FIG 1A

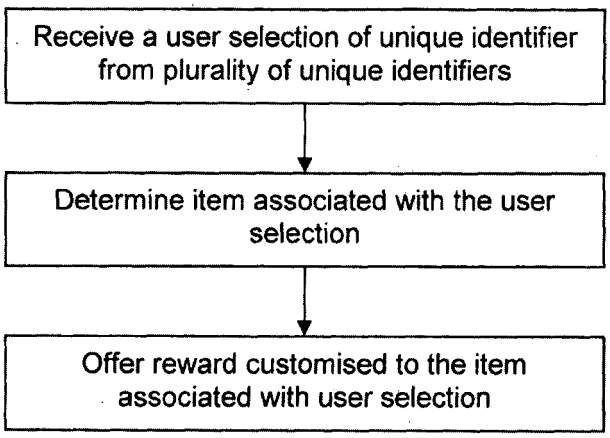


FIG 1B

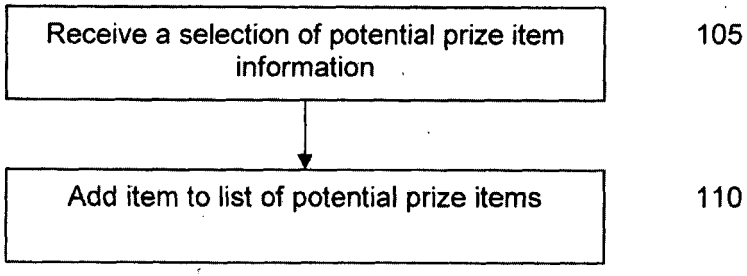


Figure 1C

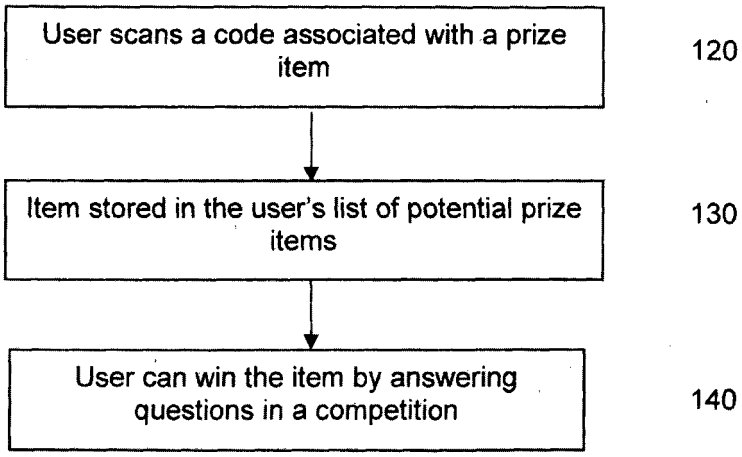


FIG 2A

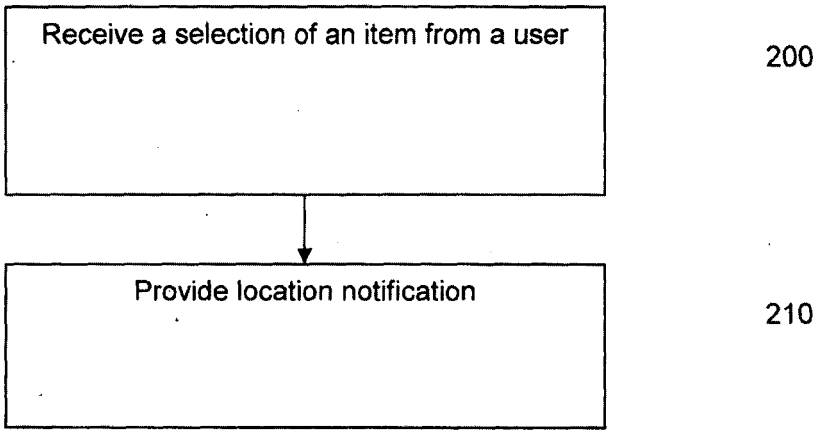

Receive a selection of an item from a user
200
Provide location notification
210

FIG 2B

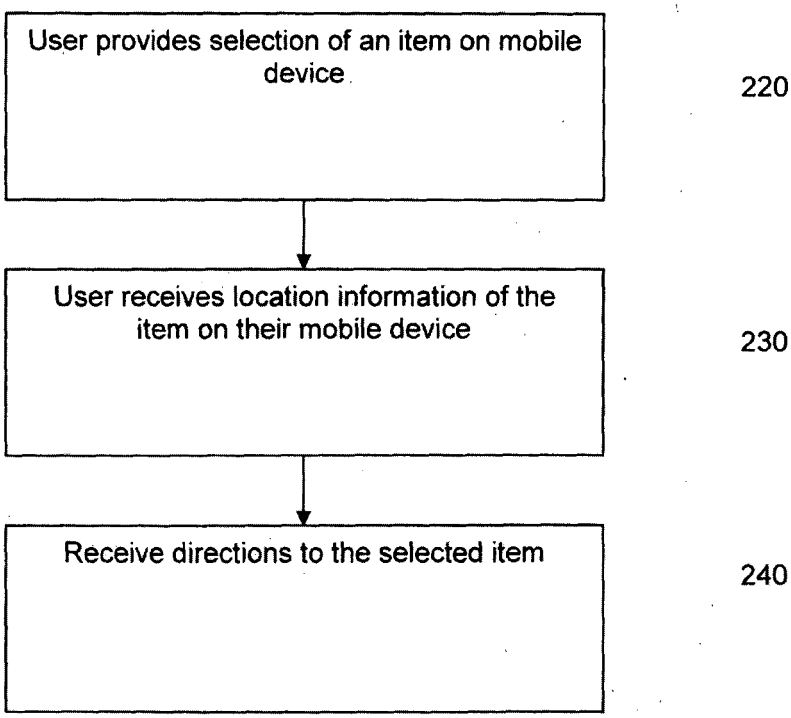

User provides selection of an item on mobile device
220
User receives location information of the item on their mobile device
230
Receive directions to the selected item
240

