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I, RACHEL BEASLEY, DELEGATE OF THE COMMISSIONER, hereby certify that annexed is a true copy of the complete specification in connection with Application No. 2015101673 for an Innovation Patent by NAT WHIMPEY, DAVE WHIMPEY, KATHRYN WENDY ADAMS and SAMUEL ADAMS as filed on 16 November 2015.

WITNESS my hand this
FIRST day of December 2016

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WAGERING SYSTEM

TECHNICAL FIELD

[0001] The present invention relates to wagering. In particular, the present invention relates to wagering systems and methods in which wagering opportunities are provided to the user.

BACKGROUND ART

[0002] Punters have traditionally based their wagering decisions on performance criteria. In the case of horseracing, for example, such performance criteria generally include number of previous wins, win and place percentages, performance on certain track conditions, recent performance (e.g. last five or ten races), barrier draw, weight allocation, sectional times and total prizemoney.

[0003] These performance criteria are generally time consuming and complex to interpret, which is daunting and off-putting to infrequent punters or punters who do not rely on these factors in making their selection. Furthermore, many punters are simply not interested in educating themselves with sufficient details of these performance criteria, let alone how they are likely to influence the performance of the horse, to be able to make decisions based upon performance criteria.

[0004] There have been certain attempts at raising the interest of such non-frequent punters. As an illustrative example, certain systems include random number generators to select a horse on behalf of the punter. These systems provide a very efficient way for punters to select horses, however; such systems generally do not sufficiently engage the punters. In particular, punters generally do not feel that have played any role in the win, making such gambling more like a lottery than the horse races.

[0005] As a result, there are punters who generally enjoy gambling, but are simply not engaged by the current systems. Accordingly, there is clearly a need for an improved wagering system.

[0006] It will be clearly understood that, if a prior art publication is referred to herein, this reference does not constitute an admission that the publication forms part of the common general knowledge in the art in Australia or in any other country.
SUMMARY OF INVENTION

[0007] The present invention is directed to wagering systems, which may at least partially overcome at least one of the abovementioned disadvantages or provide the consumer with a useful or commercial choice.

[0008] With the foregoing in view, the present invention in one form, resides broadly in a wagering method including:

receiving, from a user, one or more user preferences, the user preferences including a non-performance based preference;

selecting a wagering opportunity based at least in part on the user preferences; and

providing the selected wagering opportunity to the user.

[0009] The method enables infrequent punters to place bets using non-traditional criteria, such as favourite numbers, favourite colours, favourite letters and names, gender and the like, which helps engage these punters, which in turn provides for a more enjoyable gambling experience.

[0010] Preferably, the method includes detection a motion gesture of the portable device, and selecting the wagering opportunity upon detection of the motion gesture. The motion gesture may mimic waving a magic wand, to further engage the user.

[0011] Preferably, the non performance based preferences include one or more of a preferred colour, a preferred gender, a location preference, a favourite number, and a name or letter preference.

[0012] Preferably, selecting the wagering opportunity comprises ordering a plurality of wagering opportunities according to the user preferences.

[0013] Preferably, a plurality of wagering opportunities are selected and provided to the user. Suitably, the plurality of wagering opportunities are provided to the user in an ordered list, wherein the ordered list is ordered at least in part according to the user preferences.

[0014] Preferably, the method includes, providing to the user, a user interface including details of the selected wagering opportunity.

[0015] Preferably, the user interface includes a plurality of wagering options in relation to the wagering opportunity. Examples of options include betting on a win or a place in relation to a horse.
[0016] Preferably, the user interface includes a plurality of wagering opportunities, through which the user may navigate, and a plurality of wagering options in relation to each wagering opportunity.

[0017] Preferably, the method includes receiving a selection of a race, a date or a location, wherein the wagering opportunity is selected in part according to the selection.

[0018] Preferably, the user interface includes one or more icons, graphically illustrating the non-performance based user preference with reference to the wagering opportunity.

[0019] Preferably, the method comprising receiving details of a bet from a first user, and sharing details of the bet with another user. Suitably, sharing the details of the bet comprises providing to the second user a user interface from which they place the same or a similar bet.

[0020] Preferably, the method comprises determining a location of one or more users, wherein the details of the bet are shared with other users in proximity to the first user.

[0021] In another form, the invention resides broadly in a wagering system including:
   a plurality of user devices; and
   a wagering management server, wherein the wagering management server is configured to:
   receive, from user device of the plurality of user devices, one or more user preferences, the user preferences including a non-performance based preference;
   select a wagering opportunity based at least in part on the user preferences; and
   provide the selected wagering opportunity to the user device.

