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- (71) **Applicant: FREMONT SOFTWARE, LLC** [US/US];
7201 Metro Boulevard, Minneapolis, MN 55439 (US).
- (72) **Inventor: KAPADIA, Chaitanya;** 34317 Myrtle Lane,
Union City, CA 94587 (US).
- (74) **Agent: SWENSON, Erik;** Carlson, Caspers, Vandenburg
& Lindquist, P.A., 225 S. Sixth Street, Suite 4200, Min-
neapolis, MN 55402 (US).

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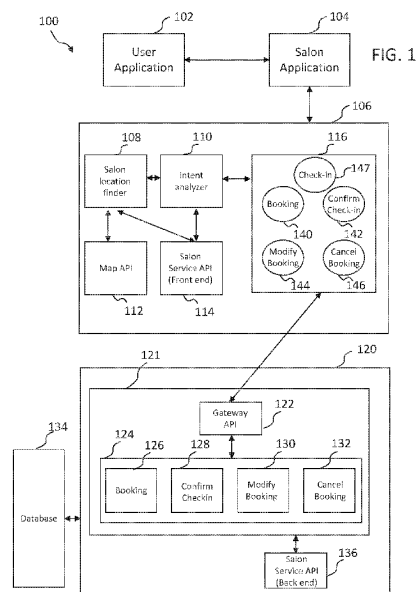
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(54) **Title:** DEMAND GENERATION PLATFORM



- (57) **Abstract:** A demand generation platform includes a salon finding ap-
plication associated with a social media, wherein an intent for finding a sa-
lon is expressed by a user on the social media. The architecture includes an
intent analyzer deciphering the intent of the user, a salon service application
program interface (API) finding a salon based on the intent, and a database
interface responding to a request for making an appointment with the salon.