

METHOD, SYSTEM AND NON-TRANSITORY COMPUTER-READABLE
RECORDING MEDIUM FOR PROVIDING PROGRAM TO SUPPORT ONLINE
SHOPPING SELLER USING VIRTUAL UTILITY E-TOKEN

5 FIELD OF THE INVENTION

The present invention relates to a method, system, and non-transitory computer-readable recording medium for providing a program to support an online shopping seller
10 using a virtual utility e-token.

BACKGROUND

A project associated with sale of goods or services
15 may incur significant expenditures during the course of the project, and thus it is very important to attract funds to proceed with the project.

Further, it is also very important for the project associated with the sale of goods or services to promote the
20 project during the course of the project in order to increase revenue.

However, there were no services or platforms before which support fundraising and promotional activities during the course of the project, and the seller of the project had
25 to take charge of both the fundraising and promotional activities, resulting in many cases where the project was

canceled or the results of the project fell short of the expected goals of the project.

SUMMARY OF THE INVENTION

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One object of the present invention is to solve all the above-described problems in the prior art.

Another object of the invention is to allow a project associated with sale of goods or services to be funded or
10 the like with reference to a voting token provided by a supporter in the course of participating in the project, or a deactivated voting token of the supporter.

Yet another object of the invention is to induce a supporter to repeatedly promote a project by causing a
15 voting token provided by the supporter to be returned after the project is finished, or causing a deactivated voting token of the supporter to be reactivated after the project is finished.

The representative configurations of the invention to
20 achieve the above objects are described below.

According to one aspect of the invention, there is provided a method for supporting a project, the method comprising the steps of: causing a voting token to be provided from at least one supporter to a supported project
25 associated with sale of goods or services, in response to an application of the at least one supporter for participation

in the supported project; and providing a reward to the at least one supporter with reference to information on revenue associated with the supported project, and returning the at least one supporter the voting token provided to the supported project with reference to a scheduled time of ending support for the supported project or a time of achieving a goal of the supported project.

According to another aspect of the invention, there is provided a system for supporting a project, the system comprising: a voting token management unit configured to cause a voting token to be provided from at least one supporter to a supported project associated with sale of goods or services, in response to an application of the at least one supporter for participation in the supported project; and a project management unit configured to provide a reward to the at least one supporter with reference to information on revenue associated with the supported project, and return the at least one supporter the voting token provided to the supported project with reference to a scheduled time of ending support for the supported project or a time of achieving a goal of the supported project.

According to yet another aspect of the invention, there is provided a method for supporting a project, the method comprising the steps of: causing at least one of voting tokens owned by at least one supporter to be deactivated, in response to an application of the at least

one supporter for participation in a supported project associated with sale of goods or services; and providing a reward to the at least one supporter with reference to information on revenue associated with the supported project,
5 and causing the deactivated voting token to be reactivated with reference to a scheduled time of ending support for the supported project or a time of achieving a goal of the supported project.

According to still another aspect of the invention,
10 there is provided a system for supporting a project, the system comprising: a voting token management unit configured to cause at least one of voting tokens owned by at least one supporter to be deactivated, in response to an application of the at least one supporter for participation in a
15 supported project associated with sale of goods or services; and a project management unit configured to provide a reward to the at least one supporter with reference to information on revenue associated with the supported project, and cause the deactivated voting token to be reactivated with
20 reference to a scheduled time of ending support for the supported project or a time of achieving a goal of the supported project.

In addition, there are further provided other methods and systems to implement the invention, as well as non-
25 transitory computer-readable recording media having stored thereon computer programs for executing the methods.

According to the invention, it is possible to allow a project associated with sale of goods or services to be funded or the like with reference to a voting token provided by a supporter in the course of participating in the project,
5 or a deactivated voting token of the supporter.

According to the invention, it is possible to induce a supporter to repeatedly promote a project by causing a voting token provided by the supporter to be returned after the project is finished, or causing a deactivated voting
10 token of the supporter to be reactivated after the project is finished.

BRIEF DESCRIPTION OF THE DRAWINGS

15 FIG. 1 schematically shows the configuration of an entire system for supporting a project according to one embodiment of the invention.

FIG. 2 specifically shows the internal configuration of a support system according to one embodiment of the
20 invention.

FIGS. 3 and 4 illustratively show user interface screens provided by the support system according to one embodiment of the invention.