FIG 3A

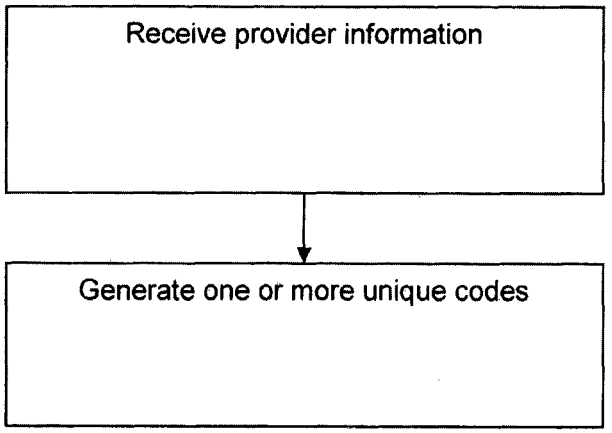

Receive provider information
300
Generate one or more unique codes
310

FIG 3B

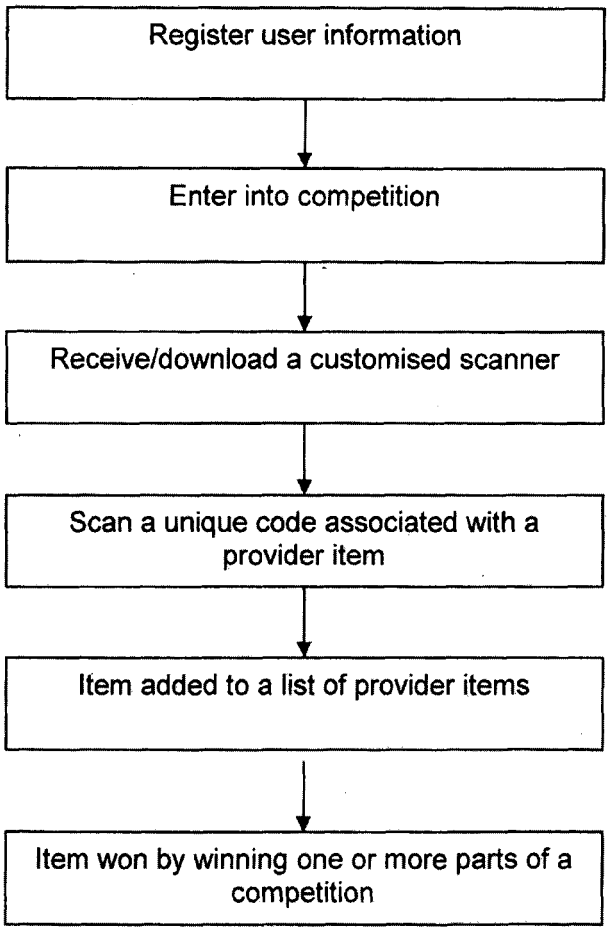

Register user information
320
Enter into competition
330
Receive/download a customised scanner
340
Scan a unique code associated with a provider item
350
Item added to a list of provider items
360
Item won by winning one or more parts of a competition
370

FIG 4A

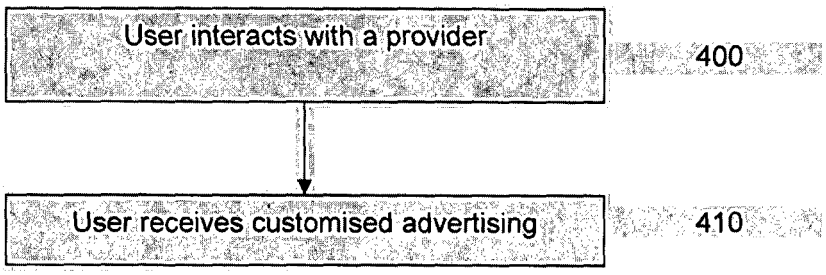

User interacts with a provider
400
User receives customised advertising
410

FIG 4B

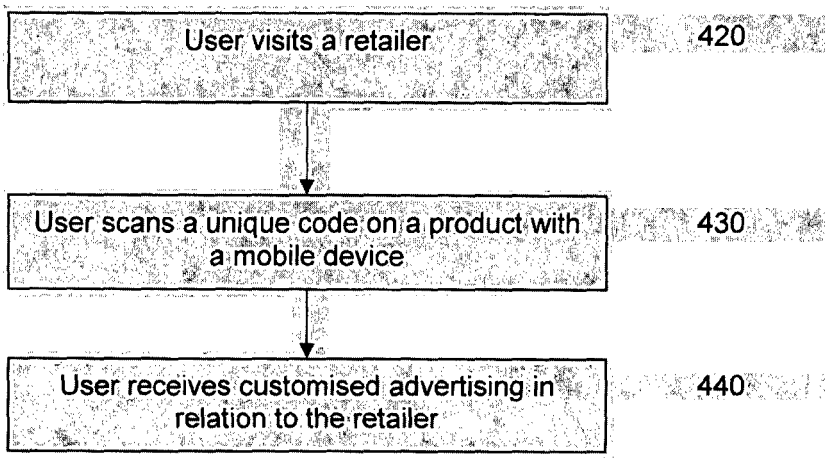

User visits a retailer
420
User scans a unique code on a product with a mobile device
430
User receives customised advertising in relation to the retailer
440

