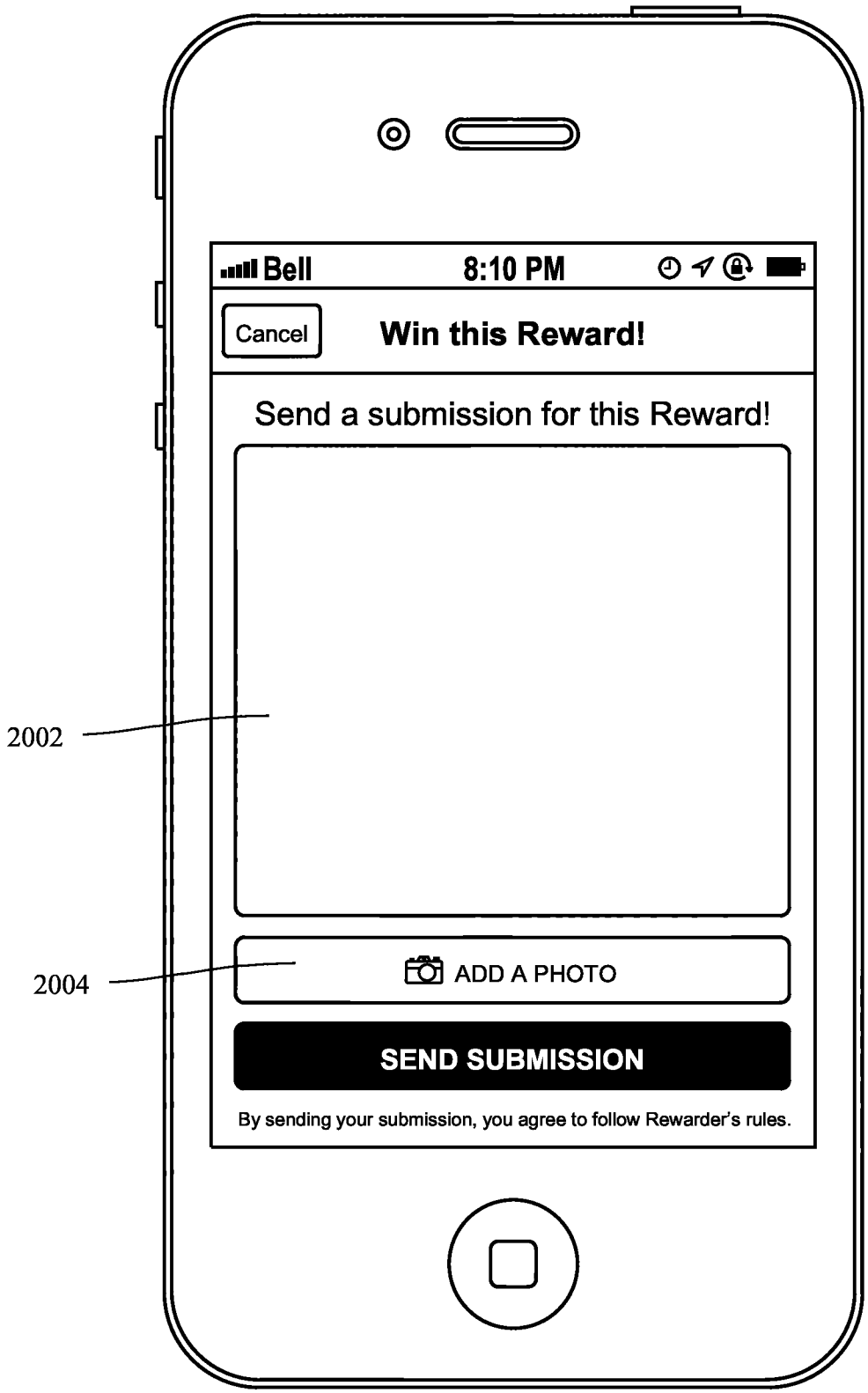

Bell
8:10 PM
Cancel
Win this Reward!
Send a submission for this Reward!
2002
2004
ADD A PHOTO
SEND SUBMISSION
By sending your submission, you agree to follow Rewarder's rules.

FIG. 20

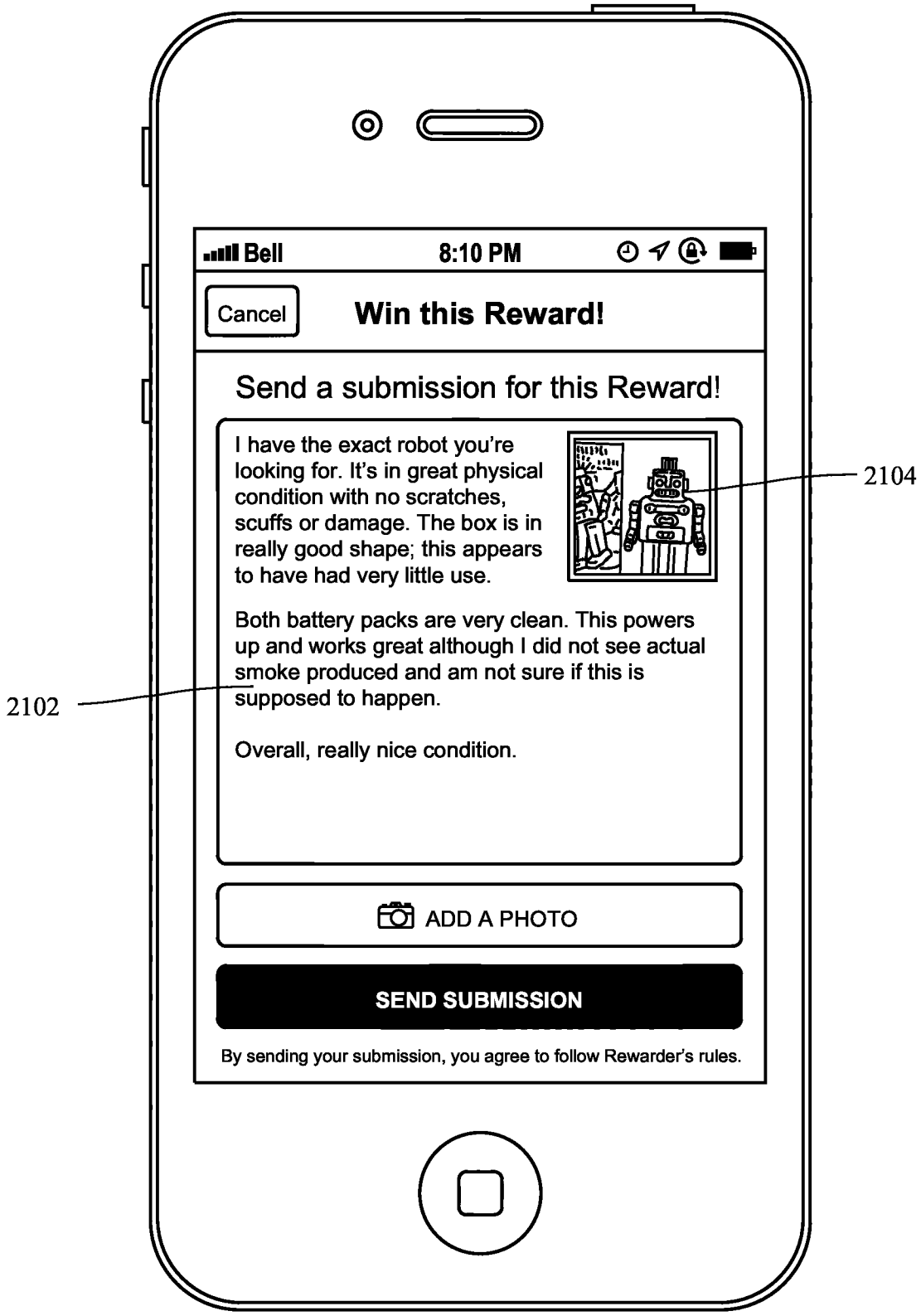

Bell
8:10 PM
Cancel
Win this Reward!
Send a submission for this Reward!
I have the exact robot you're looking for. It's in great physical condition with no scratches, scuffs or damage. The box is in really good shape; this appears to have had very little use.
Both battery packs are very clean. This powers up and works great although I did not see actual smoke produced and am not sure if this is supposed to happen.
Overall, really nice condition.
ADD A PHOTO
SEND SUBMISSION
By sending your submission, you agree to follow Rewarder's rules.
2102
2104

