

Written by Deborah Kelley
Words 478

Babelation: Paying Suppliers For Digital Content

"If you built it, they will come." Iconic words once made famous on the big screen twenty-one years ago can be easily applied today to a one-of-a-kind website, Babelation.com.

With the name being a combination of *Babel* and *Revelation*, Babelation.com is the brainchild of founders, Jim Grady Jr., Ted Flowers and Director of Advertising, William Alena. Grady and Flowers are serial entrepreneurs whom have raised over \$20 million for various ventures. Both have founded and funded several Internet start-ups in the past 5 years, including Worldcall Exchange (on-line marketplaces), Snap, Sold (EBay resellers) and Whirlwinde (Data Logic Integration). It is the intention of the founders to develop a seasoned management team as Babelation.com grows.

"We are unique in the industry as we are all over 40 years old. This industry and most cutting-edge technology are fueled by young people in college and we try to surround ourselves with programmers and other people that are on the bleeding edge," Grady says.

Utilizing high technology, Babelation.com offers authors, bloggers, reporters, students, news junkies and regular people a platform to publish breaking news and information, both in written and video format. But how is that any different from the existing social networking sites? Grady explains, "The goal of Babelation is to be the platform of choice for people wanting to monetize their content. We think people should be *paid* for the content they produce on the Internet."

Babelation.com's portal enables it public to upload and organize their own news stories by text, photo or video through cell phones, mobile devices or Internet connection posted.

The site is filtered for offensive language, pornography, political manifestos and hate statements.

Unlike sites like YouTube and MySpace who make millions in revenue off its digital content suppliers, Babelation.com is looking to actually share the wealth with its contributors. It will pay a varying monthly rate of 10 to 25% to its content producers.

The tragedy in Virginia Tech helped spur the birth of Babelation.com. "What we witnessed was most of the video footage was being broadcast from student cell phones and video cameras. This was then being shown all over the country and world via the broadcast networks," says Grady Jr. "We thought if there was a platform for people to publish breaking news and information in any format it

would be a success and maybe help in preventing something like that from happening again.”

Recently, Babelation.com has been reviewed as a company to watch on *Waterville Research* who provides fundamental Wall Street investment data and research on Small-Cap public companies.

Babelation.com is proud to announce its relationship with Brockington Capital. “We plan to bigger than CNN and provide an unbiased citizen journalism portal,” says Grady.

With millions of people logging on to the Internet to share information every day, this simple but innovative Babelation.com formula can’t go wrong. Babelation.com is inviting anyone to make money with the Internet at no cost to the supplier.

So, what’s the catch? ...*There is none.*

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