FIG 4C

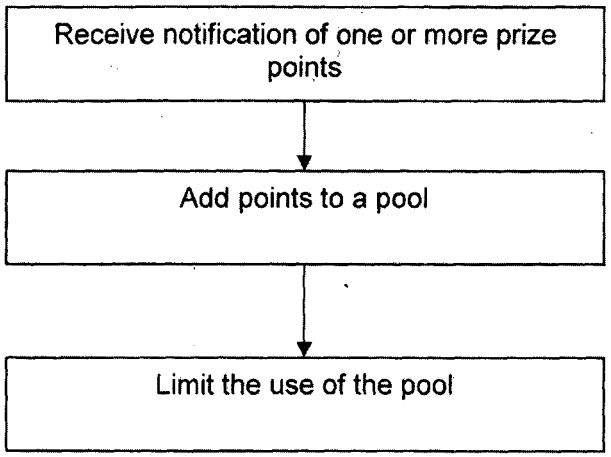
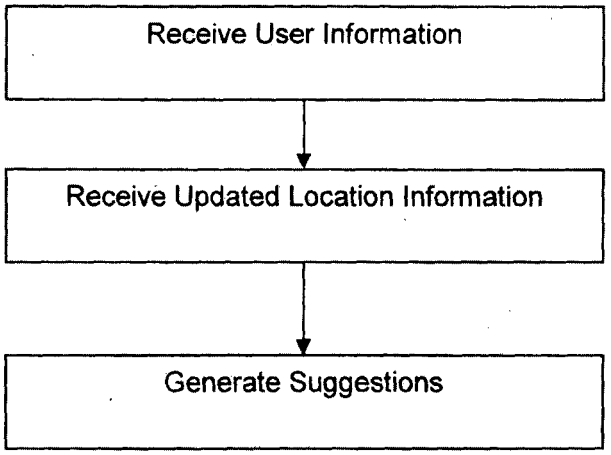

Receive notification of one or more prize points
450
Add points to a pool
460
Limit the use of the pool
470

FIG 4D


Receive User Information
475
Receive Updated Location Information
480
Generate Suggestions
485