[0022] Any of the features described herein can be combined in any combination with any one or more of the other features described herein within the scope of the invention.

[0023] The reference to any prior art in this specification is not, and should not be taken as an acknowledgement or any form of suggestion that the prior art forms part of the common general knowledge.

BRIEF DESCRIPTION OF DRAWINGS

[0024] Various embodiments of the invention will be described with reference to the following drawings, in which:

[0025] Figure 1 illustrates a wagering system, according to an embodiment of the present
invention.

[0026] Figure 2 illustrates a screenshot of a preference screen of the system of Figure 1, according to an embodiment of the present invention.

[0027] Figure 3 illustrates a screenshot of a horse selection screen of the system of Figure 1, according to an embodiment of the present invention.

[0028] Figure 4 illustrates a screenshot of a horse details screen of the system of Figure 1, according to an embodiment of the present invention.

[0029] Figure 5 illustrates a screenshot of a share bet screen of the system of Figure 1, according to an embodiment of the present invention.

[0030] Figure 6 illustrates a wagering method, according to an embodiment of the present invention.

[0031] Preferred features, embodiments and variations of the invention may be discerned from the following Detailed Description which provides sufficient information for those skilled in the art to perform the invention. The Detailed Description is not to be regarded as limiting the scope of the preceding Summary of the Invention in any way.

DESCRIPTION OF EMBODIMENTS

[0032] Figure 1 illustrates a wagering system 100, according to an embodiment of the present invention. The wagering system 100 provides, among other things, a simple and fun way to assist punters (particularly infrequent punters) in wagering using non-performance based criteria.

[0033] The system 100 includes a wagering management server 105 with which punters 110 may connect using respective punter devices 115. The wagering management server 105 is configured to receive preferences from the punters 110 and provide assistance to the punters 110 in selecting a horse based upon their preferences.

[0034] Initially, the punters 115 register their preferences using their punter devices 115. The preferences relate to non-performance based criteria, such as colour, gender (of the horse, jockey or trainer), horse name and the like, as discussed further below.

[0035] Figure 2 illustrates a screenshot 200 of a preference screen of the system 100, according to an embodiment of the present invention.
The preference screen includes a plurality of drop down menus 205, through which the punter 110 may interact to provide his or her preferences. In particular, the drop down menus 205 include a favourite number menu 205a, a favourite colour menu 205b, a favourite letter menu 205c, a name preference menu 205d and a location preference menu 205e. The location preference menu 205e enables the punter to set a preferred location (e.g. a country, state, region or town/city), allowing the punter to barrack for horses, trainers or jockeys that hail from a certain location.

The favourite number menu 205a enables the punter 110 to select one or more favourite numbers, and the favourite colour menu 205b enables the punter 110 to select one or move favourite colours. The favourite letter menu 205c enables the punter 110 to select their favourite letter. The name preference menu 205d enables the punter 110 to input a preference regarding names, such as long names, short names, funny names and the like. Finally, the location preference menu 205e enables the punter 110 to select a favourite town, city or State (relating to the horse, jockey or trainer).

The skilled addressee will readily appreciate that any other suitable non-performance criteria may be input by the user. Examples of other suitable non-performance criteria include gender preference (that may encompass horse, jockey and/or trainer gender), whether roughies (horses with long odds) or favourites are preferred, preferred colour of the horse, whether older or younger horses are preferred, recommendations provided to the user based on the user’s star sign or zodiac, symbols or other attributes on the jockey silks (eg stars, hearts, diamonds etc), distinguishing marks or features of the horse, as well as characteristics of the jockey and/or trainer and a user’s gender preference (encompassing the horse, trainer and/or jockey).

The skilled addressee will also readily appreciate that the drop down menus 205 may be substituted or complemented by any other suitable form of data input, including option buttons, free text data input fields, or any other suitable data input means.

Upon selection of a save button 210, the preferences are uploaded to the wagering management server 105 and saved in association with the punter 110. In particular, the wagering management server 105 may include a plurality of punter profiles, wherein each profile relates to one of the punters 110, and includes his or her preferences.

Once the punter’s preferences have been saved, they may be used by the punter 110 at a later point in time to assist in wagering. For example, when at the races, or betting from home or elsewhere, the punter 110 may use the system 100 to assist in selection of a horse in a
race.

