

Bleu Phoenix Wants You in the Online Community

BRANDON, FLORIDA, UNITED STATES, September 24, 2015 /EINPresswire.com/

-- The online world that shapes our interaction with others has the power to transform more than the way we entertain ourselves. Ronald Slaton envisions a full-featured online community that generates money and gives it away to its members and the real-world community without burying its membership in annoying ads that clog the site's opportunities. This innovative, online enterprise, the Bleu Phoenix Creative Society, is an inclusive creative community open to the natural partners in the arts—dancers and choreographers; singers and musicians; actors and directors; models and photographers—but it's also ready to be a home for the producers, talent agents, stylists, sports trainers and lawyers who have their fingers on the creative pulse. With a vision this grand, he's created an [Indiegogo crowdfunding campaign](#) that will help to construct Bleu Phoenix on an ad-free foundation of giving.

While the typical social network offers little more than a token thanks to its members, Bleu Phoenix is a web community with a spirit of giving. Bleu Phoenix plans to break the standard online community mold by offering paid referrals; point buybacks; and weekly points contests, so that members can enjoy an instant return on their efforts. Because not everyone needs a website, with its accompanying chores like domain registration, monthly hosting fees, design and construction problems, Bleu Phoenix can serve as your address. Members can post photos, listen to and upload music, watch and upload videos; instant message; blog; create voting polls; post to private and public forums; create private and public groups; buy and sell via the online classifieds; earn site points; and, in the future, use up to 5 GB of personal file storage. From the



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moment you join and put your membership to use, you can use Bleu Phoenix as a showcase for your talents.

Bleu Phoenix needs \$250,000 in [crowdfunding donations](#). The website, like any entrepreneurial endeavor whether it's an international corporation or a small business, needs capital so that bills can be paid, services secured, management and labor costs covered. An office manager will be needed to handle the business; an executive assistant will have to be hired to take



care of administrative tasks; the website will require a network administrator and two techs for maintenance, updates, upgrades and fixes; and a member services representative is needed to handle correspondence. That's in addition to the business positions that will be filled by an accountant, an insurance agent, and legal representation. He's budgeted \$80,000 for the management and labor costs; \$100,000 for the insurance, utilities, and residence leasing for the business—the staff is looking for an official home—\$10,000 for the hosting, maintenance, updating and upgrading; \$15,000 for the development of the mobile app; \$10,000 for advertising; and \$23,400 for the points contest. The initial funding will jump start the points contest. As the membership expands, and referrals pay to upgrade, referring members will receive a percentage of the paid upgrade amount, integrating the usefulness of the site with its financial opportunities.

So you're thinking that you like the sound of this, but you don't see yourself as a future rock star or a high-powered entertainment lawyer. That's okay; you're not going to be excluded. Coming right behind the Bleu Phoenix Creative Society is Web Surfer George, a sister site with the same attractive features and [future benefits](#) and uses, that's designed to get everyone else in on the action.

Slaton, who describes himself as a "born-n-raised" New Yorker who headed south to Tampa, Florida in 2005, never looked back once he'd made the move. Slaton, a graduate of Tampa's International Academy of Design and Technology, earned his associate's degree in digital photography. With 25 years as a freelance photographer, Slaton's life has been shaped by the creative world. The Florida weather is perfect for his work, and gives him nearly year-round perfect conditions for photography. Slaton, who got into the digital world in 2004, is also a short story writer and has an eye on directing independent films. This transplanted Floridian has his feet firmly planted on the ground, but as a regular user of online services, he wants Bleu Phoenix to be a virtual destination that's worthy of the time that members will spend there.

About the Bleu Phoenix Creative Society

The Blue Phoenix Creative Society (www.bleuphoenix.net) is destined to be a full-featured online community that doesn't have ads, doesn't harvest member information or media, pays for referrals, and gives away \$450 each week in contest awards. Founder Ronald Slaton, a dedicated user of online services, entertainment and research, wants the time that people spend on their computers to mean something and to be productive. He's shaped Bleu Phoenix to be the one-stop shopping site for creative services and professionals, as well as serving as a worthwhile end result for the clicking and surfing that members will be doing.

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