FIG. 21

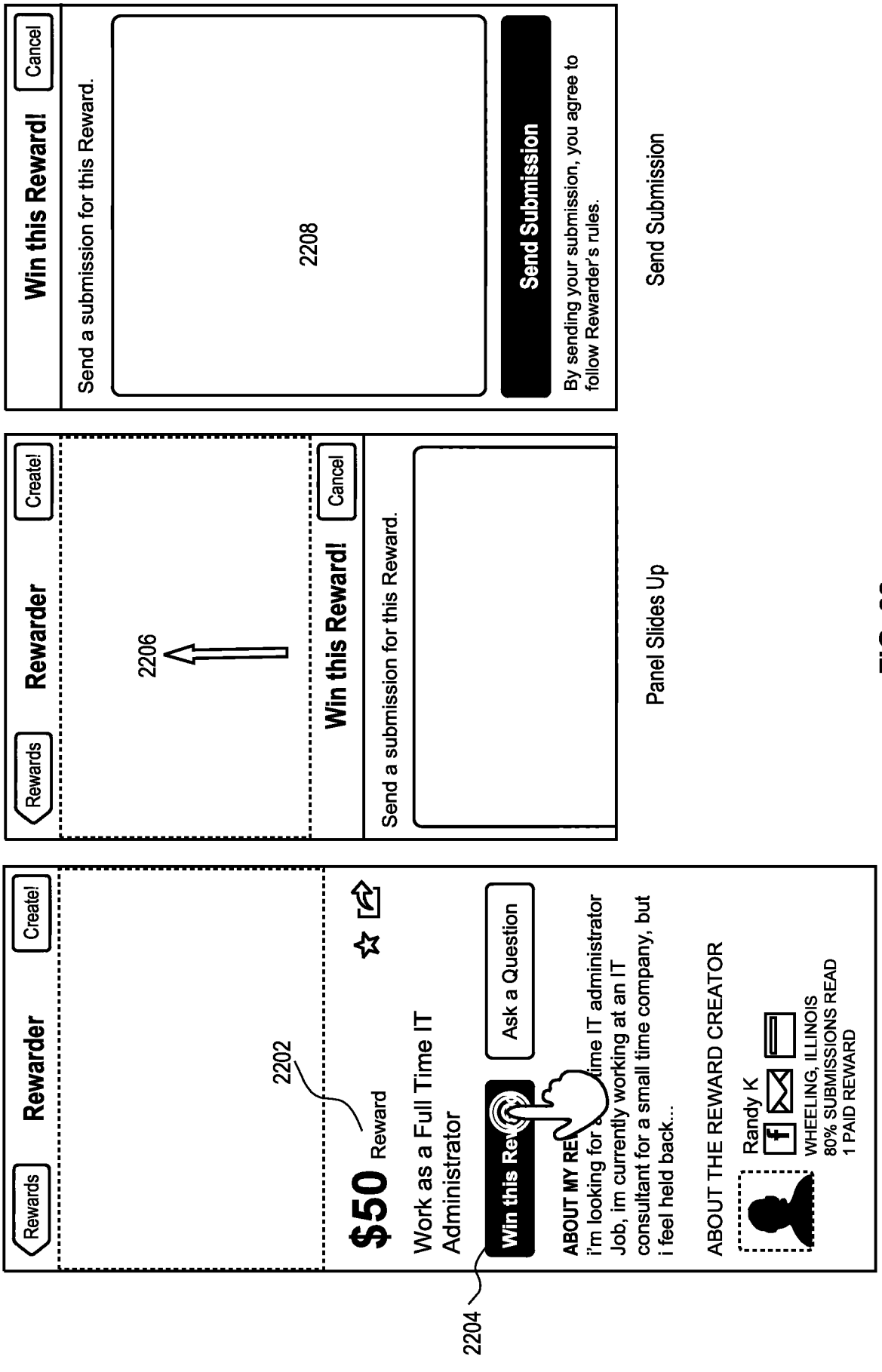

Rewards
Rewarder
Create!
2202
$50 Reward
Work as a Full Time IT Administrator
Win this Reward!
Ask a Question
ABOUT MY RE
i'm looking for a ime IT administrator Job, im currently working at an IT consultant for a small time company, but i feel held back...
ABOUT THE REWARD CREATOR
Randy K
WHEELING, ILLINOIS
80% SUBMISSIONS READ
1 PAID REWARD
2204
Rewards
Rewarder
Create!
2206
Win this Reward!
Cancel
Send a submission for this Reward.
Panel Slides Up
Win this Reward!
Cancel
Send a submission for this Reward.
2208
Send Submission
By sending your submission, you agree to follow Rewarder's rules.
Send Submission

