

Claims:

1. A method for discovering and providing, in real-time, at least one service based on a demand for the at least one service and a supply available for the at least one service, the method comprising:
 - receiving a first set of parameters from at least one service delivery terminal and a second set of parameters from at least one content server having at least regulatory rules and business rules, wherein the first set of parameters and the second set of parameters are at least one of received in real-time and received periodically;
 - determining the at least one dynamic content of the at least one service based on the first set of parameters and the second set of parameters, wherein the at least one dynamic content relates to at least one of price, recommended value, quality, quantum, demand, location, ratings, delivery time;
 - transmitting the at least one dynamic content to the at least one service delivery terminal by a central controller;
 - modifying the at least one dynamic content to generate at least one modified dynamic content when the at least one dynamic content received from the central controller is not accepted by the at least one service delivery terminal;
 - transmitting, to the central controller by the at least one service delivery terminal over a network the at least one modified dynamic content;
 - receiving at least one request from at least one user device for using the at least one service by the central controller;
 - comparing the at least one request and the at least one modified dynamic content to determine at least one optimal dynamic content, wherein the at least one optimal dynamic content is generated for at least one available service delivery terminal associated with the selected modified dynamic content; and

transmitting the determined at least one optimal dynamic content to the at least one user device over the network and the at least one available service delivery terminal.

2. The method according to claim 1, wherein the first set of parameters comprise at least one of (i) availability of the at least one service delivery terminal at a particular location, (ii) price for the at least one service submitted by the at least one service delivery terminal, (iii) distance between the at least one service delivery terminal and a user device of the at least one user device, and (iv) closeness to a drop location.
3. The method according to claim 1, wherein the second set of parameters comprise at least one of (i) a demand and supply gap for the at least one service at said particular location, (ii) content previously accepted by end-users for the at least one service, (iii) intraday shift in a demand and supply due to local conditions, (iv) supply of service delivery peers, (v) at least one event impacting the price of the at least one service, and (vi) custom rules.
4. The method as according to claim 1, wherein at least one end-user makes a selection of the at least one optimal dynamic content from the central controller through the at least one user device.
5. The method according to claim 4, further comprising:
 - capturing the selection made by the at least one end-user; and
 - transmitting the at least one request from at least one user device to the at least one service delivery terminal corresponding to the selected at least one optimal dynamic content.
6. The method according to claim 1, wherein at least one of the at least one dynamic content, at least one modified dynamic content, and the at least one optimal dynamic content further includes (i) a quality of service, (ii) a quantum of service, (iii) ratings of available at least one service delivery peers corresponding to the at least one service delivery terminal, and (iv) an expected time to be taken to initiate the service delivery.
7. The method according to claim 1, wherein the request from the at least one user device comprises at least one constraint, the at least one constraint including one or more of (i) a price estimate for the requested service, and (ii) quality of the at least one service provided by the at least one service delivery terminal.

8. The method according to claim 1, further comprising:

- determining the at least one dynamic content of the at least one service, which comprises:
 - estimating the at least dynamic content using a content estimator module based on at least one parameter of one or more of the first set of parameters and the second set of parameters;
 - correcting the at least dynamic content using a corrector module for acceptance by the end-user; and
 - finalizing the at least one dynamic content using a content finalizer module using validation with at least one custom rule.

9. A system for discovering and providing, in real-time, at least one service based on a demand for the at least one service and a supply available for the at least one service, the system comprising:

- a central controller configured to:
 - receive a first set of parameters from at least one service delivery terminal and a second set of parameters from at least one content server having at least regulatory rules and business rules, wherein the first set of parameters and the second set of parameters are at least one of received in real-time and received periodically;
 - determine the at least one dynamic content of the at least one service based on the first set of parameters and the second set of parameters, wherein the at least one dynamic content relates to at least one of price recommended value, quality, quantum, demand, location, ratings, delivery time;
 - and
 - transmit the at least one dynamic content to the at least one service delivery terminal by a central controller; and
- a service delivery terminal configured to:
 - receive and exhibit the at least one dynamic content from the central controller;
 - modify the at least one dynamic content to generate at least one modified dynamic content when the at least one dynamic content received from the central controller is not accepted; and
 - transmit to the central controller the at least one modified dynamic content,

wherein the central controller is further configured to:

receive at least one request from at least one user device for using the at least one service;

compare the at least one request and the at least one modified dynamic content to determine at least one optimal dynamic content, wherein the at least one optimal dynamic content is generated for at least one available service delivery terminal associated with the selected modified dynamic content; and

transmit the determined at least one optimal dynamic content to the at least one user device over a network and the at least one available service delivery terminal.