[0042] Figure 3 illustrates a screenshot 300 of a horse selection screen of the system 100, according to an embodiment of the present invention. The horse selection screen includes a race identifier 305, indicating a race in which the horse is to be selected, and instructions to shake the punter device 115 to activate selection.

[0043] The punter 110 is able to navigate between races by swiping left and right on the horse selection screen, or by using any other suitable input. In such case, the race identifier 305 is updated as the punter 110 navigates between races. The races may be ordered based upon time, location or any other suitable ordering, and by swiping right and left the punter 110 is able to navigate forwards and backwards in the races.

[0044] Upon identification of a desired race, the punter 110 may shake the punter device 115 to activate selection of a horse. The skilled addressee will readily appreciate that shaking may include waving the device 115 in a back and forth motion, similar to waving a magic wand, or waving the device 115 in a circular manner, either clockwise or anti-clockwise.

[0045] As the punter 110 shakes the device 115, details of the race are provided to the wagering management server 105, together with an identifier of the punter 110. An ordered list of horses is then generated based upon the details of the race and preferences associated with the punter 110. The management server 105 then returns a horse details screen with the first horse on the list, with which the punter 110 can interact.

[0046] Figure 4 illustrates a screenshot 400 of a horse details screen of the system 100, according to an embodiment of the present invention.

[0047] The horse details screen includes a horse icon 405, a jockey icon 410, and a description field 415. The horse icon 405 is illustrated in the horses colour, and includes a saddle cloth 405a with the horse’s number displayed thereon. Similarly, the jockey icon 410 is illustrated in the colours and pattern of the jockey’s silks. As an illustrative example, the sleeves, cap, chest, seams and other parts of the jockey’s silks may be coloured on the jockey icon 410 to resemble the jockey’s actual silks.

[0048] Finally, the horse details screen includes first and second wagering buttons 415a, 415b. The first and second wagering buttons enable the punter to bet directly on a horse, either for a win (the first wagering button 415a) or a place (the second wagering button 415b).
The wagering management server 105 is coupled to a wagering server 120, and retrieves odds in relation to the horses therewith. In particular, the wagering management server 105 retrieves odds in relation to the horses, and presents those odds on the first and second wagering buttons 415a.

The wagering buttons may link directly to a wagering partner, or wagering may be provided directly by the wagering management server. As an illustrative example, the wagering management server 105 may resell wagering opportunities from the wagering server 120.

The user may navigate between horses by swiping left and right on the phone 115, or by waving the phone 115 again. In either case, the punter 110 navigates through the list of horses, which are organised based on the preferences of the punter 110.

According to certain embodiments, the horse details screen may include a quote or statement giving a reason for the punter 110 to bet on the horse. An example of such a statement is “all winnings donated to XYZ charity“ or “Great chance in this race”.

When a punter 110 actually places a bet, he or she may choose to share details of the bet with friends. In such case, the punter 110 may explicitly choose which friends the bet is shared with, or with all registered friends.

The phones 115 may obtain location data from one or more satellites 125, and provide the location data to the wagering management server 105. The wagering management server 105 may then adapt the above screens according to the users location. As an illustrative example, races may be ordered on the device based upon proximity (i.e. distance from the user) and time.

According to certain embodiments, the wagering management server 105 determines which punters 110 are in close proximity to each other, and shares details of bets among punters 110 which are in close proximity to each other. The bets may be shared among friends in close proximity to each other, registered groups of punters, or among any punters in proximity. In certain cases, each punter may determine with whom the bets are shared.

Figure 5 illustrates a screenshot 500 of a share bet screen of the system 100, according to an embodiment of the present invention. The share bet screen is provided to punters 110 in proximity to the punter 100 placing the bet, friends, or to one or more other punters which the punter 110 has explicitly selected.
[0057] The share bet screen includes partial details of the bet, namely details of the horse on which the bet has been placed. In certain cases, further or full details of the bet may be provided, including a bet amount and/or whether the punter 110 has bet on a win or a place.

[0058] The share bet screen includes a bet details message 505, identifying the name of the punter 110 that has shared the bet, and the horse on which the bet was made. The share bet screen further includes the horse icon 405, the jockey icon 410 and the first and second wagering buttons 415a, 415b, to enable the punter to also place a bet.

[0059] The share bet screen enables punters 110 to share the excitement of a race by betting on the same horse in the same race.