FIG. 22

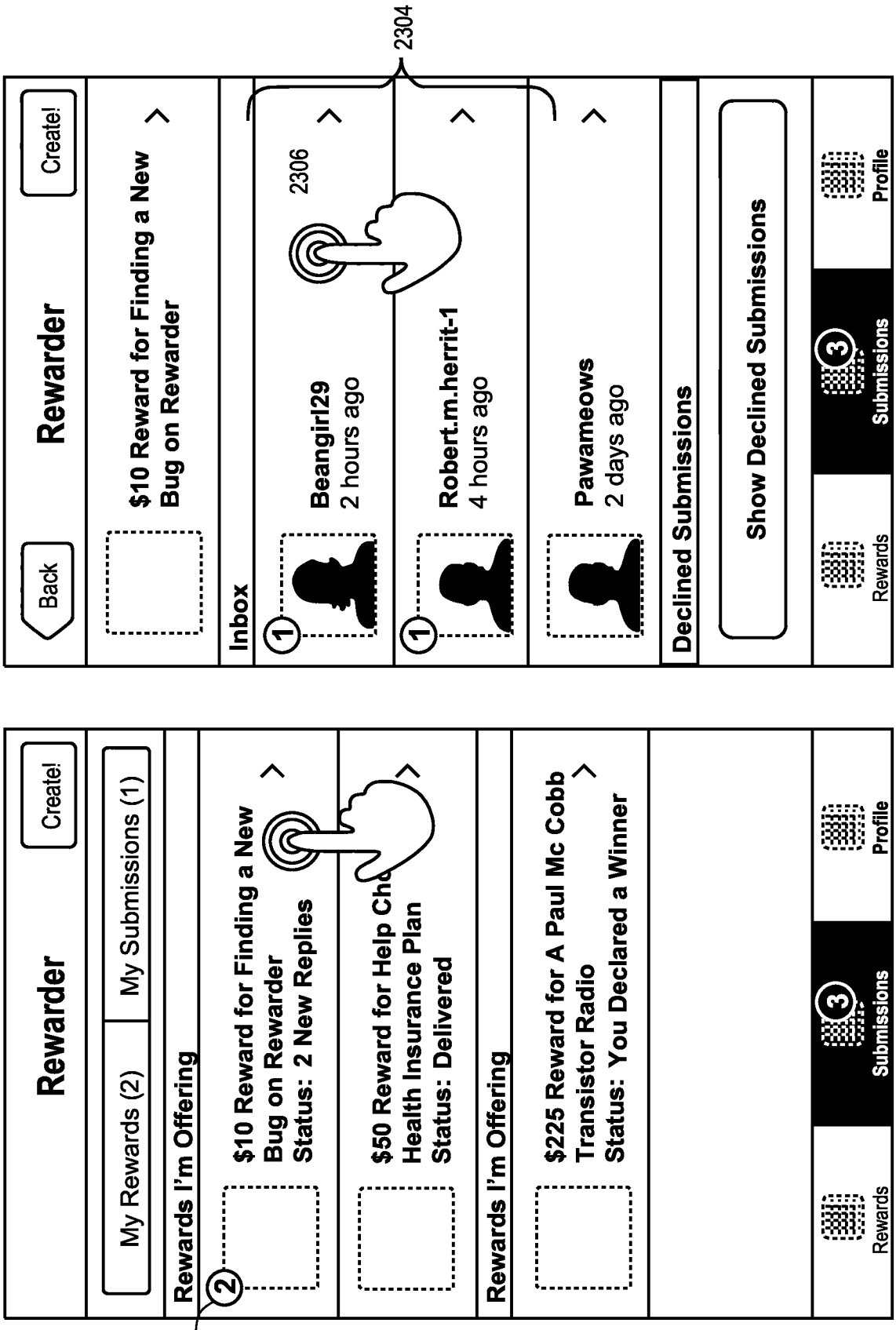
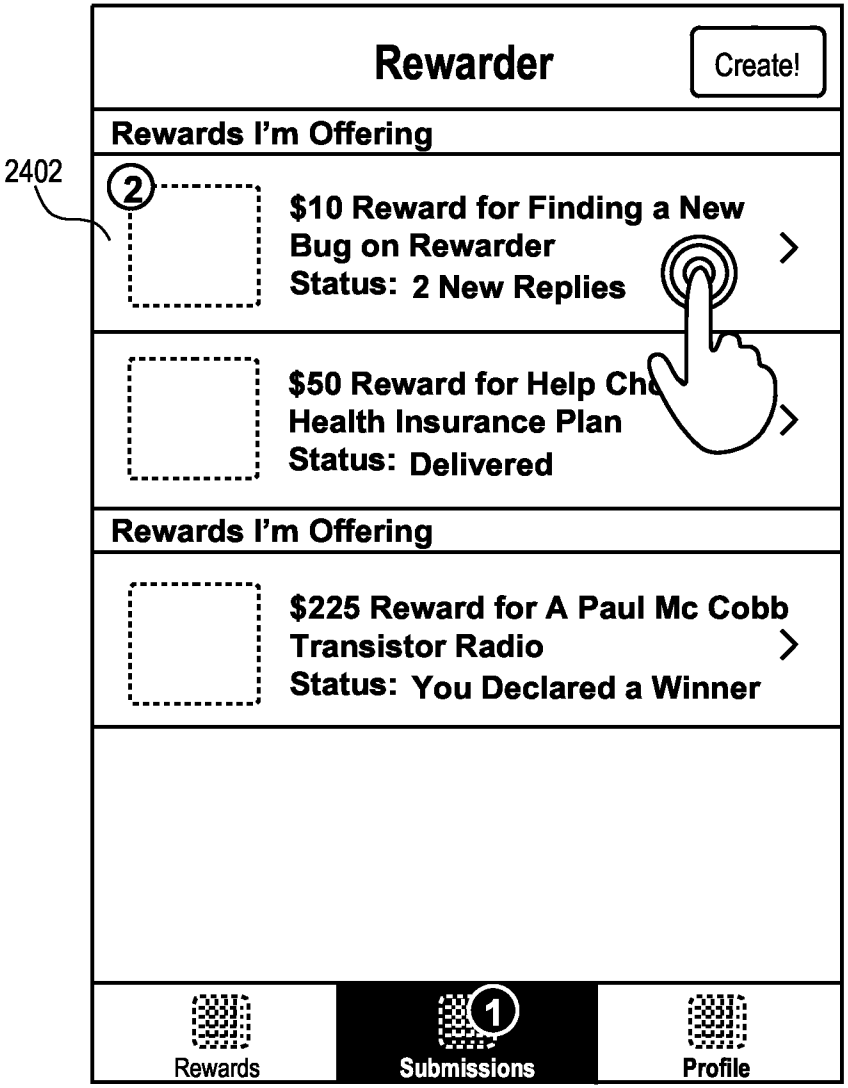
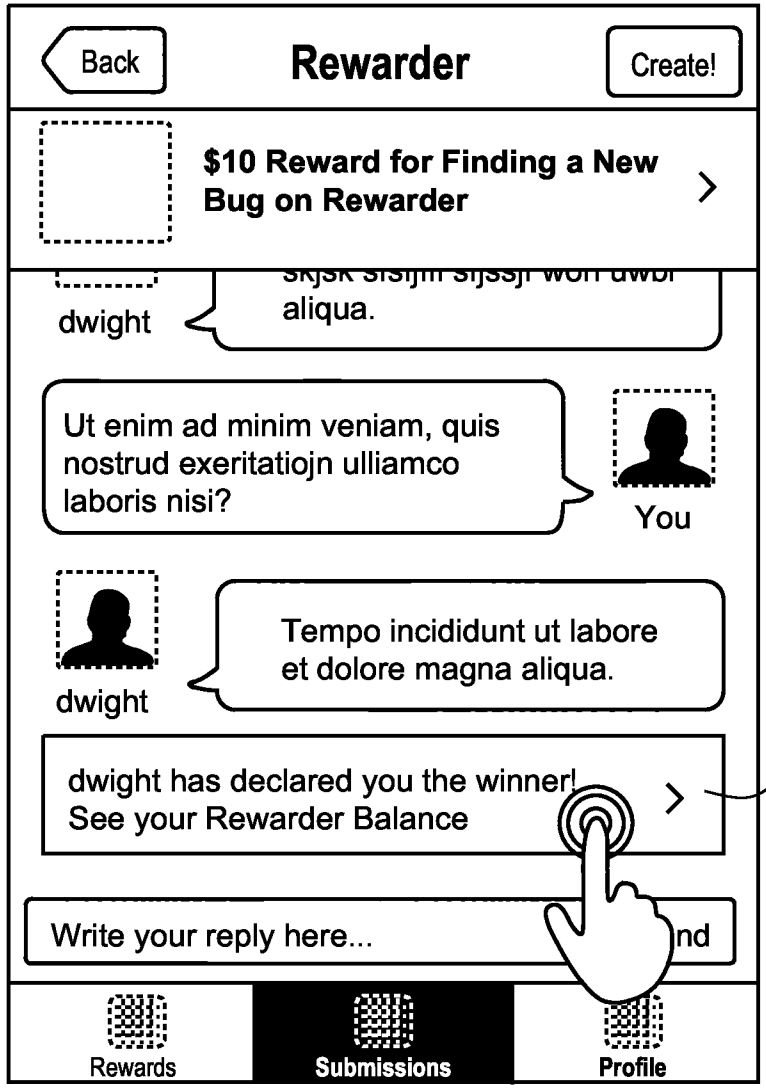

Rewarder
Create!
My Rewards (2)
My Submissions (1)
Rewards I'm Offering
$10 Reward for Finding a New Bug on Rewarder
Status: 2 New Replies
$50 Reward for Help Ch
Health Insurance Plan
Status: Delivered
Rewards I'm Offering
$225 Reward for A Paul Mc Cobb Transistor Radio
Status: You Declared a Winner
Rewards
Submissions
Profile
2302
Back
Rewarder
Create!
$10 Reward for Finding a New Bug on Rewarder
Inbox
Beangirl29
2 hours ago
Robert.m.herrit-1
4 hours ago
Pawameows
2 days ago
2304
2306
Declined Submissions
Show Declined Submissions
Rewards
Submissions
Profile