25 DETAILED DESCRIPTION OF THE INVENTION

In the following detailed description of the present invention, references are made to the accompanying drawings that show, by way of illustration, specific embodiments in which the invention may be practiced. These embodiments are
5 described in sufficient detail to enable those skilled in the art to practice the invention. It is to be understood that the various embodiments of the invention, although different from each other, are not necessarily mutually exclusive. For example, specific shapes, structures and
10 characteristics described herein may be implemented as modified from one embodiment to another without departing from the spirit and scope of the invention. Furthermore, it shall be understood that the positions or arrangements of individual elements within each embodiment may also be
15 modified without departing from the spirit and scope of the invention. Therefore, the following detailed description is not to be taken in a limiting sense, and the scope of the invention is to be taken as encompassing the scope of the appended claims and all equivalents thereof. In the
20 drawings, like reference numerals refer to the same or similar elements throughout the several views.

Hereinafter, various preferred embodiments of the present invention will be described in detail with reference to the accompanying drawings to enable those skilled in the
25 art to easily implement the invention.

Configuration of the entire system

FIG. 1 schematically shows the configuration of the entire system for supporting a project according to one embodiment of the invention.

As shown in FIG. 1, the entire system according to one
5 embodiment of the invention may comprise a communication network 100, a support system 200, and a device 300.

First, the communication network 100 according to one embodiment of the invention may be implemented regardless of communication modality such as wired and wireless
10 communications, and may be constructed from a variety of communication networks such as local area networks (LANs), metropolitan area networks (MANs), and wide area networks (WANs). Preferably, the communication network 100 described herein may be the Internet or the World Wide Web (WWW).
15 However, the communication network 100 is not necessarily limited thereto, and may at least partially include known wired/wireless data communication networks, known telephone networks, or known wired/wireless television communication networks.

20 For example, the communication network 100 may be a wireless data communication network, at least a part of which may be implemented with a conventional communication scheme such as WiFi communication, WiFi-Direct communication, Long Term Evolution (LTE) communication, 5G communication,
25 Bluetooth communication (including Bluetooth Low Energy (BLE) communication), infrared communication, and ultrasonic

communication.

Next, the support system 200 according to one embodiment of the invention may communicate with the device 300 to be described below via the communication network 100, and may function to cause a voting token to be provided from at least one supporter to a supported project associated with sale of goods or services, in response to an application of the at least one supporter for participation in the supported project, and to provide a reward to the at least one supporter with reference to information on revenue associated with the supported project, and return the at least one supporter the voting token provided to the supported project with reference to a scheduled time of ending support for the supported project or a time of achieving a goal of the supported project. Meanwhile, the support system 200 may be digital equipment having a memory means and a microprocessor for computing capabilities, and may be a server system operating on the communication network 100, for example.

The configuration and functions of the support system 200 according to one embodiment of the invention will be discussed in more detail below.

Next, the device 300 according to one embodiment of the invention is digital equipment that may function to connect to and then communicate with the support system 200, and any type of digital equipment having a memory means and

a microprocessor for computing capabilities, such as a smart phone, a tablet, a smart watch, a smart band, smart glasses, a desktop computer, a notebook computer, a workstation, a personal digital assistant (PDA), a web pad, and a mobile
5 phone, may be adopted as the device 300 according to the invention.

Meanwhile, according to one embodiment of the invention, the device 300 may include an application for performing functions according to the invention. The
10 application may reside in the device 300 in the form of a program module. The characteristics of the program module may be generally similar to those of a voting token management unit 210, a project management unit 220, a communication unit 230, and a control unit 240 of the
15 support system 200 to be described below. Here, at least a part of the application may be replaced with a hardware device or a firmware device that may perform a substantially equal or equivalent function, as necessary.

Configuration of the support system

20 Hereinafter, the internal configuration of the support system 200 crucial for implementing the invention and the functions of the respective components thereof will be discussed.

FIG. 2 specifically shows the internal configuration
25 of the support system 200 according to one embodiment of the invention.

As shown in FIG. 2, the support system 200 according to one embodiment of the invention may comprise a voting token management unit 210, a project management unit 220, a communication unit 230, and a control unit 240. According to one embodiment of the invention, at least some of the voting token management unit 210, the project management unit 220, the communication unit 230, and the control unit 240 may be program modules that communicate with an external system. The program modules may be included in the support system 200 in the form of operating systems, application program modules, or other program modules, while they may be physically stored in a variety of commonly known storage devices. Further, the program modules may also be stored in a remote storage device that may communicate with the support system 200. Meanwhile, such program modules may include, but are not limited to, routines, subroutines, programs, objects, components, and data structures for performing specific tasks or executing specific abstract data types according to the invention as will be described below.

