

MobileDay, mobile app for conference calls: This just made my day!

Cliff Notes: A new company called **MobileDay** is offering a free app allowing you to easily, and I mean easily, launch, host or attend conference calls through your iPhone or Android mobile phone. The app is free and allows one-touch calling through a calendar. Get dropped off a call you're on while driving? NP! — hit one button and it dials back into the call, enters the passcode, and you're on the call!

"We found some users who put the phone number for the dial-in to a conference call on a post- it on their steering wheel," said Brad Dupee, one of MobileDay's founders. "Now, if they get dropped from a call, it's one touch with MobileDay to call back in. No texting, no tickets!"

What does MobileDay charge for the app? Nada! It's free.

Which conference service providers (CSPs), does MobileDay work with? Brad tells me "the top 20," including free conference call providers. "We're even looking at bringing people into Skype VoIP calls with one touch from their calendar," said Brad. "In the future we will look at video calls like Google **Hangouts**."

Why Google? Turns out, one of MobileDay's financial backers is Google, which has a seat on the board of directors.

Is MobileDay a reseller of other CSPs' services? Nope.

So, I asked Brad, "Then how does MobileDay get revenues?"

"We're not focused on revenues today," said Brad. "Right now our focus is getting this into the hands of users. Our focus is distribution. If we have users we'll have opportunities for revenue."

Just so you know, MobileDay has received \$1.475 million in seed funding from Foundry Group, Google Ventures, SoftBank Capital, SoftTech VC, and others.

Here's what I think

Wow! Spot on!

For the past seven years at TeleSpan's Future of Conferencing Workshops, I've been beating on the podium, saying, "You CSPs need to innovate! Prices are near zero and approaching a point where we will have to pay people to use our

conference call services. Why don't you look at the mobile market for revenue opportunities?"

Guess MobileDay was listening.

For those of you new to the industry, Brad has been in the industry for over a dozen years, working first at VStream, then Evoke, which evolved into Raindance before it was sold in 2006 to InterCall.

Brad put it best when he said to me, "It's been several years since we've evolved into unified communication, and we've yet to see an inflection point. Voice conferencing's part of UC is over four billion dollars a year, but they've ignored an important segment — mobile. Today, the mobile apps only work if you're the host. And even with them, you have to type in an average of 30 digits. We thought it was time."



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