FIG. 23



Winner Declared



Winning Message Declared

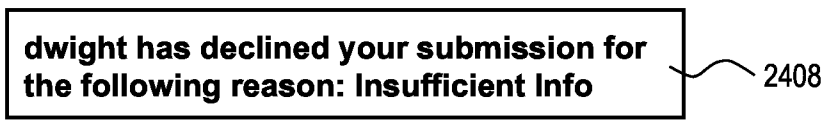


FIG. 24

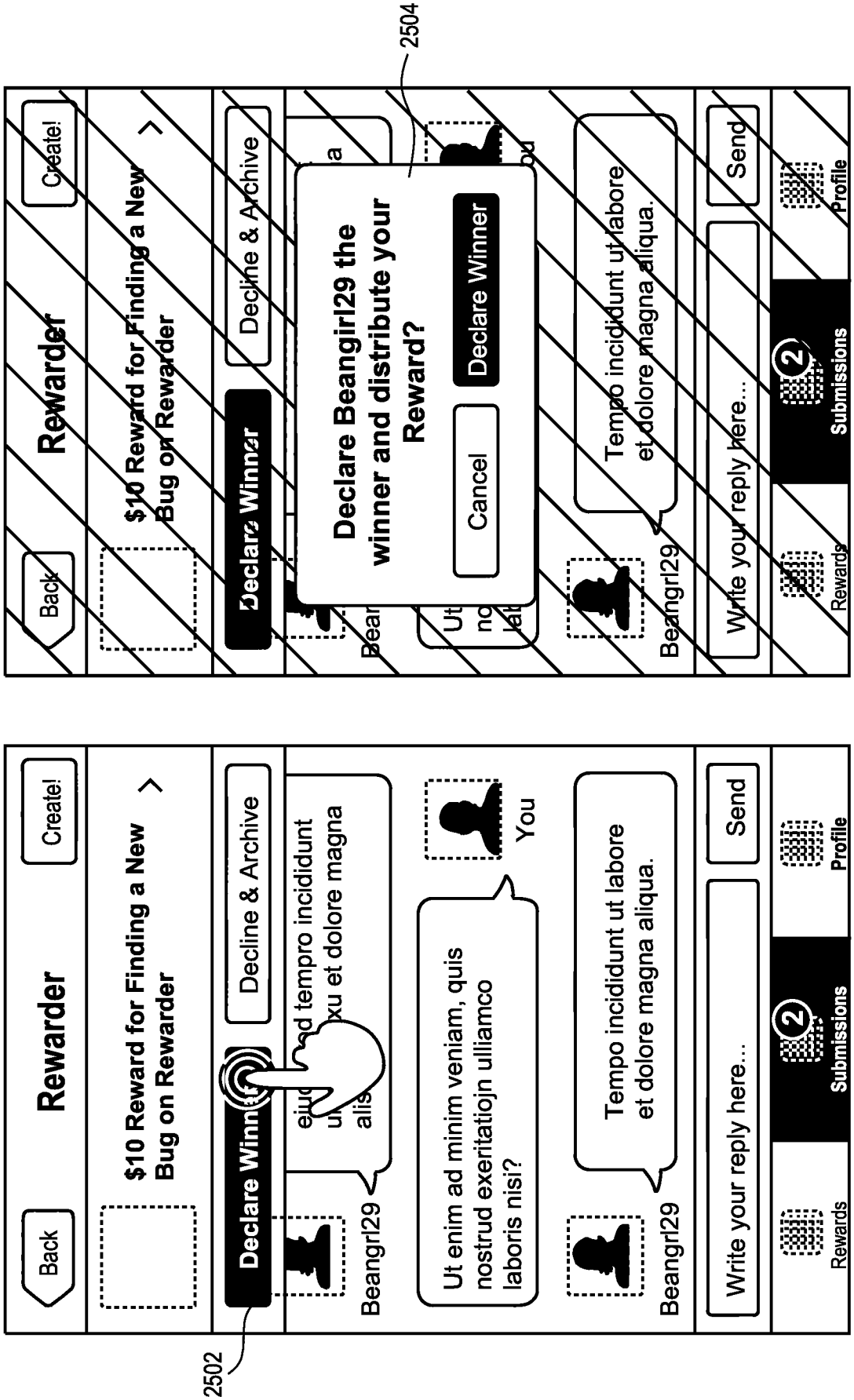

Back
Rewarder
Create!
$10 Reward for Finding a New Bug on Rewarder
Declare Winner
Decline & Archive
Beangrl29
Ut enim ad minim veniam, quis nostrud exeritatiojn ulliamco laboris nisi?
You
Tempo incididunt ut labore et dolore magna aliqua.
Write your reply here...
Send
Rewards
Submissions
Profile
2502
2504
Declare Beangirl29 the winner and distribute your Reward?
Cancel

FIG. 25

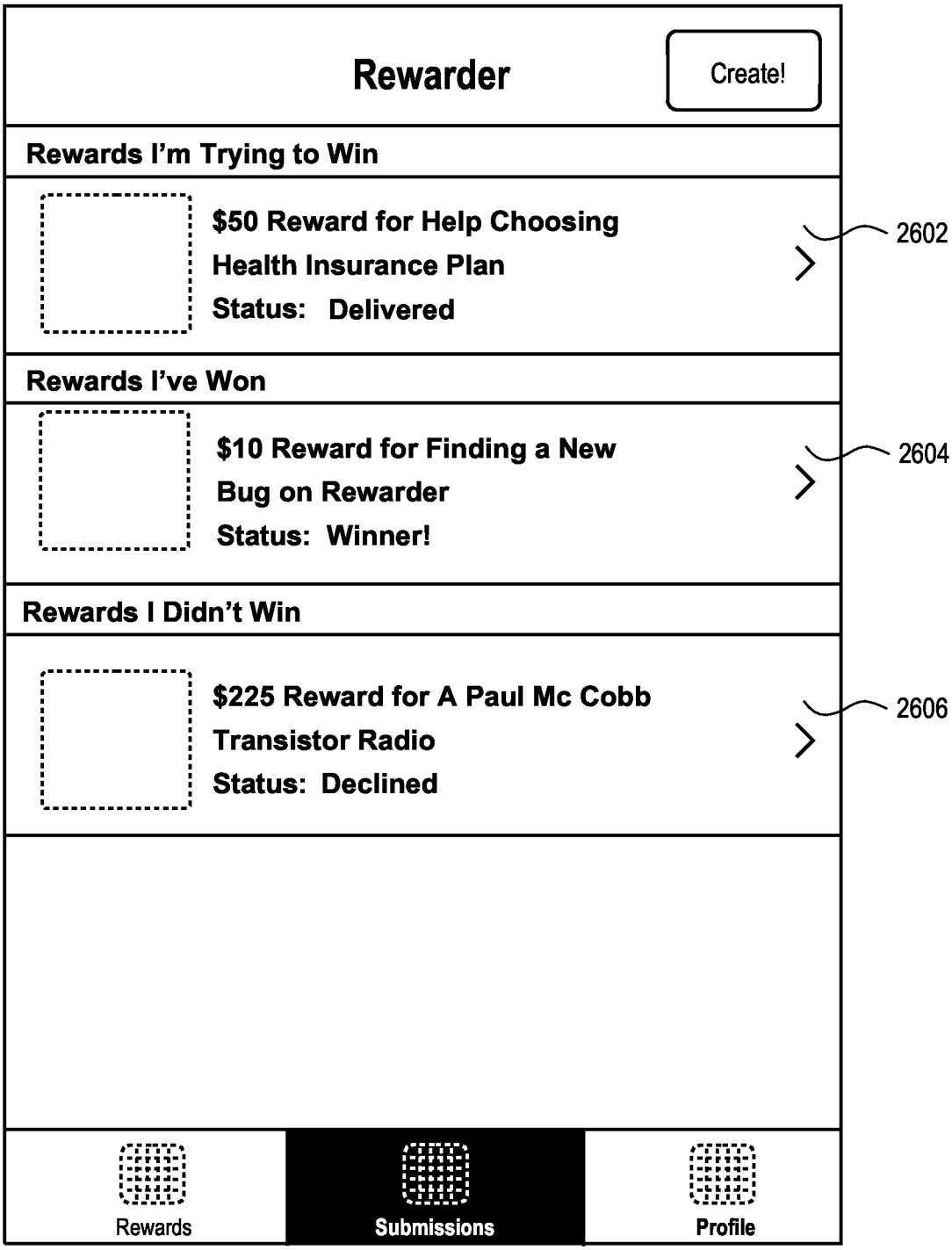

Rewarder
Create!
Rewards I'm Trying to Win
$50 Reward for Help Choosing Health Insurance Plan
Status: Delivered
2602
Rewards I've Won
$10 Reward for Finding a New Bug on Rewarder
Status: Winner!
2604
Rewards I Didn't Win
$225 Reward for A Paul Mc Cobb Transistor Radio
Status: Declined
2606
Rewards
Submissions
Profile