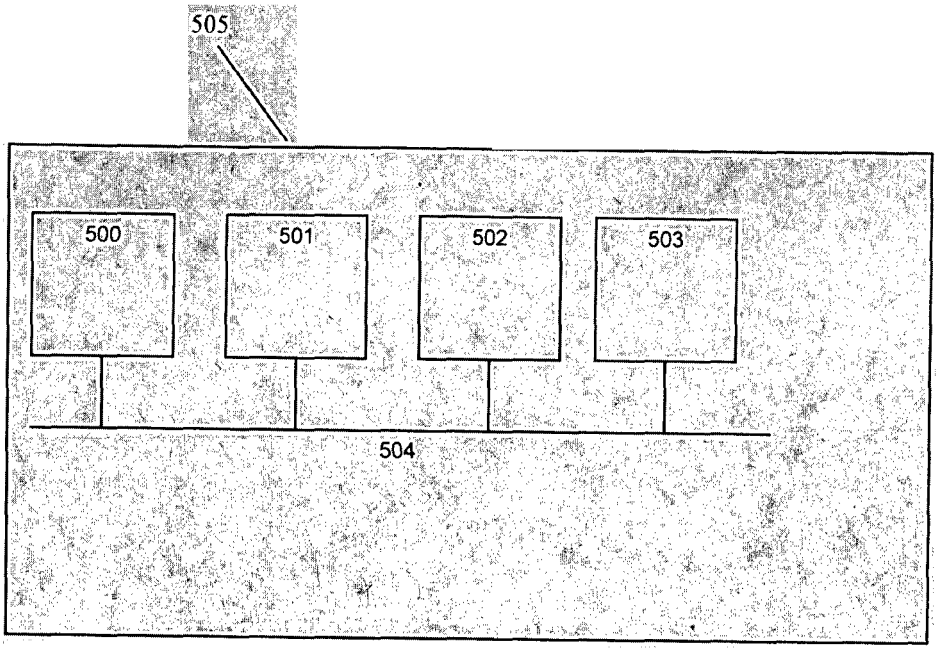


FIG 5

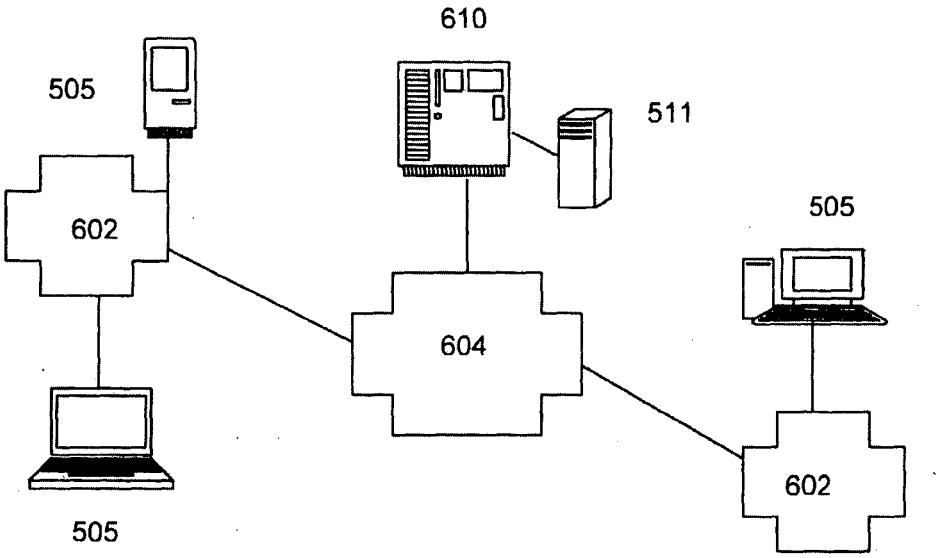


FIG 6

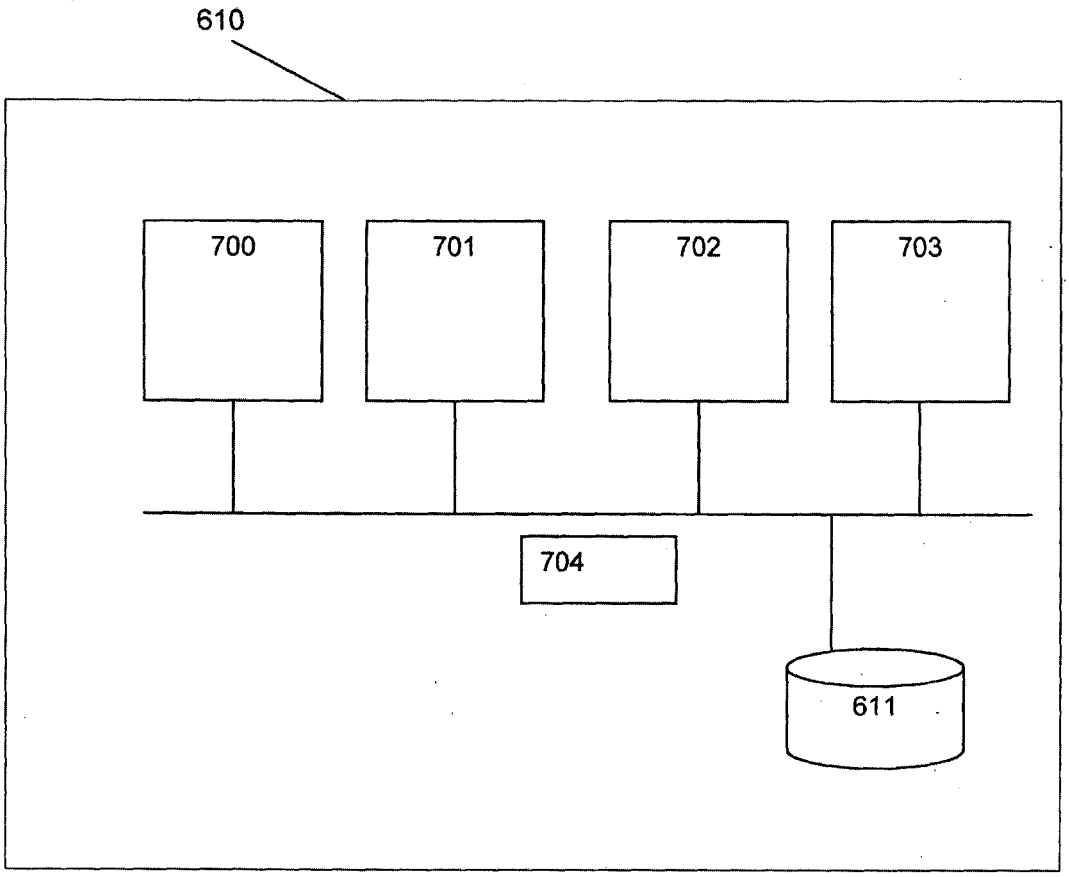


FIG. 7

FIG 8A

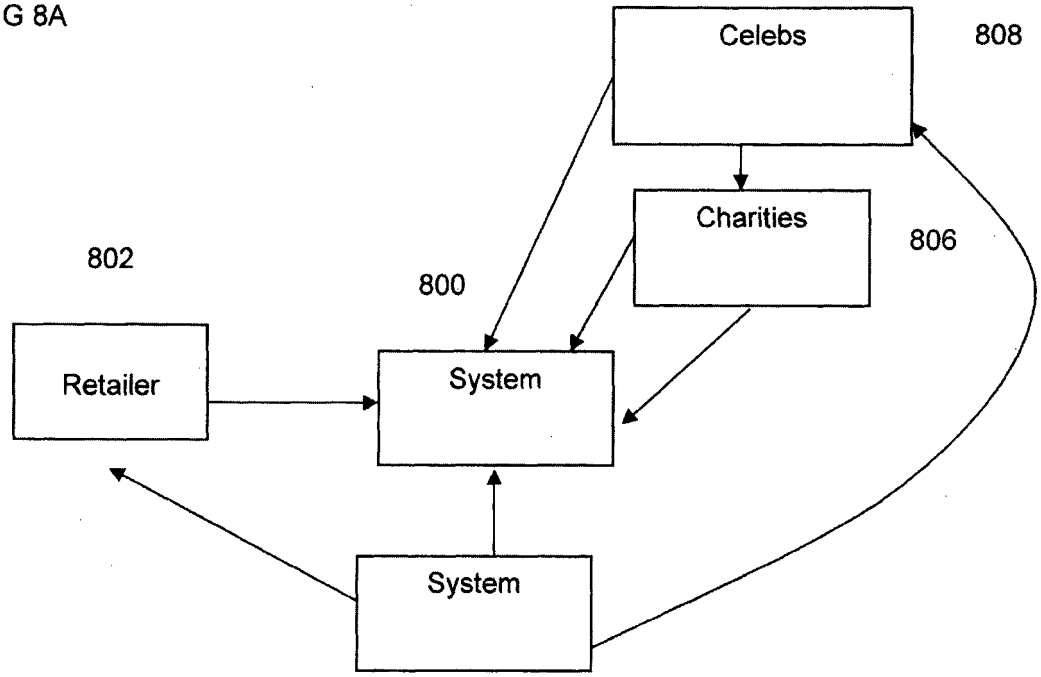

Celebs
808
Charities
806
802
800
Retailer
System
System
804

FIG 8B

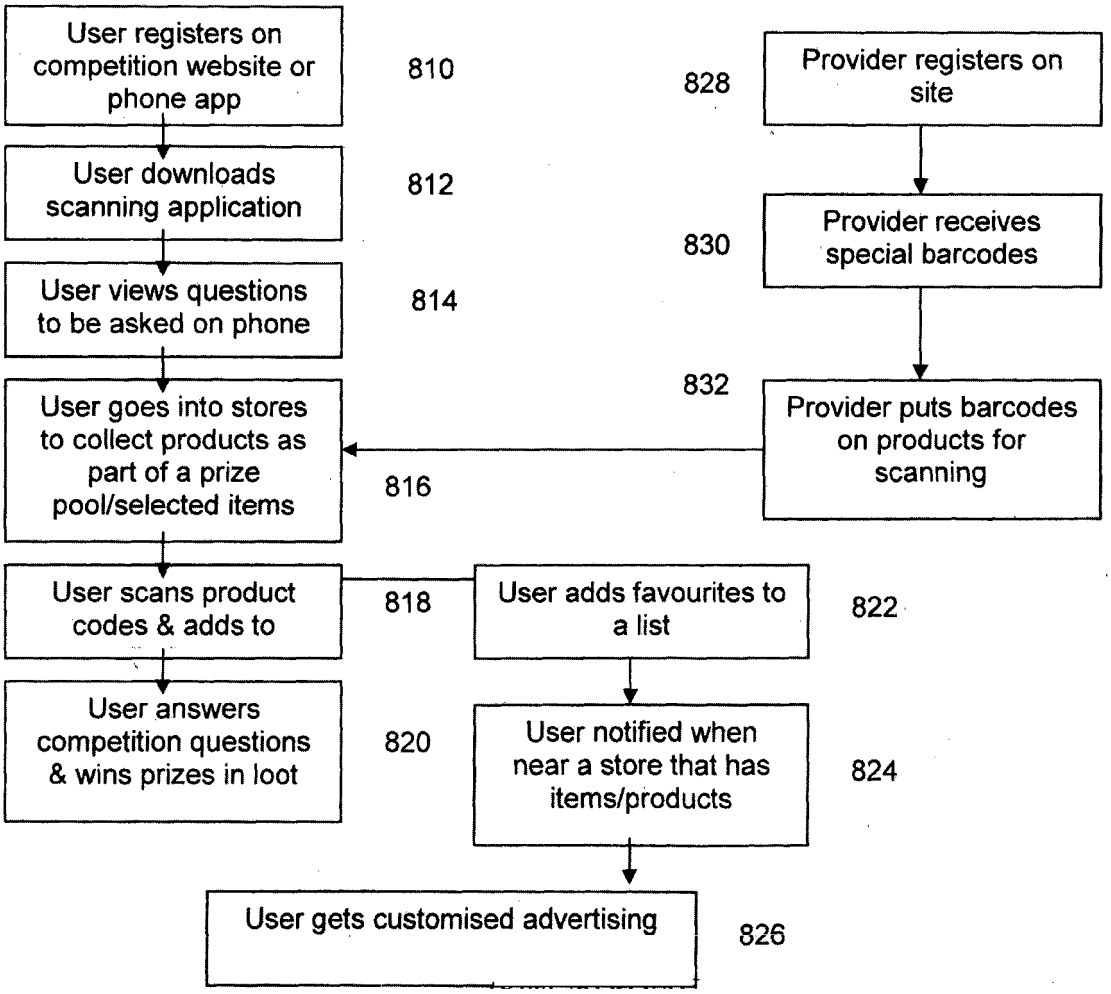

User registers on competition website or phone app
810
User downloads scanning application
812
User views questions to be asked on phone
814
User goes into stores to collect products as part of a prize pool/selected items
816
User scans product codes & adds to
818
User answers competition questions & wins prizes in loot
820
Provider registers on site
828
Provider receives special barcodes
830
Provider puts barcodes on products for scanning
832
User adds favourites to a list
822
User notified when near a store that has items/products
824
User gets customised advertising
826

