Applicant Name: AMERICA 2.0, INC.

Project Title: Broadband Video Support for Online Businesses

Project Type: Sustainable Broadband Adoption

_______________________ Executive Summary _______________________

Under the current economic downturn, the government is seeking innovative and cost-effective ways to create or save millions of jobs for Americans. Our concept of hiring the unemployed in this country would create thousands of jobs by re-training thousands of these individuals to perform online LIVE VIDEO Technical Support services or Online Live VIDEO Sales support for any organizations who do business online. At the present time, a bill is in Congress that would give employers a holiday on paying payroll taxes and even tax credits to hire an unemployed individual. If passed, this will give us even more ease of matching our trainees to jobs in the private business sector, but even without this jobs bill, we provide an overwhelming business proposal to any online business because their greatest problem today is gaining new customers and keeping the ones they have. Our trainees will effectively guarantee new customers because anyone landing on a web page of one of our clients would have the chance to work with a SALES REP LIVE via BROADBAND VIDEO for demonstrations of products and/or services. This is a proven business model made today by QVC and Home Shopping Network whose businesses are booming sales are soaring. Every day, these marketing organizations create thousands of sales and millions of dollars in profits because their customers can visit with their sales reps LIVE on their Television Sets. We intend to bring this same concept to any online business in an efficient and affordable manner. We believe we will have by the end of the award period thousands of online businesses thus providing tens of thousands of jobs. We believe this concept will evolve someday into a more advanced model that may become known as Web Shopping Network where online businesses will utilize our services in the manner of Home Shopping Networks and QVC to enhance sales and customer satisfaction. When we have completed our successful project we strongly believe many other organizations will emulate us and this will create millions more jobs. We will even assist other organizations, on a case by case basis, in their emulation for the stimulus that this will give to our economy and the number of people it will help.