FIG. 26

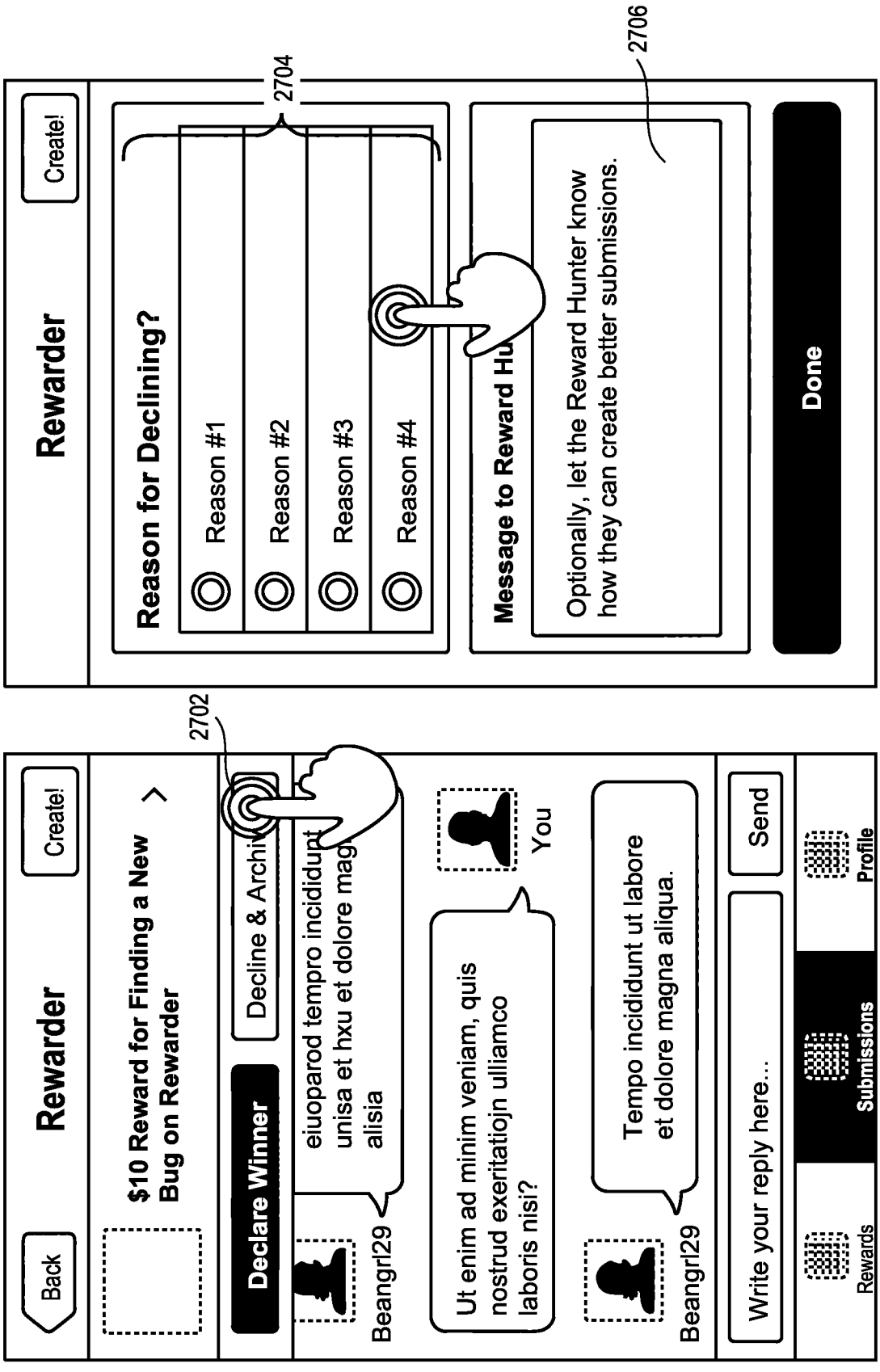

Back
Rewarder
Create!
$10 Reward for Finding a New Bug on Rewarder
Declare Winner
Decline & Archi
2702
eiuoparod tempro incididunt unisa et hxu et dolore mag alisia
Beangrl29
Ut enim ad minim veniam, quis nostrud exeritatiojn ulliamco laboris nisi?
You
Tempo incididunt ut labore et dolore magna aliqua.
Beangrl29
Write your reply here...
Send
Rewards
Submissions
Profile
Rewarder
Create!
Reason for Declining?
2704
Reason #1
Reason #2
Reason #3
Reason #4
Message to Reward Hu
2706
Optionally, let the Reward Hunter know how they can create better submissions.
Done

FIG. 27

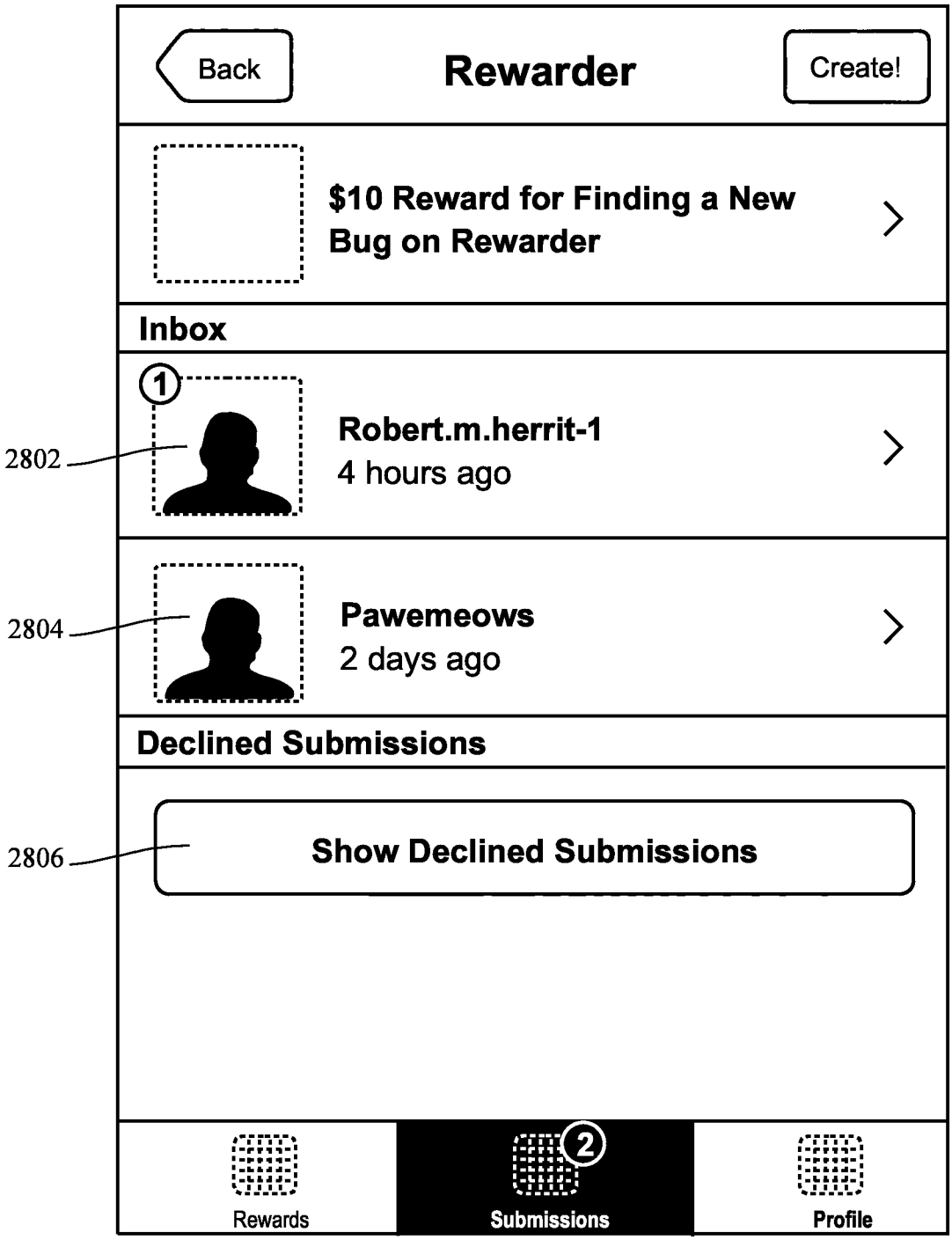

Back
Rewarder
Create!
$10 Reward for Finding a New Bug on Rewarder
Inbox
1
Robert.m.herrit-1
4 hours ago
2802
Pawemeows
2 days ago
2804
Declined Submissions
Show Declined Submissions
2806
Rewards
2
Submissions
Profile

