CLAIMS

1. A platform for identifying establishments having social prospects, the platform comprising:

a database storing a plurality of establishment profiles, each establishment profile comprising socialization characteristics pertaining to respective social establishments, wherein the socialization characteristics comprise:

data regarding personal characteristics associated with corresponding social prospects patronizing respective establishments, and

data regarding when corresponding social prospects patronize respective establishments;

a plurality of software applications executable on a corresponding plurality of user devices, each software application in communication with the platform via a communications network;

one or more processors in communication with the database and the plurality of applications, the one or more processors executing software configured to:

receive, from a searching user via one of the plurality of applications corresponding to the searching user, a search query directed to finding social prospects, wherein the search query comprises one or more personal characteristics associated with social prospects provided by the searching user;

compare the one or more personal characteristics provided by the searching user to stored socialization characteristics of the establishments;

based on the comparison, identify one or more establishments where social prospects having personal characteristics provided by the searching user are likely to be located based on a corresponding number of socialization

characteristics matching the personal characteristics provided by the searching user; and

present an identifier related to one or more of the identified establishments to the searching user via the software application corresponding to the searching user.

2. The platform of claim 1, wherein presenting an identifier comprises presenting a geographic location of each identified establishment on a map presented to the searching user via the mobile application of the searching user.

3. The platform of claim 1, wherein the identifier includes an assigned score for each identified establishment, wherein the score is based on a number of socialization characteristics matching the personal characteristics provided by the searching user.

4. The platform of claim 3, wherein the assigning a score is performed at least partially using an artificial intelligence engine.

5. The platform of claim 3, wherein said scores are based on a density at an identified establishment of social prospects having personal characteristics matching the searching user's provided personal characteristics.

6. The platform of claim 1, wherein presenting an identifier comprises presenting a textual representation of a geographic location of each identified establishment via the application of the searching user.

7. The platform of claim 1, wherein the socialization characteristics are at least partially derived using an artificial intelligence engine.

8. The platform of claim 1, wherein the identifying one or more establishments based on a corresponding number of socialization characteristics matching the personal characteristics provided by the searching user is performed at least partially using an artificial intelligence engine.

9. The platform of claim 1, wherein the search query further comprises a time and/or day at which the searching user wants to meet social prospects, and wherein the one or more processors are further configured to:

additionally compare the time and/or day provided by the searching user to stored socialization characteristics of the establishments;

wherein said identifying is based on the comparison and the additional comparison.

10. The platform of claim 1, wherein said identifying is further based on one or more days and/or times when social prospects having one or more personal characteristics matching one or more of the stored socialization characteristics have historically patronized any identified establishments.

11. The platform of claim 10, wherein the one or more processors are further configured to facilitate communication between the application associated with the searching user and an application executing on a device of a social prospect that has previously patronized an identified establishment.

12. The platform of claim 1, wherein the gathered data is provided at least in part by respective personnel associated with the identified establishments.

13. The platform of claim 12, wherein the one or more processors are further configured to award a reward to the personnel associated with the identified establishment providing gathered data of the identified establishments.

14. The platform of claim 1, wherein the gathered data is provided at least in part by other users of the platform who have patronized or are currently patronizing respective identified establishments.

15. The platform of claim 14, wherein the one or more processors are further configured to award a reward to the other users of the platform providing gathered data.

16. The platform of claim 15, wherein the reward is an asset that is unique to and is spendable on the platform by the awarded user or may be given away by the awarded user to another user of the platform.

17. The platform of claim 1, wherein the one or more processors are further configured to receive a notification from the application of the searching user establishing their location at one of the identified establishments.

18. The platform of claim 17, wherein establishing a location of the searching user at one of the identified establishments comprises confirming the location of the searching user at the identified establishment via location technology associated with the application corresponding to the searching user.

19. The platform of claim 17, wherein the one or more processors are further configured to facilitate communication between the application associated with the searching user and an application executing on a device of a social prospect currently located at the identified establishment.

20. The platform of claim 17, wherein the one or more processors are further configured to receive a rating of one or more social prospects currently located at the identified establishment from the application associated with the searching user.

21. The platform of claim 17, wherein the one or more processors are further configured to receive a notification from an application executing on a device of a social prospect establishing their current located at the identified establishment.

22. The platform of claim 21, wherein establishing a location of the social prospect currently at the identified establishment comprises confirming their location via location technology associated with their application.

23. The platform of claim 21, wherein the one or more processors are further configured to receive

a rating of the searching user by one or more social prospects whose current location at the identified establishment has been established.

24. The platform of claim 1, wherein the one or more processors are further configured to generate rewards unique to and regarding use of the platform, wherein said rewards may be earned by a user of the platform, purchased by a user of the platform, given by a user of the platform to another user, or spent by a user of the platform on the platform.

25. The platform of claim 19, wherein the one or more processors are further configured to:

provide a computer-scannable code displayable on the application associated with the searching user that is unique to the searching user, and

provide personal information about the searching user to the application executing on the device of the social prospect whose application is used to scan the displayed code and communicate the scanning to the one or more processors.

26. The platform of claim 19, wherein the one or more processors are further configured to:

provide a computer-scannable code displayable on the application associated with the social prospect that is unique to the social prospect, and

provide personal information about the social prospect to the application executing on the device of the searching user when the searching user's application is used to scan the displayed code and communicate the scanning to the one or more processors.

27. The platform of claim 26, wherein the social prospect is associated with the identified

establishment and the personal information comprises information regarding when the social prospect is located at the identified establishment.