[0060] In some cases, the share bet screen includes a bet amount, and a match bet button, enabling the second punter 110 to match the bet of the first punter.

[0061] The wagering management server 105 may monitor wagers for one or a group of punters 110, and allocated rewards points to the punters 110 based upon spending or otherwise. The rewards points may be used to purchase concert tickets, day spa experiences, stylish accessories or the like.

[0062] The wagering management server 105, the punter devices 115 and the wagering server 120 are all connected with each other by a data communications system 130 such as the Internet. As such, the wagering management server 105, the punter devices 115 and the wagering server 120 need not be located in proximity to each other, providing greater flexibility in providing the system 100.

[0063] Figure 6 illustrates a wagering method 600, according to an embodiment of the present invention. The wagering method 600 may be implemented by the system 100.

[0064] At step 605, one or more user preferences are received from a user. The user preferences include a non-performance based preference, such as a favourite colour, favourite number or the like, as discussed above.

[0065] At step 610, a wagering opportunity is selected based at least in part on the user preferences. As an illustrative example, a plurality of wagering opportunities may be ordered according to the user preferences, and the first wagering opportunity of the ordered list may be selected.

[0066] At step 615, the selected wagering opportunity is provided to the user. The wagering
opportunity may be provided in the form of a horse details screen, as illustrate above with reference to Figure 4.

[0067] The invention has been described above with reference to horses, but may be used on greyhound racing, harness racing, or any other suitable sport or otherwise on which wagers may be placed.

[0068] In the present specification and claims (if any), the word ‘comprising’ and its derivatives including ‘comprises’ and ‘comprise’ include each of the stated integers but does not exclude the inclusion of one or more further integers.

[0069] Reference throughout this specification to ‘one embodiment’ or ‘an embodiment’ means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment of the present invention. Thus, the appearance of the phrases ‘in one embodiment’ or ‘in an embodiment’ in various places throughout this specification are not necessarily all referring to the same embodiment. Furthermore, the particular features, structures, or characteristics may be combined in any suitable manner in one or more combinations.

[0070] In compliance with the statute, the invention has been described in language more or less specific to structural or methodical features. It is to be understood that the invention is not limited to specific features shown or described since the means herein described comprises preferred forms of putting the invention into effect. The invention is, therefore, claimed in any of its forms or modifications within the proper scope of the appended claims (if any) appropriately interpreted by those skilled in the art.
CLAIMS

1. A wagering method including:
   receiving, from a user, one or more user preferences, the user preferences including a non-performance based preference;
   selecting a wagering opportunity based at least in part on the user preferences; and
   providing the selected wagering opportunity to the user.

2. The method of claim 1, further including: detecting a motion gesture of a portable device of the user, and selecting the wagering opportunity upon detection of the motion gesture.

3. The method of claim 1, wherein the non-performance based preferences include one or more of a preferred colour, a preferred gender, a preferred location, a favourite number, a favourite letter and a name preference.

4. The method of claim 1, further including:
   providing to the user, a user interface including details of the selected wagering opportunity, wherein the user interface includes one or more icons, graphically illustrating the non-performance based user preference with reference to the wagering opportunity.

5. The method of claim 1, further comprising receiving details of a bet from a first user, and sharing details of the bet with another user, wherein the details of the bet are shared with the other user based upon a geographical proximity to the first user.
ABSTRACT

A wagering method and system is provided. The wagering method includes receiving, from a user, one or more user preferences, the user preferences including a non-performance based preference; selecting a wagering opportunity based at least in part on the user preferences; and providing the selected wagering opportunity to the user.
Figure 2

LOGO

Please Enter Preferences

FAVOURITE NUMBER

FAVOURITE COLOUR

FAVOURITE LETTER

NAME PREFERENCE

LOCATION PREFERENCE

SAVE

205a 205b 205c 205d 205e

Figure 3

Shake to select a horse in Race 5 at Flemington
Figure 5
Sam has placed a bet on HORSE NAME. Share the excitement of the race with him!

Figure 4
HORSE NAME: 415
JOCKEY NAME: 415
2 year old: 415a
2.50 Place: 415b
7.00 Win: 415
RECEIVE, FROM A USER, ONE OR MORE USER PREFERENCES INCLUDING A NON-PERFORMANCE BASED PREFERENCE

SELECT A WAGERING OPPORTUNITY BASED AT LEAST IN PART ON THE USER PREFERENCES;

PROVIDE THE SELECTED WAGERING OPPORTUNITY TO THE USER

Figure 6