Meanwhile, the above description is illustrative although the support system 200 has been described as above, and it will be apparent to those skilled in the art that at least a part of the components or functions of the support system 200 may be implemented in the device 300 or a server (not shown) or included in an external system (not shown),

as necessary.

First, the voting token management unit 210 according to one embodiment of the invention may function to cause a voting token to be provided from at least one supporter to a supported project associated with sale of goods or services,
5 in response to an application of the at least one supporter for participation in the supported project.

According to one embodiment of the invention, in order to receive support (e.g., funding) for a project associated with sale of goods or services, a seller may apply to the
10 voting token management unit 210 for the support for the project. According to one embodiment of the invention, in response to the seller's application for the support, the voting token management unit 210 may compare the project with support requirements and determine the project as a
15 supported project when the project meets the support requirements at or above a predetermined level. Then, according to one embodiment of the invention, the voting token management unit 210 may announce collection of voting
20 tokens (e.g., the announcement may include information on a number of voting tokens to be collected) for the supported project determined as above. Here, a voting token according to one embodiment of the invention may be a type of token as commonly understood in the field of blockchain technology.
25 Meanwhile, such a voting token may be referred to as a virtual utility e-token.

Then, according to one embodiment of the invention, at least one supporter who has read the above announcement may apply to participate in the supported project, and provide a voting token owned by the at least one supporter to the supported project in which the at least one supporter has applied to participate. In other words, the voting token management unit 210 according to one embodiment of the invention may cause a voting token to be provided from the at least one supporter to the supported project, in response to an application of the at least one supporter for participation in the supported project. Here, according to one embodiment of the invention, the at least one supporter may provide an arbitrary number of voting tokens to the supported project, within the number of voting tokens owned by the at least one supporter. That is, according to one embodiment of the invention, one supporter may not only provide a single voting token but also provide a plurality of voting tokens.

Then, according to one embodiment of the invention, the voting token management unit 210 may calculate a total number of voting tokens provided to the supported project by the at least one supporter, and determine a level of support for the supported project with reference to a ratio of the calculated total number of voting tokens to the announced number of voting tokens to be collected. For example, when the type of support for the supported project is funding,

the voting token management unit 210 may determine an amount of support for the supported project by multiplying a prearranged amount of support by the above ratio. More specifically, when the prearranged amount of support is 300 million dollars, the announced number of voting tokens to be collected is 3,000, and the calculated total number of voting tokens is 2,500, the voting token management unit 210 may determine that the supported project is to be supported with 250 million dollars.

10 Next, the project management unit 220 according to one embodiment of the invention may function to provide a reward to the at least one supporter who has provided the voting token to the supported project, with reference to information on revenue associated with the supported project.
15 Here, the reward according to one embodiment of the invention may be a monetary asset such as cash, coins, tokens, points, and miles.

 According to one embodiment of the invention, the project management unit 220 may support the supported project on the basis of the level of support determined by the voting token management unit 210, and the seller may proceed with the supported project on the basis of the above support. According to one embodiment of the invention, revenue may be generated as the seller proceeds with the supported project (wherein a revenue breakdown of the supported project may be provided to the at least one

supporter who has provided the voting token to the supported project at a predetermined interval or in real time), and the project management unit 220 may provide a reward to the at least one supporter who has provided the voting token to the supported project with reference to information on the revenue.

Here, according to one embodiment of the invention, the at least one supporter who has provided the voting token to the supported project may be rewarded in different amounts depending on the number of voting tokens provided to the supported project by each supporter. Specifically, according to one embodiment of the invention, the amount of reward provided to each supporter may be determined with reference to an amount of revenue associated with the supported project, a reward percentage applied to the supported project (which may be determined on the basis of the characteristics of the supported project, e.g., on the basis of the margin of goods or services sold by the supported project such that the reward percentage is greater as the margin is greater), a total number of voting tokens provided to the supported project by the at least one supporter, and a number of voting tokens provided to the supported project by a particular supporter among the at least one supporter. More specifically, according to one embodiment of the invention, an amount of reward N provided to each supporter may be determined on the basis of an

equation $N = (\text{amount of revenue associated with the supported project}) \times (\text{reward percentage applied to the supported project}) \times (\text{number of voting tokens provided to the supported project by a particular supporter among the at least one supporter} / \text{total number of voting tokens provided to the supported project by the at least one supporter})$. For example, when the amount of revenue associated with the supported project is 1 billion dollars, the reward percentage applied to the supported project is 10%, the number of voting tokens provided to the supported project by a supporter A is 100, the number of voting tokens provided to the supported project by a supporter B is 400, and the total number of voting tokens provided to the supported project by all supporters including the supporters A and B is 2,500, the supporter A may receive a reward worth 4 million dollars and the supporter B may receive a reward worth 16 million dollars.

