

**Title of Project:** The feasibility of Accessing Accessibility

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The way I plan to go about establishing this project and testing this theory is by establishing my own business and setting it up as a prototype for the commercialization of telecommunications.

If after one year I find a positive response to this new product and service, I plan to expand and enlarge my enterprise. I also plan to share with the Ben Franklin Partnership in Technologies program whatever research information and feedback available from my pilot experience which has been mutually agreed upon for sharing.

I would hope that the establishment of not only my company but other similar companies and offshoots of this new idea development would provide additional jobs and growth to the economy of Pennsylvania.

On the following pages, I have presented a modified abbreviated business plan to give you an overview of how I expect to establish the business and approach the research.

**Economic benefit would be immediately available.**

**Advantages:**

Businesses like "Talk Shoppe" which is primarily a data retrieval or information service would immediately offer clients;

1. Better organization of their private lives. By using the telecommunications service, they could save time, money and energy for other pursuits. In these hard pressed economic times, when most family members work, some of them more than one job, this is a decided advantage.
2. With the shrinking value of the dollar, any service which can help us make the best possible buy or deal leading to more efficient use of our income, is a decided advantage.
3. This will aid consumers in targeting or zeroing in on goods and services more specifically geared to their needs rather than a "hit or miss" approach.
4. This will aid businesses as it can increase their clientele also make the public more aware of goods and services that they are offering. This will help business and the consumer to "find each other," thereby increasing accessibility and increasing more lucrative business transactions both from the business and consumer perspectives.
5. This will bring immediate relief to an already depressed economy, if this is a successful prototype. Similar businesses will make the economy more efficient by elimination a lot of "hit or miss" business and consumer interaction. This can only strengthen an already weak economy.
6. This approach to economics can, if it is a successful prototype, open a new world to business. It can give up a new look on commercial markets.
7. Another great advantage and economic benefit is that this can be expanded at anytime beyond the economy of the United States and into world markets.
8. It is essential that we "accentuate the positive" during uncertain economic times." What I am proposing is a novel way of using existing technologies in telecommunication to make the most of what we have. We can make a decided difference in our economy by testing this theory, the feasibility of Accessing Accessibility. I am asking for a grant in the amount of \$35,000 for a grant through the Ben Franklin Partnership Fund to test this theory for one year.

## RESEARCH ANALYSIS

I would like to do research to determine:

1. the validity of using telecommunications as a commercialized product.
  - a. To assess whether a need exists for such a product.
  - b. To determine the effects both on consumers and businesses.
2. Devising methodology for on-line research.
  - a. Develop a quick efficient use of rental/time-on, databases.
3. To assess whether there exists a need to further promote additional training and research in the area of telecommunication in our colleges and universities.
  - a. Whether or not new educational programs should be developed to produce telecommunications specialists.
  - b. What additional guidelines, restrictions or regulations.
4. The effects of using telecommunications as an economic tool - the advantages and disadvantages.
5. To determine if any scientific advantages should be adopted.
6. To assess whether or not the need exists to establish more commercial databases.
  - a. To determine the validity of placing all directory listing ("yellow pages") into databases with descriptive summaries of each business.
  - b. To determine the validity and need for establishing more "information clearing house" businesses like talk shoppe.