FIG. 28

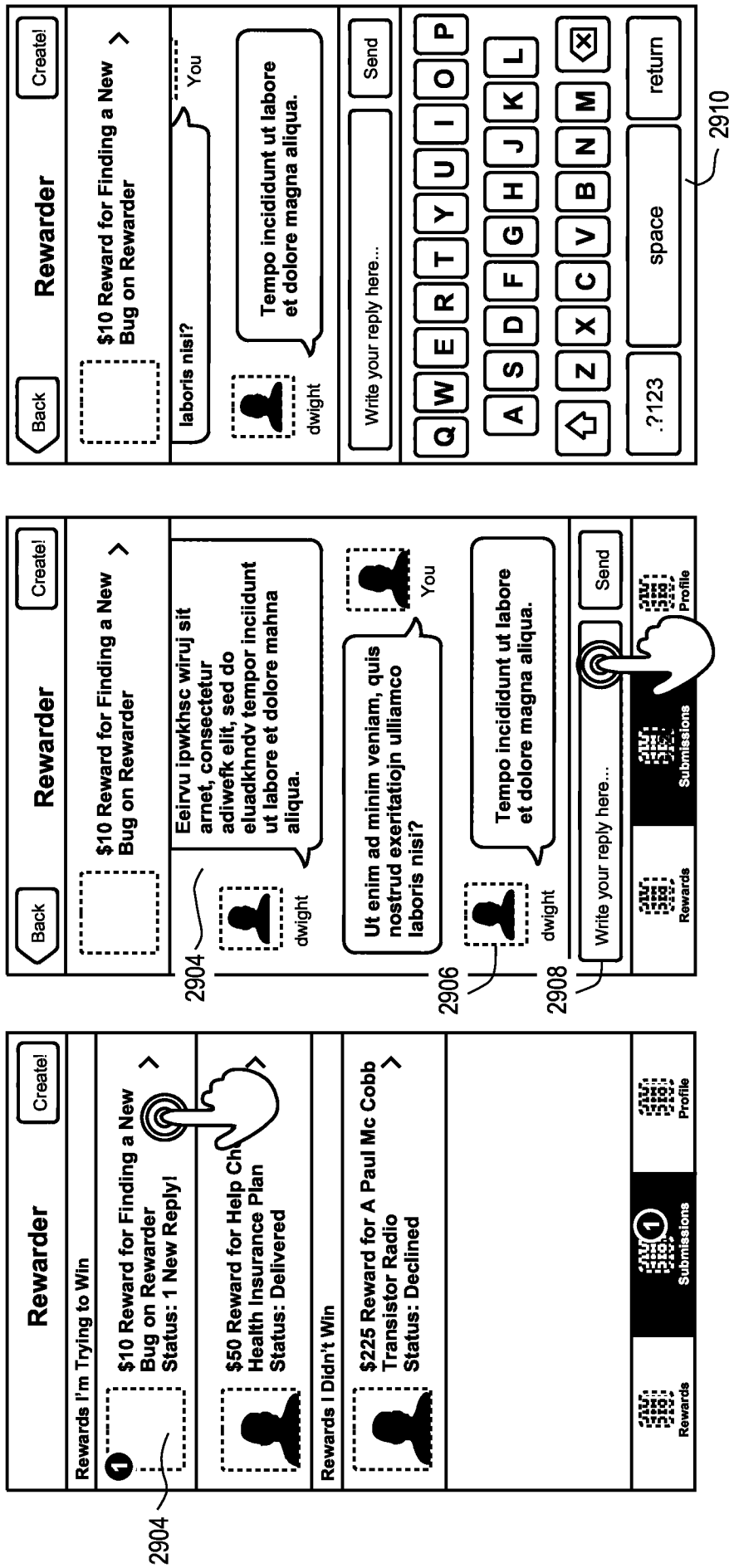

Rewarder
Create!
Rewards I'm Trying to Win
$10 Reward for Finding a New Bug on Rewarder
Status: 1 New Reply!
$50 Reward for Help Ch
Health Insurance Plan
Status: Delivered
Rewards I Didn't Win
$225 Reward for A Paul Mc Cobb
Transistor Radio
Status: Declined
Rewards
Submissions
Profile
2904
Back
Rewarder
Create!
$10 Reward for Finding a New Bug on Rewarder
Eeirvu ipwkhsc wiruj sit arnet, consectetur adiwefk elit, sed do eluadkhndv tempor inciidunt ut labore et dolore mahna aliqua.
dwight
Ut enim ad minim veniam, quis nostrud exeritatiojn ulliamco laboris nisi?
You
Tempo incididunt ut labore et dolore magna aliqua.
dwight
Write your reply here...
Send
Rewards
Submissions
Profile
2904
2906
2908
Back
Rewarder
Create!
$10 Reward for Finding a New Bug on Rewarder
laboris nisi?
You
Tempo incididunt ut labore et dolore magna aliqua.
dwight
Write your reply here...
Send
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
.?123
space
return
2910

FIG. 29

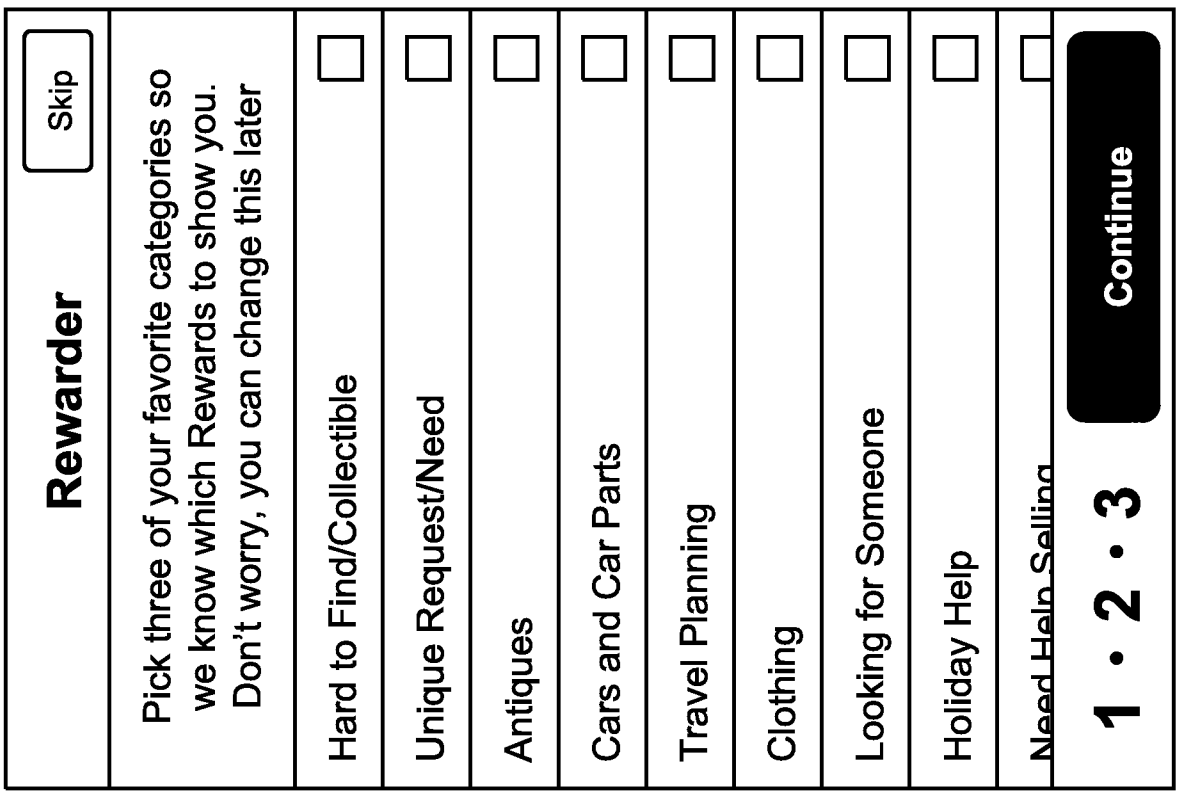

Rewarder
Skip
Pick three of your favorite categories so we know which Rewards to show you. Don't worry, you can change this later
Hard to Find/Collectible
Unique Request/Need
Antiques
Cars and Car Parts
Travel Planning
Clothing
Looking for Someone
Holiday Help
Need Help Selling
1 • 2 • 3
Continue
3002
3004
3006

