The proliferation of broadband has virtually brought commerce to the living room of most US homes. However, the fact is that broadband remains underutilized in most areas where its power could be harnessed to unleash a range of benefits to the individual, the business and the community at large. Facilitating commerce over broadband and empowering 'Consumers' to be in profitable control of their time and attention forms the core of the business of doKall. doKall promotes consumption of broadband by the transmission of messages including audio, video and images by email and internet-based phone calls (Voice Over Internet Protocol - VoIP) to increase economic activity, especially for small and medium sized businesses. This project would serve about 57,000 broadband users in and around New Castle County, DE. doKall aims to turn an everyday activity of viewing/listening to marketing messages of all stakeholders ' the consumer, marketer and charities ' into a meaningful and profitable one. Revenues accrue to the consumer for what he is doing everyday (currently for free). The marketer benefits from access to a database of interested consumers and is able to reach a sizeable target at the lowest cost. Charities receive a share of revenues accruing to a consumer by activating a built in process designed by doKall. The Unique Selling Point (USP) of doKall is based on the paradigm that 'The Consumer is King.' The key therefore is letting the consumer be in control of two major aspects ' time and money. In this business, a consumer decides how marketers may contact him; currently the options available are via an email and/or directly over the phone. During the registration process a consumer is able to (a) set a limit to the number of emails that the doKall system may permit to be broadcast to him per day; and (b) how much he should be paid to read the email. He can also set one (or more) convenient time range(s) for marketers to call him and talk to him directly, and also specify how much he should be paid for every minute of time he spends on this conversation. These can be modified as often as a consumer may desire and take effect in real time. doKall maintains a database containing information from consumers; and then makes this database available for marketers who then select consumers to contact based on one or more search filters. They only pay when their email is read or a conversation is conducted, and therefore there is no leakage in marketing budgets. Neither the email address nor the telephone number of the consumer is revealed to the marketer by the doKall system, thereby maintaining confidentiality of this information. doKall anticipates a marketer spend of $4.2 million over two years of this project. This would put an estimated $2.1 million into the pockets of consumers themselves and so this amount is available for spending, or should we say re-spending (because the marketer already spent it once). As a corollary, doKall also has a built-in mechanism of donating to charities through the doKall system itself. The consumer may specify a percentage of his earnings to be diverted to one or more charities. Every time a consumer is paid by the marketer, doKall will automatically apportion such sums
and pay directly to charities on a monthly basis. doKall proposes to ensure that charities get a 10% share of revenues - not just profits - and should consumer contributions not match up, doKall will make good the difference. This ensures an ongoing financial flow to charities. It must be considered that both of these would not happen if the money were spent by the marketer in other forms of marketing. One other benefit that accrues to society is the green aspect. doKall would replace in a major way the traditional print campaigns that find their way into most mailboxes to be ultimately consigned to landfills, either after a cursory glance or none at all. It is estimated that approximately 124 tons of paper or 4,800 trees would be saved by this project. Once the success of this business model is proven in a small geographic area of New Castle County, DE, this can be replicated and scaled-up across the USA.

Creation of sustainable jobs in the USA: With the funding, doKall is projected to create the following jobs during the next two years. Create 25 direct jobs in doKall for the next two years (50 job-years). Create 56 indirect jobs at the various marketers that use doKall for conducting email campaigns and making phone calls with consent (56 job-years) The money directly paid ($2.1 million) to consumers is the full time equivalent 42 jobs (at an average annual salary of $50,000 per year). The marketing conducted is expected to create an economic activity worth $42 million that would stimulate the growth of about 456 jobs (using the rubric that $92,000 creates one job). In summary, this grant is projected to create 604 jobs in and around New Castle County, DE for a project cost of $4.4 million. This translates to about $7,305 per job. This is about 12.6 times better than the average of $92,000 per job targeted under ARRA 2009. Since this business model is scalable, a realistic expectation is that doKall will create and sustain tens of thousands of jobs in the USA. The additional benefits that accrue to the nation are the steady flow of funds to non-profit organizations controlled by the consumers and business being conducted in an eco-friendly manner. doKall moves the intrusive business of advertising to a polite, civil and mutually beneficial way of getting a business's message across to consumers. Community Partners: University of Delaware, Boys and Girls Club of Delaware, Delaware SBDC, New Castle County Chamber of Commerce along with support from the State of Delaware Governor’s office and the Dept. of Technology and Information.