

Member creates everyday social content, on any public media¹ they authorize. (posts, tweets, likes, feedback, etc.)

Utilizing the 'Counterpart to Search' while Determining What People 'Will-Like':

SMRC non-invasively analyzes public, historical (2yrs), and current social activity, associated with member's registered favorite charities.

Analyzed by: Conversational sentiment analytics, and Natural Language Processing that determines topical likes/dislikes (how much and why), and emotion related to topical trends across the content of their doppelgangers. For more information see bit.ly/smrc-analytics101

Analogies: Amazon or Pandora's suggestions (except in all topics, not just music), on steroids.

¹ Scope: All social media formats are supported.



Inspired by:



*All monies in the system are donations w/ trade rewards. All humanitarian 501-c3's can be registered & receive donations.

Creates Custom Search Themes from historical and current social activity, tied to member's charities.

No Identity Revealed.

Determines opportunities related to member's Custom Search Themes & then non-invasively promotes opportunities to:

Sponsors relative to social topic & keyword theme. (add qualifications**)

\$0.03/qualified**, anonymous profile to register & co-brand w/ profile's charity***, related to profile's Custom Search Themes.

**100's of parameters. More diverse, and accurate than any on the market.

***61% of people will try a new brand when co-branded. 80% will switch brands. 83% want more cause marketing. Study sample size: 248M. (Cone 2010)

Monetizing Member's Content:

25 sponsors/day purchasing @ \$0.03/member profile = \$0.60/day/member (\$219/yr.). Total = \$0.75..\$0.60 determined after 8% service fee, 4% hosting benefits, and 8% as awards to friends/followers. Hosts receive 4% of invitee's value for their content & research (see below).

Justifiable Value for Every Marketing \$:

Promotes goodwill, loyalty, traffic, brand acceptance, retention & hard behavioral research.

Monetized for member's/host's charities & rewards as compensation for participation & research.

Member's incrementally rewarded for increased brand & promo retention. Secure ~5-10 min of attention. Open up the 46% that never responds to advertising. Reward size based on sponsor bid.. \$5 for testimonials and 5% of commerce for buyer post-purchase reviews.

4% of the on-going donations' & rewards' value of hosted sponsors/members. Minimum of \$10.95/year/invitee.

Member's Opportunity Database (in their 'search') listing rewarding research game opportunities & requirements.

(only in topics based on what they talk about, and the feedback received.)

directs to rewarding opportunities at:

Syndicated

Social

Sponsor's website or storefront

Authority website

OEM: AdWords / AdSense / OpenX

Interactive HTML5 Mobile Video compatible.

Open Source In-line Video alternative to Mobile Flash.