I claim:

1. A method of applying equitable pricing to a transaction, comprising a platform which:

identifies a product which a customer desire to purchase and collects customer information sufficient to process the transaction and, at the option of the customer, collects personal information, which personal information the customer optionally chooses to share in part or in whole with a particular retailer,

processes a real-time conversation between a customer and a retailer,

produces and considers data comprising at least one data from among current inventory, demand curve, historical data, transaction velocity, seasonal sell cycle, any loyalty program between the customer and retailer, scraped data, customer's desired price, customer's willingness to wait for the product, method of delivery, past purchases by customer, bundling of products, customer's frequency of returns, and total amount spent by customer,

establishes for the item an instantaneous dynamic pricing (IDP),

offers the customer the item for purchase at the IDP price,

allows the customer to purchase the item at the IDP price or to opt to making a Bid and, optionally, to choose a time frame during which the Bid offer is standing,

considers the Bid,

process the transaction if the IDP price was accepted or if the Bid was successful, and

issues a purchase receipt; and

stores the purchase information.

2. The method of Claim 1, where the conversation is at scale, that is: it is in real-time; it allows the customer to, optionally and at customer's discretion, inform retailer of customer's preference of at least one from among in-store treatment (e.g. being addressed by first or last name, using a title, offering a drink), corporate issues of interest to customer, or personal profile of customer; and allows retailer to consider data before establishing the current IDP and the limits of a an acceptable, delayed or rejected Bid, which data comprises, for the item subject to transaction, at least one factor from among inventory, demand curve, bid curve, profit margin, competition data, customer profile.

3. The method of Claim 2, where

the retailer receives in real-time the customer's preference for in-store treatment, corporate issues of interest to customer, and/or personal profile, and

allows a response, including, correspondingly, attending to in-store preferences, inform customer of corporate initiatives in line with the issues of interest to customer or inform customer of corporate donations to appropriate charities, include consideration of the personal profile to calculate IDP or Bid limits being accepted.

4. The method of Claim 1, where the scraped data comprises at least one from among weather, time of day for the contemplated transaction, calendar in relation to sell cycles or holiday schedules, commodity costs, and competitor behavior.

5. The method of Claim 1, where, in response to a Bid, the platform accepts the Bid, or delays acceptance of the Bid and may accept Bid within the time Bid offer stands, or reject the Bid.

6. The method of Claim 1, where the customer, is allowed to place a Bid either prior to receiving IDP information or after receiving the IDP information.

7. The method of Claim 1, where the customer, is allowed to place a Bid for any item only 1, 2, 3, 4, 5, or 6 times within a predetermined time frame; the customer is allowed to purchase the item at IDP if bidding fails.

8. The method of Claim 1, where the customer, is allowed to place a Bid only three times.

9. The method of Claim 8, where the time frame within which a limited number of Bids are accepted is 6 hrs., 12 hrs., 24 hrs., 48 hrs., or 72 hrs., and the customer may rebid after expiration of the time frame limit.

10. The method of Claim 1, where the receipt, original price, date of purchase and time of purchase are stored and made available to resale websites as documentation to support resale of the item.

11. The method of Claim 1, where the platform does not produce and/or offer an IDP, the customer is informed of a price tag and the customer can opt to Bid and, optionally, to choose a time frame during which the Bid offer is standing.

12. The method of Claim 1, where a customer who purchases an item opts to have the item held for later pick up or delivery to a third party, and, optionally, the platform processes a transaction for payment from third party to customer.

13. The method of Claim 1, where the IDP is optionally presented to a customer as a static information or as the information that changes in value over time.

14. A system for applying equitable pricing considerations to a transaction, comprising interaction between a platform hosting an algorithm and data bases and a retailer's backend operations through a retailer's dashboard through an application program interphase (API), and

interaction with a customer through an application,

where the system implements two way communications with retailer and customer, and the information communicated allows establishing an instantaneous dynamic price and consideration of Bids made by customer and willingness by customer to wait for an item available for sale,

where the retailer's dashboard allows visualization of data comprising advisory information, including demand curves, bid distribution information, number of items sold in a period of time, number of items for which a Product Id was established and what proportion ended in a sale, group items sold by type, brand or other classification and market trends.

15. The system of Claim 14, where the application for use by customer with the system is an Omni-channel application, i.e. hosted on mobile devices, personal computers, or accessible through the websites of the retailer, advertisement on media, and can be connected-to from home, street, or a store.

16. The system of Claim 15, where the customer can sign up for the application in advance of a contemplated transaction or can be directed to the application from a retailer's website, after entering a product ID.

17. The system of Claim 14, where the two way communication with the customer allows the application to generate promotions, a usage reward points system, and games to increase the usage of the app by customer.

18. A platform as the platform in Claim 1, where an algorithm learns and adjusts from its process, which adjustments include at least one from changes to Sign Up to speed process or produce additional or remove personal information items, reweigh factors that determine the IDP, reconsider and optionally add new scraped data items, collect information and compile trend information, which trend information may optionally be presented as trend information for specific social, gender or age groups.

19. The platform of Claim 18, where the process of interaction with customer is adjusted to allow studies of customer shopping behavior, or the effect of advertisement campaigns, or retail policies.