Meanwhile, according to one embodiment of the invention, the reward may be divided and provided according to a predetermined interval, and a time of ending provision of the reward may be determined on the basis of the earlier of a scheduled time of ending support for the supported project and a time of achieving a goal of the supported project.

For example, a supported project is scheduled to begin on March 1 and end on August 30, but may end earlier on June

10 due to achieving a revenue goal. In this case, revenue
may be continuously generated during the course of the
supported project (i.e., revenue may be continuously
generated between March 1 and June 10), and when a time of
5 providing a reward is set as the 20th of each month, the
reward may be provided to at least one supporter who has
provided a voting token to the supported project on the 20th
of each month (i.e., on April 20 and May 20) on the basis of
the previous month's revenue of the supported project. In
10 this case, a time of ending provision of the reward may be
determined on the basis of a time of achieving a goal of the
supported project. Specifically, the time of ending
provision of the reward may coincide with the next day after
the time of achieving the goal of the supported project
15 (i.e., June 11), or coincide with the next day after the
time of providing the reward which comes after the time of
achieving the goal of the supported project according to a
predetermined interval (i.e., June 21). That is, a reward
for revenue generated from May 21 to June 10 may be provided
20 at the time of achieving the goal of the supported project
(i.e., on June 10) or at the time of providing the reward
which comes after the time of achieving the goal of the
supported project according to a predetermined interval
(i.e., on June 20), and no rewards may be provided
25 thereafter.

However, in the above example, when the supported

project fails to achieve the revenue goal before a scheduled time of ending support for the supported project, the reward may be provided to at least one supporter who has provided a voting token to the supported project on the 20th of each month (i.e., on April 20, May 20, June 20, July 20, and August 20) on the basis of the previous month's revenue. In this case, a time of ending provision of the reward may be determined on the basis of the scheduled time of ending support for the supported project. Specifically, the time of ending provision of the reward may coincide with the next day after the scheduled time of ending support for the supported project (i.e., August 31), or coincide with the next day after the time of providing the reward which comes after the scheduled time of ending support for the supported project according to a predetermined interval (i.e., September 21). That is, a reward for revenue generated from August 21 to August 30 may be provided at the scheduled time of ending support for the supported project (i.e., on August 30) or at the time of providing the reward which comes after the scheduled time of ending support for the supported project according to a predetermined interval (i.e., on September 20), and no rewards may be provided thereafter.

Next, the project management unit 220 according to one embodiment of the invention may function to return the voting token provided to the supported project to the at least one supporter who has provided the voting token, with

reference to a scheduled time of ending support for the supported project or a time of achieving a goal of the supported project.

According to one embodiment of the invention, the voting token provided to the supported project by the at least one supporter cannot be returned before a time of ending the supported project, and can be returned only after the time of ending the supported project. According to one embodiment of the invention, the time of ending the supported project may be one of the scheduled time of ending support for the supported project and the time of achieving the goal of the supported project. For example, when a supported project is scheduled to begin on March 1 and end on August 30, but ends earlier on June 10 due to achieving a revenue goal, the time of ending the supported project may be the time of achieving the goal (i.e., June 10). Of course, when the supported project fails to achieve the revenue goal before the scheduled time of ending support for the supported project, the time of ending the supported project may be the scheduled time of ending support for the supported project (i.e., August 30). That is, according to one embodiment of the invention, the voting token may be returned to the at least one supporter who has provided the voting token to the supported project, on the basis of the earlier of the scheduled time of ending support for the supported project and the time of achieving the goal of the

supported project.