FIG. 30

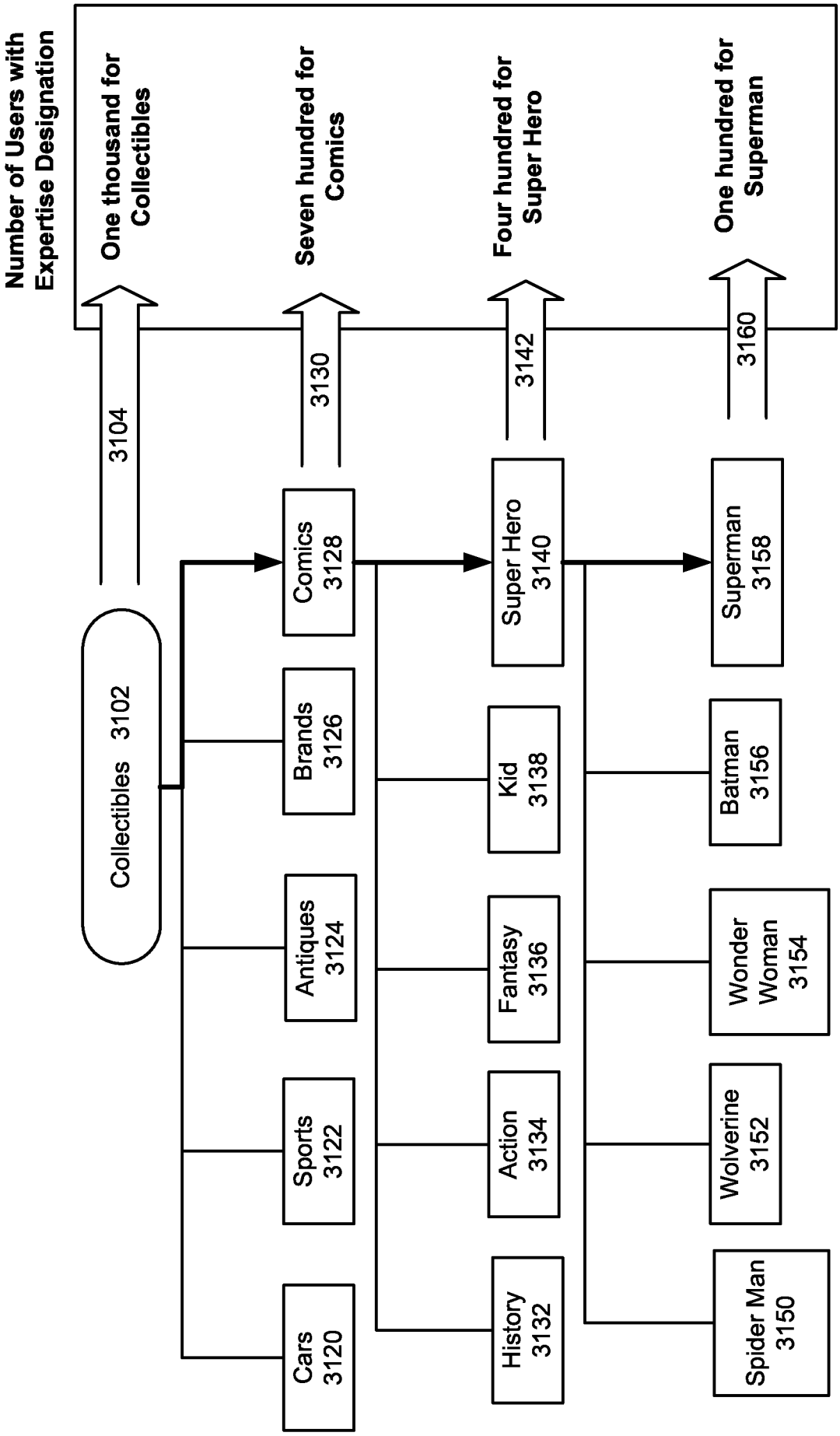

Number of Users with Expertise Designation
One thousand for Collectibles
Seven hundred for Comics
Four hundred for Super Hero
One hundred for Superman
3104
3130
3142
3160
Collectibles 3102
Cars 3120
Sports 3122
Antiques 3124
Brands 3126
Comics 3128
History 3132
Action 3134
Fantasy 3136
Kid 3138
Super Hero 3140
Spider Man 3150
Wolverine 3152
Wonder Woman 3154
Batman 3156
Superman 3158

FIG. 31

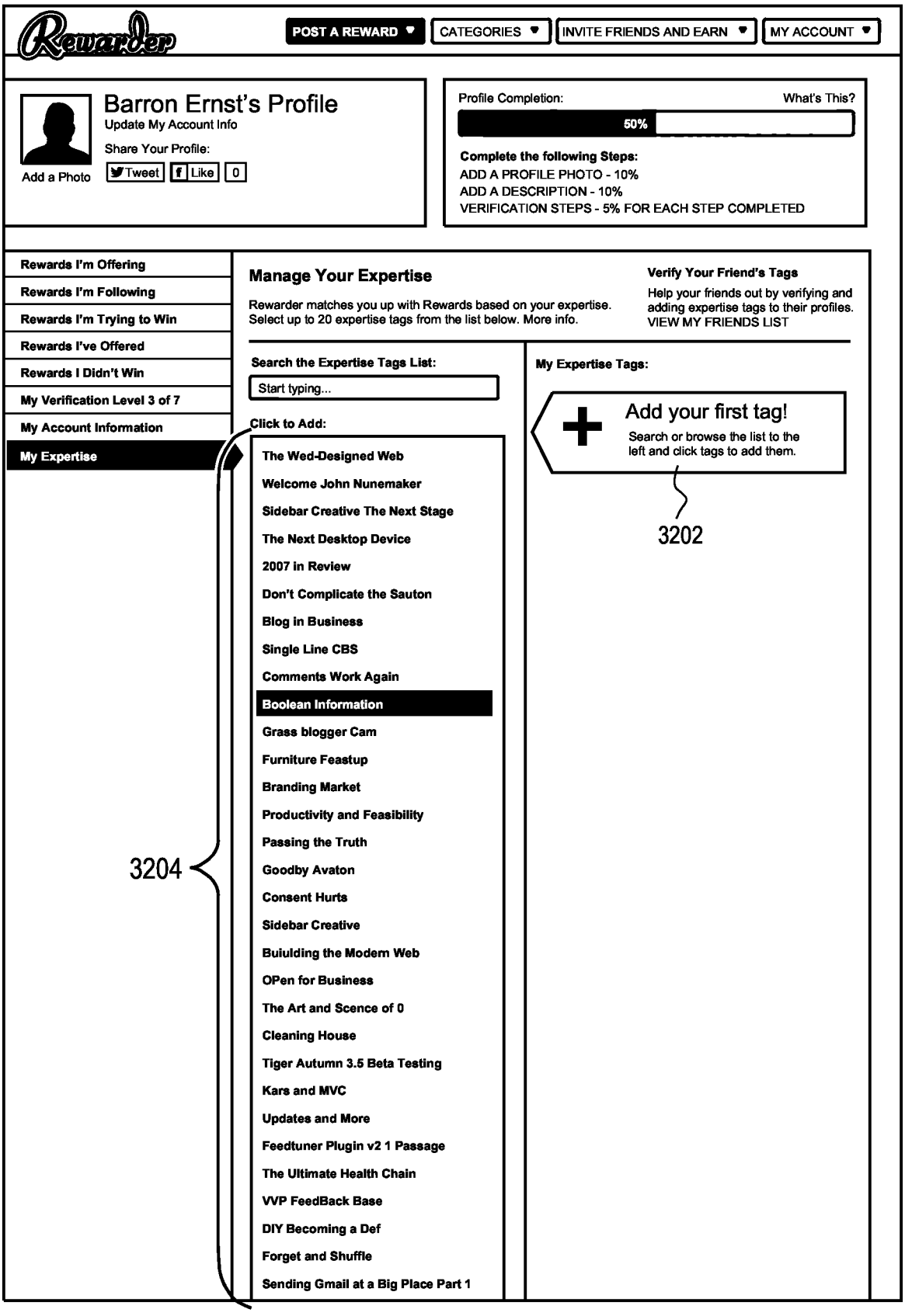

Rewarder
POST A REWARD
CATEGORIES
INVITE FRIENDS AND EARN
MY ACCOUNT
Barron Ernst's Profile
Update My Account Info
Share Your Profile:
Tweet
Like
0
Add a Photo
Profile Completion:
What's This?
50%
Complete the following Steps:
ADD A PROFILE PHOTO - 10%
ADD A DESCRIPTION - 10%
VERIFICATION STEPS - 5% FOR EACH STEP COMPLETED
Rewards I'm Offering
Rewards I'm Following
Rewards I'm Trying to Win
Rewards I've Offered
Rewards I Didn't Win
My Verification Level 3 of 7
My Account Information
My Expertise
Manage Your Expertise
Rewarder matches you up with Rewards based on your expertise. Select up to 20 expertise tags from the list below. More info.
Verify Your Friend's Tags
Help your friends out by verifying and adding expertise tags to their profiles.
VIEW MY FRIENDS LIST
Search the Expertise Tags List:
Start typing...
Click to Add:
The Wed-Designed Web
Welcome John Nunemaker
Sidebar Creative The Next Stage
The Next Desktop Device
2007 in Review
Don't Complicate the Sauton
Blog in Business
Single Line CBS
Comments Work Again
Boolean Information
Grass blogger Cam
Furniture Feastup
Branding Market
Productivity and Feasibility
Passing the Truth
Goodby Avaton
Consent Hurts
Sidebar Creative
Buiulding the Modern Web
OPen for Business
The Art and Scence of 0
Cleaning House
Tiger Autumn 3.5 Beta Testing
Kars and MVC
Updates and More
Feedtuner Plugin v2 1 Passage
The Ultimate Health Chain
VVP FeedBack Base
DIY Becoming a Def
Forget and Shuffle
Sending Gmail at a Big Place Part 1
My Expertise Tags:
Add your first tag!
Search or browse the list to the left and click tags to add them.
3202
3204

