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[Continued on next page]

(54) Title: BUSINESS LEAD GENERATION SYSTEM AND METHOD USING STRUCTURED SOCIAL MEDIA CONTENT

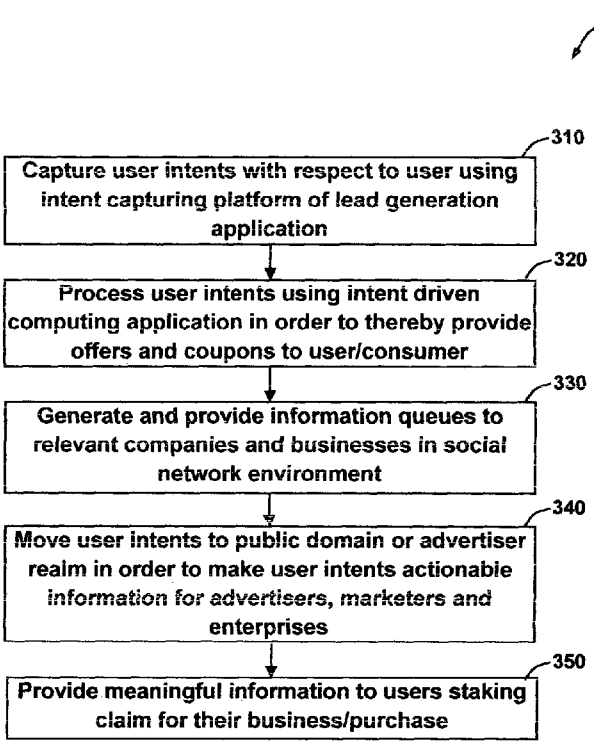


FIG.3

(57) Abstract: A business lead generating system and method using structured social information. An intent capturing platform captures at least one structured activity including, but not limited to, planning a vacation, a house move, a birthday party etc, in order to thereby generate at least one user intent with respect to the user. An intent driven computing application for processing the captured user intents in order to thereby provide offers and coupons to the user/consumer. A plurality of information queues having relevant user intents which are categorized based on the nature of the intent for providing product/service information to the relevant companies and businesses in a social network environment. Such a business lead generation can be effectively adapted by a wide range of companies and business networks to leverage the business leads, targeting their advertisements to users whose interest best align with the products/services of a company/business.

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