Meanwhile, according to one embodiment of the invention, the voting token may be returned to each supporter in a number equal to the number of voting tokens
5 that each supporter has provided to the supported project. For example, when the supporter A has provided 100 voting tokens to the supported project, and the supporter B has provided 400 voting tokens to the supported project, the supporters A and B may receive 100 and 400 voting tokens
10 back, respectively, after the time of ending the supported project. That is, the project management unit 220 according to one embodiment of the invention may hold the voting token provided from the at least one supporter (i.e., not return the voting token) for the duration of the supported project
15 in order to induce the at least one supporter who has provided the voting token to the supported project to engage in promotional activities for the supported project (e.g., writing a promotional post about the supported project), thereby increasing the revenue of the supported project and
20 the reward to be provided to the at least one supporter who has provided the voting token to the supported project.

Next, the communication unit 230 according to one embodiment of the invention may function to enable data transmission/reception from/to the voting token management
25 unit 210 and the project management unit 220.

Lastly, the control unit 240 according to one

embodiment of the invention may function to control data flow among the voting token management unit 210, the project management unit 220, and the communication unit 230. That is, the control unit 240 according to the invention may control data flow into/out of the support system 200 or data flow among the respective components of the support system 200, such that the voting token management unit 210, the project management unit 220, and the communication unit 230 may carry out their particular functions, respectively.

FIGS. 3 and 4 illustratively show user interface screens provided by the support system 200 according to one embodiment of the invention.

Referring to FIG. 3, the support system 200 according to one embodiment of the invention may cause a user interface screen associated with a first tab 201 to display information associated with an ongoing supported project.

For example, the support system 200 according to one embodiment of the invention may cause the user interface screen associated with the first tab 201 to display a scheduled time of ending support for the supported project 201a (which may be displayed as a currently remaining duration (i.e., D-day)), a reward percentage applied to the supported project 201b, an announced number of voting tokens to be collected for the supported project 201c, a ratio of a total number of voting tokens provided to the supported project by at least one supporter to the announced number of

voting tokens to be collected 201d, and information associated with a seller of the supported project 201e.

Further, referring to FIG. 4, the support system 200 according to one embodiment of the invention may cause a user interface screen associated with a second tab 202 to display information associated with a particular supporter's participation in the supported project.

For example, the support system 200 according to one embodiment of the invention may cause the user interface screen associated with the second tab 202 to display a total number of voting tokens provided to at least one supported project by the particular supporter 202a, an amount of reward that the particular supporter has received (or is waiting to receive or will later receive) by participating in (i.e., providing the voting tokens to) the at least one supported project 202b, and a breakdown of the supported project to which the particular supporter has provided the voting tokens 202c (which may include a number of voting tokens provided to each supported project by the particular supporter, an amount of reward received by the particular supporter, and the like).

Extended embodiment

While voting tokens have been described above as being provided to a supported project or returned, the voting tokens may also be described as being deactivated or reactivated in an account of at least one supporter who

applies to participate in the supported project, rather than being provided to the supported project or returned as above. Hereinafter, an embodiment will be discussed in detail in which voting tokens are deactivated or reactivated in an account of at least one supporter who applies to participate in a supported project, in response to the at least one supporter's application for participation in the supported project.

First, the voting token management unit 210 according to one embodiment of the invention may function to cause at least one of voting tokens owned by at least one supporter to be deactivated, in response to an application of the at least one supporter for participation in a supported project associated with sale of goods or services.

According to one embodiment of the invention, in order to receive support (e.g., funding) for a project associated with sale of goods or services, a seller may apply to the voting token management unit 210 for the support for the project. According to one embodiment of the invention, in response to the seller's application for the support, the voting token management unit 210 may compare the project with support requirements and determine the project as a supported project when the project meets the support requirements at or above a predetermined level. Then, according to one embodiment of the invention, the voting token management unit 210 may announce collection of voting

tokens (e.g., the announcement may include information on a number of voting tokens to be collected) for the supported project determined as above. Here, a voting token according to one embodiment of the invention may be a type of token as
5 commonly understood in the field of blockchain technology.

Then, according to one embodiment of the invention, at least one supporter who has read the above announcement may apply to participate in the supported project (the application for participation may include a number of voting
10 tokens to be deactivated), and the voting token management unit 210 may cause at least one of voting tokens owned by the at least one supporter to be deactivated, in response to the at least one supporter's application for participation in the supported project. Here, deactivating a voting token
15 may mean placing the voting token in a state in which it cannot be transferred out of an account of the supporter who owns the voting token (or in which the supporter is prevented from using the voting token), i.e., in a locked state. According to one embodiment of the invention, in
20 response to an application of one supporter for participation in the supported project, a single voting token among voting tokens owned by the one supporter may be deactivated, but a plurality of voting tokens may also be deactivated.