FIG. 32A

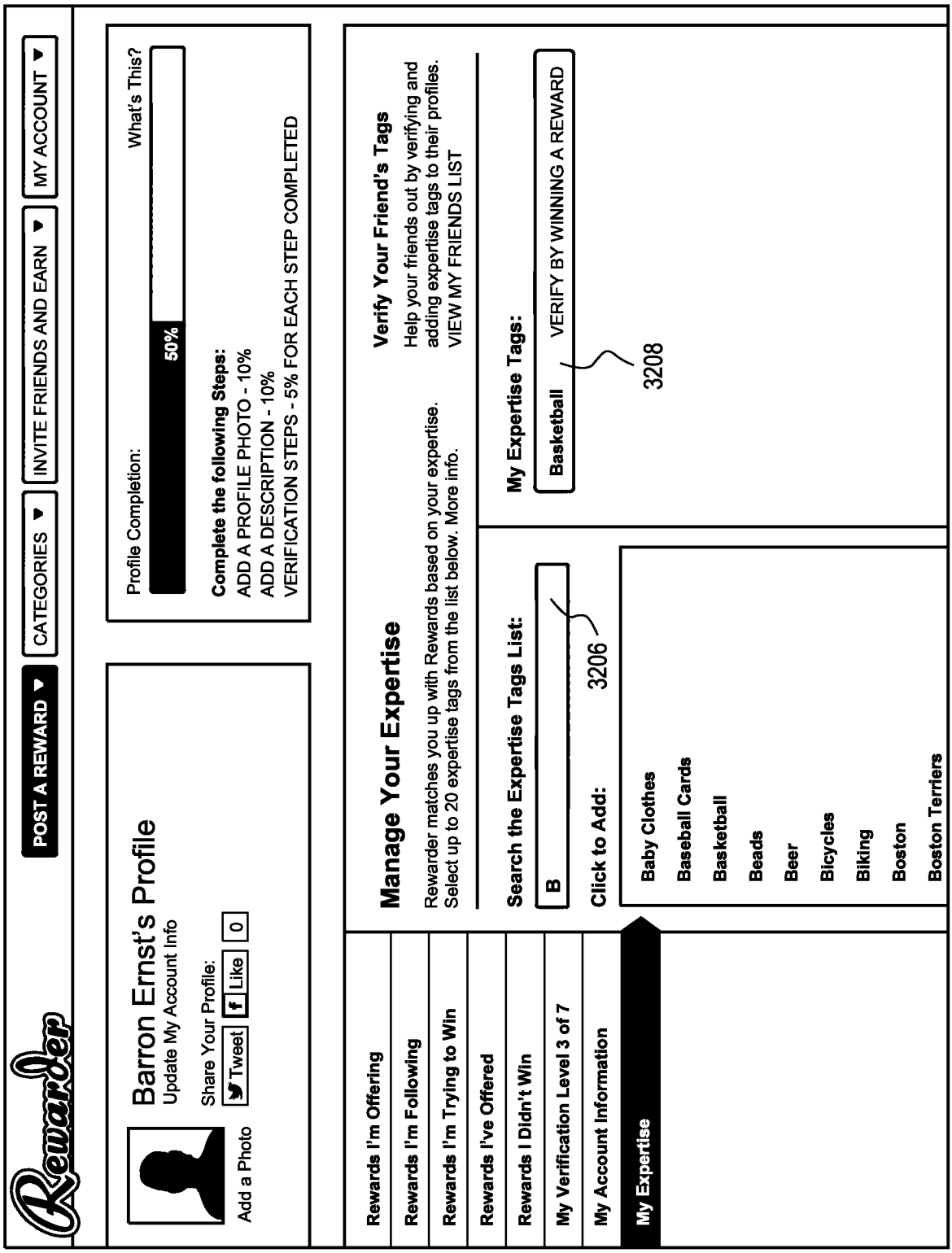

Rewarder
POST A REWARD
CATEGORIES
INVITE FRIENDS AND EARN
MY ACCOUNT
Barron Ernst's Profile
Update My Account Info
Share Your Profile:
Tweet
Like
0
Add a Photo
Profile Completion:
50%
What's This?
Complete the following Steps:
ADD A PROFILE PHOTO - 10%
ADD A DESCRIPTION - 10%
VERIFICATION STEPS - 5% FOR EACH STEP COMPLETED
Rewards I'm Offering
Rewards I'm Following
Rewards I'm Trying to Win
Rewards I've Offered
Rewards I Didn't Win
My Verification Level 3 of 7
My Account Information
My Expertise
Manage Your Expertise
Rewarder matches you up with Rewards based on your expertise.
Select up to 20 expertise tags from the list below. More info.
Verify Your Friend's Tags
Help your friends out by verifying and adding expertise tags to their profiles.
VIEW MY FRIENDS LIST
Search the Expertise Tags List:
B
Click to Add:
3206
Baby Clothes
Baseball Cards
Basketball
Beads
Beer
Bicycles
Biking
Boston
Boston Terriers
My Expertise Tags:
Basketball
VERIFY BY WINNING A REWARD
3208

FIG. 32B

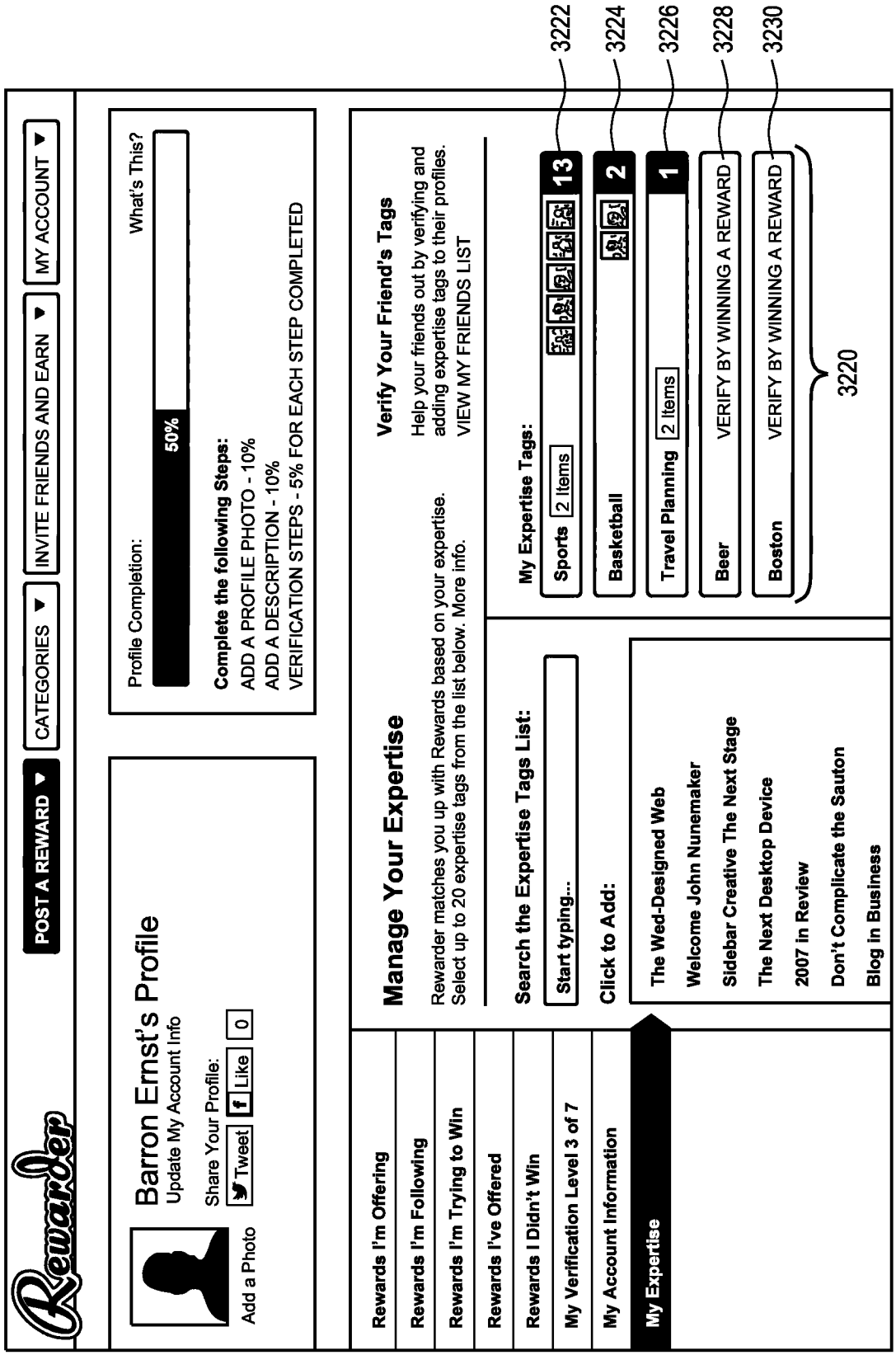

Rewarder
POST A REWARD
CATEGORIES
INVITE FRIENDS AND EARN
MY ACCOUNT
Barron Ernst's Profile
Update My Account Info
Add a Photo
Share Your Profile:
Tweet
Like
0
Profile Completion:
50%
What's This?
Complete the following Steps:
ADD A PROFILE PHOTO - 10%
ADD A DESCRIPTION - 10%
VERIFICATION STEPS - 5% FOR EACH STEP COMPLETED
Rewards I'm Offering
Rewards I'm Following
Rewards I'm Trying to Win
Rewards I've Offered
Rewards I Didn't Win
My Verification Level 3 of 7
My Account Information
My Expertise
Manage Your Expertise
Rewarder matches you up with Rewards based on your expertise.
Select up to 20 expertise tags from the list below. More info.
Search the Expertise Tags List:
Start typing...
Click to Add:
The Wed-Designed Web
Welcome John Nunemaker
Sidebar Creative The Next Stage
The Next Desktop Device
2007 in Review
Don't Complicate the Sauton
Blog in Business
Verify Your Friend's Tags
Help your friends out by verifying and adding expertise tags to their profiles.
VIEW MY FRIENDS LIST
My Expertise Tags:
Sports 2 Items 13
Basketball 2
Travel Planning 2 Items 1
Beer VERIFY BY WINNING A REWARD
Boston VERIFY BY WINNING A REWARD
3222
3224
3226
3228
3230
3220

FIG. 32C