10. The system according to claim 9, wherein the first set of parameters comprise at least one of (i) availability of the at least one service delivery terminal at a particular location, (ii) price for the at least one service submitted by the at least one service delivery terminal, (iii) distance between the at least one service delivery terminal and a user device of the at least one user device, and (iv) closeness to a drop location.
11. The system according to claim 9, wherein the second set of parameters comprise at least one of (i) a demand and supply gap for the at least one service at said particular location, (ii) content previously accepted by end-users for the at least one service, (iii) intraday shift in a demand and supply due to local conditions, (iv) supply of service delivery peers, (v) at least one event impacting the price of the at least one service, and (vi) custom rules.
12. The system according to claim 9, wherein at least one end-user makes a selection of the at least one optimal dynamic content from the central controller through the at least one user device.

13. The system according to claim 12, wherein the central controller is further configured to:
 - capture the selection made by the at least one end-user; and
 - transmit the at least one request from at least one user device to the at least one service delivery terminal corresponding to the selected at least one optimal dynamic content.
14. The system according to claim 9, wherein at least one of the at least one dynamic content, at least one modified dynamic content, and the at least one optimal dynamic content further includes (i) a quality of service, (ii) a quantum of service, (iii) ratings of available at least one service delivery peers corresponding to the at least one service delivery terminal, and (iv) an expected time to be taken to initiate the service delivery.
15. The system according to claim 9, wherein the request from the at least one user device comprises at least one constraint, the at least one constraint including one or more of (i) a price estimate for the requested service, and (ii) quality of the at least one service provided by the at least one service delivery terminal.
16. The system according to claim 9, wherein the central controller is further configured to:
 - determine the at least one dynamic content of the at least one service, which comprises:
 - estimate the at least dynamic content using a content estimator module based on at least one parameter of one or more of the first set of parameters and the second set of parameters;
 - correct the at least dynamic content using a corrector module for acceptance by the end-user; and
 - finalize the at least one dynamic content using a content finalizer module using validation with at least one custom rule.

17. A non-transitory computer-readable medium storing instructions that, when executed by a computer, cause the computer to perform a method for discovering and providing, in real-time, at least one service based on a demand for the at least one service and a supply available for the at least one service, the method including:

receiving a first set of parameters from at least one service delivery terminal and a second set of parameters from at least one content server having at least regulatory rules and business rules, wherein the first set of parameters and the second set of parameters are at least one of received in real-time and received periodically;

determining the at least one dynamic content of the at least one service based on the first set of parameters and the second set of parameters, wherein the at least one dynamic content relates to at least one of price recommended value, quality, quantum, demand, location, ratings, delivery time, and a combination thereof;

transmitting the at least one dynamic content to the at least one service delivery terminal by a central controller;

modifying the at least one dynamic content to generate at least one modified dynamic content when the at least one dynamic content received from the central controller is not accepted by the at least one service delivery terminal;

transmitting to the central controller by the at least one service delivery terminal over a network, the at least one modified dynamic content;

receiving at least one request from at least one user device for using the at least one service by the central controller;

comparing the at least one request and the at least one modified dynamic content to determine at least one optimal dynamic content, wherein the at least one optimal dynamic content is generated for at least one available service delivery terminal associated with the selected modified dynamic content; and

transmitting the determined at least one optimal dynamic content to the at least one user device over the network and the at least one available service delivery terminal

18. The computer-readable medium according to claim 17, wherein the first set of parameters comprise at least one of (i) availability of the at least one service delivery terminal at a particular location, (ii) price for the at least one service submitted by the at least one service delivery terminal, (iii) distance between the at least one service delivery terminal and a user device of the at least one user device, and (iv) closeness to a drop location.

19. The computer-readable medium according to claim 17, wherein the second set of parameters comprise at least one of (i) a demand and supply gap for the at least one service at said particular location, (ii) content previously accepted by end-users for the at least one service, (iii) intra-day shift in a demand and supply due to local conditions, (iv) supply of service delivery peers, (v) at least one event impacting the price of the at least one service, and (vi) custom rules.

20. The computer-readable medium according to claim 17, wherein at least one of the at least one dynamic content, at least one modified dynamic content, and the at least one optimal dynamic content further includes (i) a quality of service, (ii) a quantum of service, (iii) ratings of available at least one service delivery peers corresponding to the at least one service delivery terminal, and (iv) an expected time to be taken to initiate the service delivery.