25 Then, according to one embodiment of the invention, the voting token management unit 210 may calculate a total

number of voting tokens deactivated in response to the at least one supporter's application for participation in the supported project, and determine a level of support for the supported project with reference to a ratio of the
5 calculated total number of voting tokens to the announced number of voting tokens to be collected. For example, when the type of support for the supported project is funding, the voting token management unit 210 may determine an amount of support for the supported project by multiplying a
10 prearranged amount of support by the above ratio. More specifically, when the prearranged amount of support is 300 million dollars, the announced number of voting tokens to be collected is 3,000, and the calculated total number of voting tokens is 2,500, the voting token management unit 210
15 may determine that the supported project is to be supported with 250 million dollars.

Next, the project management unit 220 according to one embodiment of the invention may function to provide a reward to the at least one supporter who has participated in the
20 supported project, with reference to information on revenue associated with the supported project. Here, the reward according to one embodiment of the invention may be a monetary asset such as cash, coins, tokens, points, and miles.

25 According to one embodiment of the invention, the project management unit 220 may support the supported

project on the basis of the level of support determined by the voting token management unit 210, and the seller may proceed with the supported project on the basis of the above support. According to one embodiment of the invention,
5 revenue may be generated as the seller proceeds with the supported project (wherein a revenue breakdown of the supported project may be provided to the at least one supporter who has participated in the supported project at a predetermined interval or in real time), and the project
10 management unit 220 may provide a reward to the at least one supporter who has participated in the supported project with reference to information on the revenue.

Here, according to one embodiment of the invention, the at least one supporter who has participated in the
15 supported project may be rewarded in different amounts depending on the number of deactivated voting tokens associated with (e.g., owned by) each supporter. Specifically, according to one embodiment of the invention, the amount of reward provided to each supporter may be
20 determined with reference to an amount of revenue associated with the supported project, a reward percentage applied to the supported project (which may be determined on the basis of the characteristics of the supported project, e.g., on the basis of the margin of goods or services sold by the
25 supported project such that the reward percentage is greater as the margin is greater), a total number of deactivated

voting tokens associated with (e.g., owned by) the at least one supporter, and a number of deactivated voting tokens associated with (e.g., owned by) a particular supporter among the at least one supporter. More specifically, according to one embodiment of the invention, an amount of reward N provided to each supporter may be determined on the basis of an equation
$$N = (\text{amount of revenue associated with the supported project}) \times (\text{reward percentage applied to the supported project}) \times (\text{number of deactivated voting tokens owned by a particular supporter among the at least one supporter who has applied to participate in the supported project (specifically, number of voting tokens deactivated as the particular supporter applies to participate in the supported project) / total number of deactivated voting tokens owned by the at least one supporter who has applied to participate in the supported project (specifically, total number of voting tokens deactivated as the at least one supporter applies to participate in the supported project)})$$
. For example, when the amount of revenue associated with the supported project is 1 billion dollars, the reward percentage applied to the supported project is 10%, the number of deactivated voting tokens owned by a supporter A is 100, the number of deactivated voting tokens owned by a supporter B is 400, and the total number of deactivated voting tokens owned by all supporters including the supporters A and B is 2,500, the supporter A may receive a

reward worth 4 million dollars and the supporter B may receive a reward worth 16 million dollars.

Meanwhile, according to one embodiment of the invention, the reward may be divided and provided according to a predetermined interval, and a time of ending provision of the reward may be determined on the basis of the earlier of a scheduled time of ending support for the supported project and a time of achieving a goal of the supported project.

For example, a supported project is scheduled to begin on March 1 and end on August 30, but may end earlier on June 10 due to achieving a revenue goal. In this case, revenue may be continuously generated during the course of the supported project (i.e., revenue may be continuously generated between March 1 and June 10), and when a time of providing a reward is set as the 20th of each month, the reward may be provided to at least one supporter who has participated in the supported project on the 20th of each month (i.e., on April 20 and May 20) on the basis of the previous month's revenue of the supported project. In this case, a time of ending provision of the reward may be determined on the basis of a time of achieving a goal of the supported project. Specifically, the time of ending provision of the reward may coincide with the next day after the time of achieving the goal of the supported project (i.e., June 11), or coincide with the next day after the

time of providing the reward which comes after the time of achieving the goal of the supported project according to a predetermined interval (i.e., June 21). That is, a reward for revenue generated from May 21 to June 10 may be provided
5 at the time of achieving the goal of the supported project (i.e., on June 10) or at the time of providing the reward which comes after the time of achieving the goal of the supported project according to a predetermined interval (i.e., on June 20), and no rewards may be provided
10 thereafter.

