



# Announcing the joint American and French Launch of a New Concept of Online Communication: Blameet.com

*Blameet is an evolving ecosystem of free thinking to improve lives and communities. We are not interested in likes or followers. We want leaders.*

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Announcing the joint American and French launch of a new concept of online communication:



Written by citizens, for citizens

BLAMEET.COM

*Jean-Marc Voltini*

Not another social network; rather, an

## INTERACTIVE SOCIAL COMMUNITY

BLAMEET presents itself as a “[Journal of public interest](#), written by citizens for citizens,” with the goal of becoming an evolving ecosystem of free thinking and opinion-sharing to improve lives and serve communities of interests.

BLAMEET is a diverse forum for opinions as well as a rich provider of captivating and entertaining content (fun, practical, cultural, educational, political, editorial, etc.).

BLAMEET combines the convenience of Facebook, the brevity of Twitter and the connectivity of LinkedIn to publish opinions, comments, moods, invectives, convictions, complements and criticisms to improve the lives of our citizens.

Site ID:

[www.blameet.com](http://www.blameet.com)

Creator: Alexandra Voltini (Franco-Swiss, 19 years old, student at IESEG Paris, began work on the project at 16 years old, see full history at: <http://blameet.com/spritzattitude/>)

Business model: The site's business model has the rare particularity of not only being based on advertising but also on paid services by companies, institutions and the media.

Profile: as a platform where citizens can express opinions regarding the travails of everyday life, Blameet distinguishes itself from social networking sites. We foment change. We want commitment and passion from our members. We want to become the venue where they will find answers to their problems. We're not about levity; we are about change.

Subjects: three levels of functionality:

1. Editorials, opinions, debates, open forums, hats off, entertainment, evaluations, etc. by way of Blames and Compliments (presented in the form of posts)
2. Self-promotion for freelance writers and journalists, with an author Profile and personal Journal (possible subscription to Journals)
3. Real improvement of everyday with CAP, Community Action Plans (generated from Blames published on the site)

Audience: all ages, from children to seniors, whatever their interests: sports, politics, fun, brands, sex, technology, people, health, music, art, fashion, news, religion, etc.

Access: everyone can access Blameet, no need to be a member, but registration is necessary to post or comment, publish a profile, etc.

Official launch date in France and the US (but the UK site is already operational): February 2016 (soon to follow in other "free thinking" countries)

Origin: "Blameet" results from the merger of "to blame" (-) and "to meet" (+)

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