Figure 8C

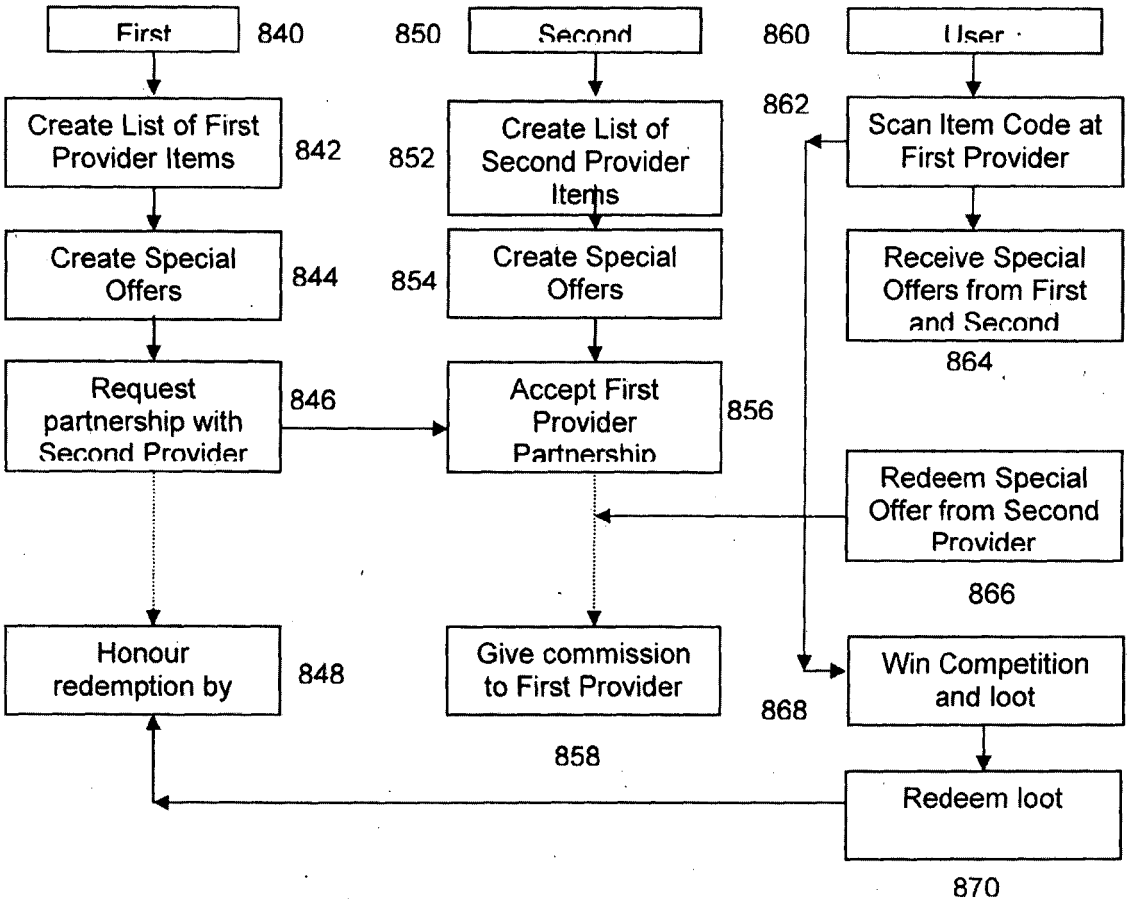