However, in the above example, when the supported project fails to achieve the revenue goal before a scheduled time of ending support for the supported project, the reward may be provided to at least one supporter who has
15 participated in the supported project on the 20th of each month (i.e., on April 20, May 20, June 20, July 20, and August 20) on the basis of the previous month's revenue. In this case, a time of ending provision of the reward may be determined on the basis of the scheduled time of ending
20 support for the supported project. Specifically, the time of ending provision of the reward may coincide with the next day after the scheduled time of ending support for the supported project (i.e., August 31), or coincide with the next day after the time of providing the reward which comes
25 after the scheduled time of ending support for the supported project according to a predetermined interval (i.e.,

September 21). That is, a reward for revenue generated from August 21 to August 30 may be provided at the scheduled time of ending support for the supported project (i.e., on August 30) or at the time of providing the reward which comes after
5 the scheduled time of ending support for the supported project according to a predetermined interval (i.e., on September 20), and no rewards may be provided thereafter.

Next, the project management unit 220 according to one embodiment of the invention may function to cause the
10 deactivated voting token to be reactivated with reference to a scheduled time of ending support for the supported project or a time of achieving a goal of the supported project. Here, reactivating a voting token may mean placing the voting token in a state in which it can be transferred out
15 of an account of the supporter who owns the voting token (or in which the supporter is allowed to use the voting token), i.e., in an unlocked state.

According to one embodiment of the invention, the deactivated voting token owned by the at least one supporter
20 cannot be reactivated before a time of ending the supported project (i.e., the supported project associated with the deactivated voting token), and can be reactivated only after the time of ending the supported project. According to one embodiment of the invention, the time of ending the
25 supported project may be one of the scheduled time of ending support for the supported project and the time of achieving

the goal of the supported project. For example, when a supported project is scheduled to begin on March 1 and end on August 30, but ends earlier on June 10 due to achieving a revenue goal, the time of ending the supported project may
5 be the time of achieving the goal (i.e., June 10). Of course, when the supported project fails to achieve the revenue goal before the scheduled time of ending support for the supported project, the time of ending the supported project may be the scheduled time of ending support for the
10 supported project (i.e., August 30). That is, according to one embodiment of the invention, the voting token may be reactivated on the basis of the earlier of the scheduled time of ending support for the supported project and the time of achieving the goal of the supported project.

15 Meanwhile, according to one embodiment of the invention, the voting token may be reactivated in a number equal to the number of voting tokens deactivated in response to an application of each supporter for participation in the supported project. For example, when the number of voting
20 tokens deactivated in response to an application of the supporter A for participation in the supported project is 100, and the number of voting tokens deactivated in response to an application of the supporter B for participation in the supported project is 400, 100 and 400 voting tokens may
25 be reactivated, respectively, after the time of ending the supported project. That is, the project management unit 220

according to one embodiment of the invention may hold the deactivated voting token (i.e., prevent the deactivated voting token from being reactivated) for the duration of the supported project in order to induce the at least one supporter who has participated in the supported project to engage in promotional activities for the supported project (e.g., writing a promotional post about the supported project), thereby increasing the revenue of the supported project and the reward to be provided to the at least one supporter who has participated in the supported project.

The embodiments according to the invention as described above may be implemented in the form of program instructions that can be executed by various computer components, and may be stored on a computer-readable recording medium. The computer-readable recording medium may include program instructions, data files, and data structures, separately or in combination. The program instructions stored on the computer-readable recording medium may be specially designed and configured for the present invention, or may also be known and available to those skilled in the computer software field. Examples of the computer-readable recording medium include the following: magnetic media such as hard disks, floppy disks and magnetic tapes; optical media such as compact disk-read only memory (CD-ROM) and digital versatile disks (DVDs); magneto-optical media such as floptical disks; and hardware

devices such as read-only memory (ROM), random access memory (RAM) and flash memory, which are specially configured to store and execute program instructions. Examples of the program instructions include not only machine language codes
5 created by a compiler, but also high-level language codes that can be executed by a computer using an interpreter. The above hardware devices may be changed to one or more software modules to perform the processes of the present invention, and vice versa.

10 Although the present invention has been described above in terms of specific items such as detailed elements as well as the limited embodiments and the drawings, they are only provided to help more general understanding of the invention, and the present invention is not limited to the
15 above embodiments. It will be appreciated by those skilled in the art to which the present invention pertains that various modifications and changes may be made from the above description.

 Therefore, the spirit of the present invention shall
20 not be limited to the above-described embodiments, and the entire scope of the appended claims and their equivalents will fall within the scope and spirit of the invention.

WHAT IS CLAIMED IS:

1. A method for supporting a project, the method comprising the steps of:

5 causing a voting token to be provided from at least one supporter to a supported project associated with sale of goods or services, in response to an application of the at least one supporter for participation in the supported project; and

10 providing a reward to the at least one supporter with reference to information on revenue associated with the supported project, and returning the at least one supporter the voting token provided to the supported project with reference to a scheduled time of ending support for the
15 supported project or a time of achieving a goal of the supported project.

2. The method of Claim 1, wherein a plurality of voting tokens are capable of being provided from one supporter.

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3. The method of Claim 1, wherein an amount of support for the supported project is determined on the basis of a total number of voting tokens provided to the supported project by the at least one supporter.

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4. The method of Claim 1, wherein the provided reward is

determined with reference to an amount of revenue associated with the supported project, a reward percentage applied to the supported project, a total number of voting tokens provided to the supported project by the at least one supporter, and a number of voting tokens provided to the supported project by a particular supporter among the at least one supporter.

5. The method of Claim 1, wherein the voting token is returned to the at least one supporter on the basis of the earlier of the scheduled time of ending support for the supported project and the time of achieving the goal of the supported project.

6. The method of Claim 1, wherein the reward is divided and provided according to a predetermined interval, and a time of ending provision of the reward is determined on the basis of the earlier of the scheduled time of ending support for the supported project and the time of achieving the goal of the supported project.

7. A non-transitory computer-readable recording medium having stored thereon a computer program for executing the method of Claim 1.

8. A system for supporting a project, the system

comprising:

a voting token management unit configured to cause a voting token to be provided from at least one supporter to a supported project associated with sale of goods or services,
5 in response to an application of the at least one supporter for participation in the supported project; and

a project management unit configured to provide a reward to the at least one supporter with reference to information on revenue associated with the supported project,
10 and return the at least one supporter the voting token provided to the supported project with reference to a scheduled time of ending support for the supported project or a time of achieving a goal of the supported project.

15 9. The system of Claim 8, wherein a plurality of voting tokens are capable of being provided from one supporter.

10. The system of Claim 8, wherein an amount of support for the supported project is determined on the basis of a
20 total number of voting tokens provided to the supported project by the at least one supporter.

11. The system of Claim 8, wherein the provided reward is determined with reference to an amount of revenue associated
25 with the supported project, a reward percentage applied to the supported project, a total number of voting tokens

provided to the supported project by the at least one supporter, and a number of voting tokens provided to the supported project by a particular supporter among the at least one supporter.

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12. The system of Claim 8, wherein the voting token is returned to the at least one supporter on the basis of the earlier of the scheduled time of ending support for the supported project and the time of achieving the goal of the supported project.

13. The system of Claim 8, wherein the reward is divided and provided according to a predetermined interval, and a time of ending provision of the reward is determined on the basis of the earlier of the scheduled time of ending support for the supported project and the time of achieving the goal of the supported project.

14. A method for supporting a project, the method comprising the steps of:

causing at least one of voting tokens owned by at least one supporter to be deactivated, in response to an application of the at least one supporter for participation in a supported project associated with sale of goods or services; and

providing a reward to the at least one supporter with

reference to information on revenue associated with the supported project, and causing the deactivated voting token to be reactivated with reference to a scheduled time of ending support for the supported project or a time of
5 achieving a goal of the supported project.

15. A system for supporting a project, the system comprising:

a voting token management unit configured to cause at
10 least one of voting tokens owned by at least one supporter to be deactivated, in response to an application of the at least one supporter for participation in a supported project associated with sale of goods or services; and

a project management unit configured to provide a
15 reward to the at least one supporter with reference to information on revenue associated with the supported project, and cause the deactivated voting token to be reactivated with reference to a scheduled time of ending support for the supported project or a time of achieving a goal of the
20 supported project.