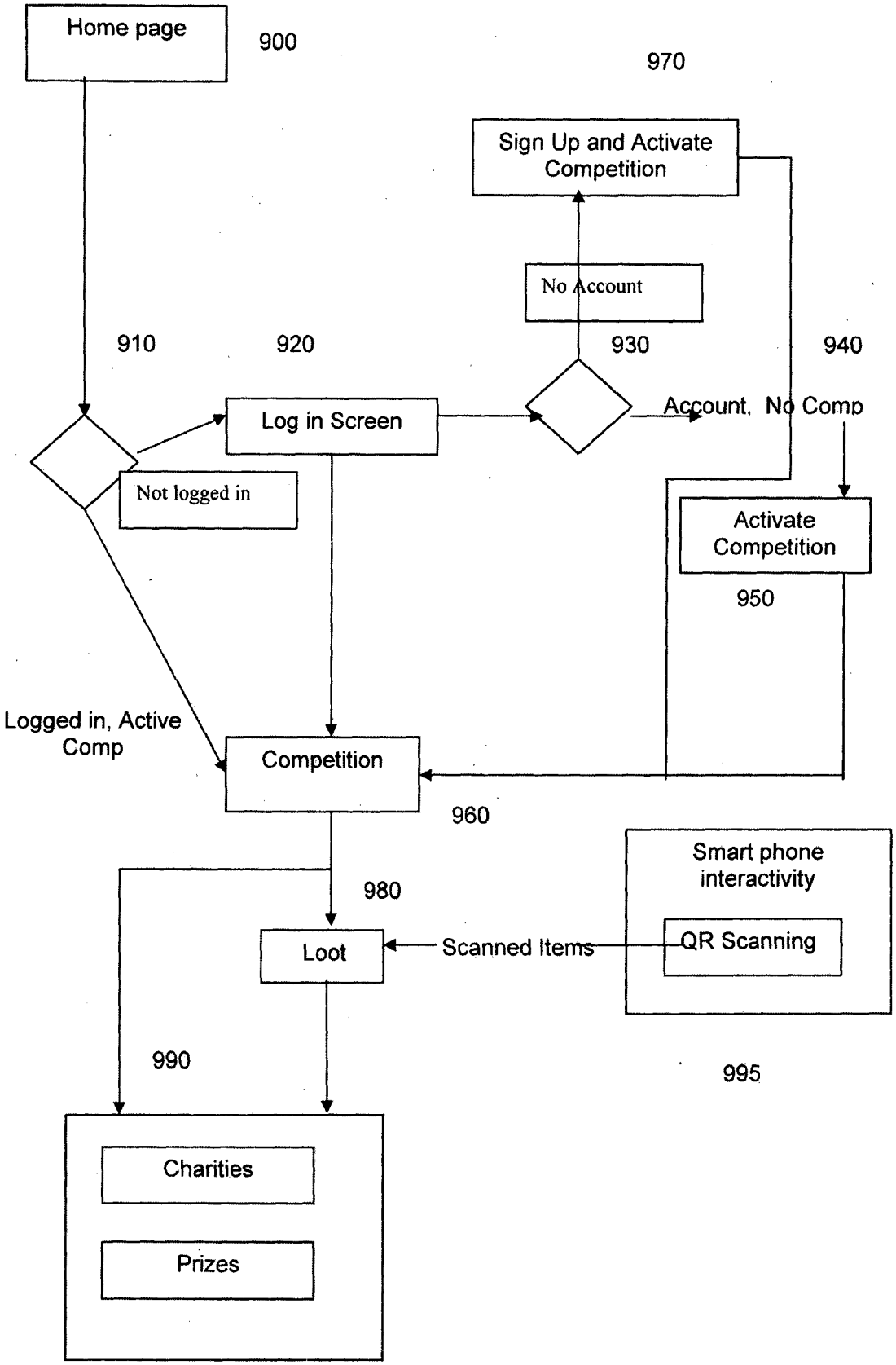
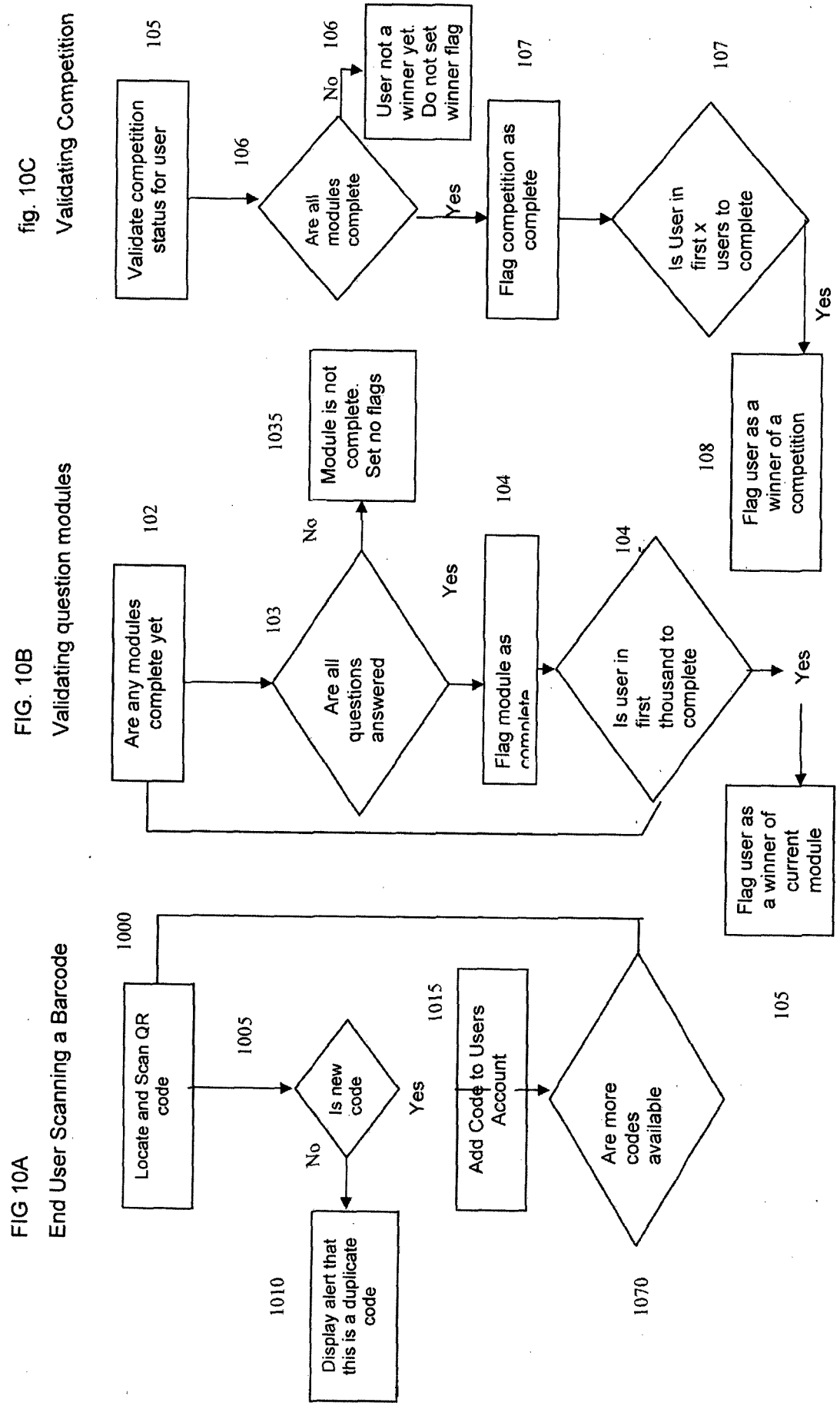

First
840
Create List of First Provider Items
842
Create Special Offers
844
Request partnership with Second Provider
846
Honour redemption by
848
850
Second
Create List of Second Provider Items
852
Create Special Offers
854
Accept First Provider Partnership
856
Give commission to First Provider
858
860
User
862
Scan Item Code at First Provider
Receive Special Offers from First and Second
864
Redeem Special Offer from Second Provider
866
Win Competition and loot
868
Redeem loot
870

FIG 9


Home page
900
970
Sign Up and Activate Competition
No Account
910
920
930
940
Log in Screen
Account, No Comp
Not logged in
Activate Competition
950
Logged in, Active Comp
Competition
960
Smart phone interactivity
980
Loot
Scanned Items
QR Scanning
990
995
Charities
Prizes


FIG 10A
End User Scanning a Barcode
1000
Locate and Scan QR code
1005
Is new code
No
Yes
1010
Display alert that this is a duplicate code
1015
Add Code to Users Account
1070
Are more codes available
105
Flag user as a winner of current module
FIG. 10B
Validating question modules
102
Are any modules complete yet
103
Are all questions answered
No
1035
Module is not complete. Set no flags
Yes
104
Flag module as complete
104
Is user in first thousand to complete
Yes
108
Flag user as a winner of a competition
fig. 10C
Validating Competition
105
Validate competition status for user
106
Are all modules complete
No
106
User not a winner yet. Do not set winner flag
Yes
107
Flag competition as complete
107
Is User in first x users to complete
Yes

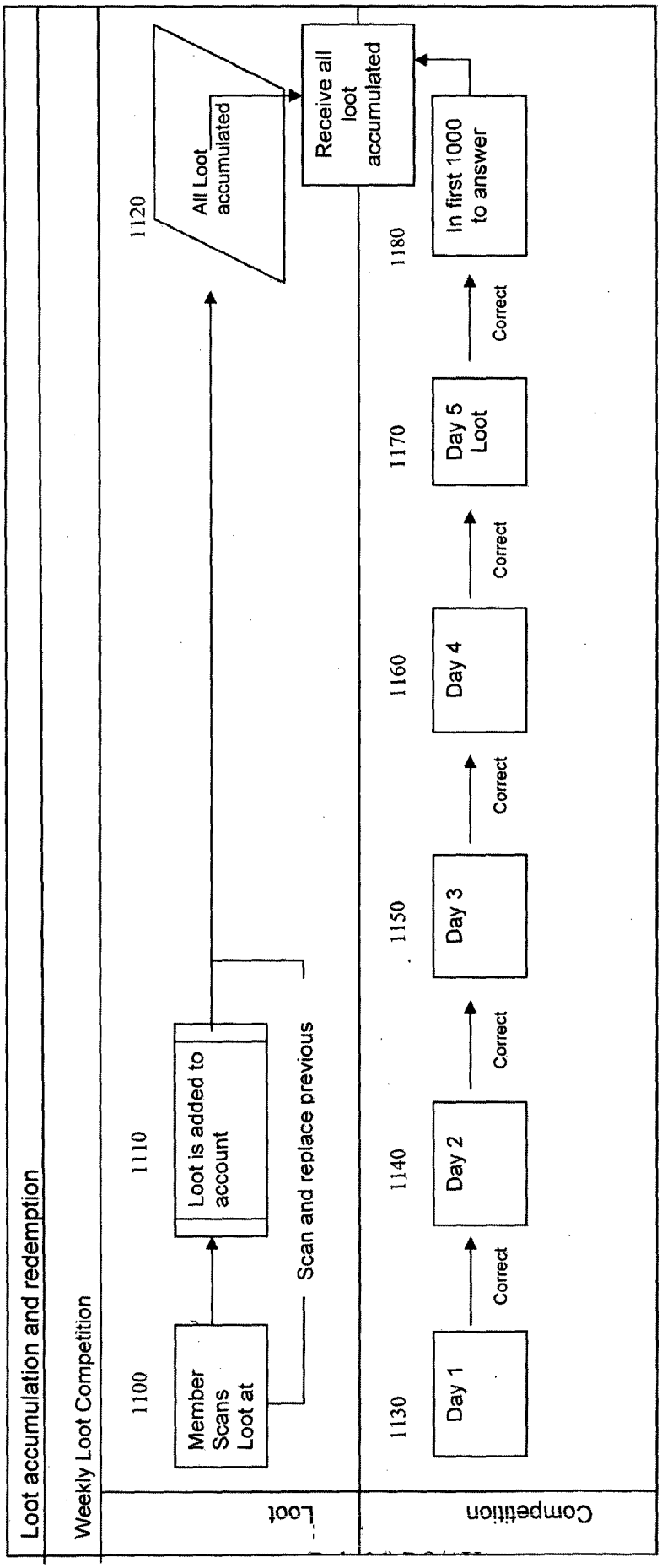
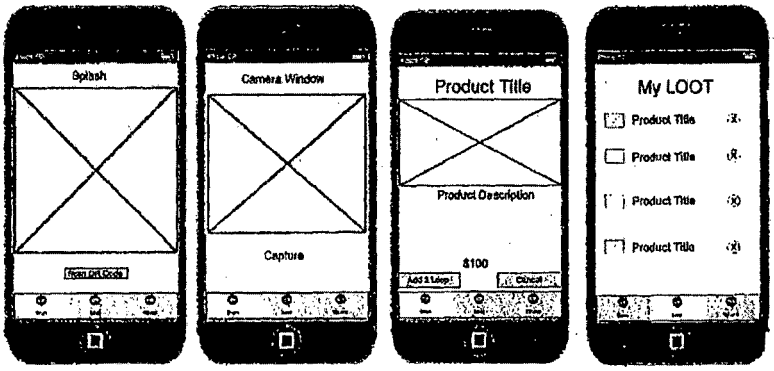

Loot accumulation and redemption
Weekly Loot Competition
Loot
Competition
1100
Member Scans Loot at
1110
Loot is added to account
Scan and replace previous
1120
All Loot accumulated
1130
Day 1
1140
Day 2
1150
Day 3
1160
Day 4
1170
Day 5 Loot
1180
In first 1000 to answer
Receive all loot accumulated
Correct
Correct
Correct
Correct
Correct

FIG. 11

FIG. 12

1200


Splash
Camera Window
Capture
Product Title
Product Description
$100
My LOOT
Product Title
Product Title
Product Title
Product Title