

# REALISE IT

## Unexus.org

### The social network for people thinking!

A project by **Justin Brown**, Australia

#### What's the idea?

Unexus.org (formerly called Research Nexus) is an **online social network** based on knowledge and ideas. Unexus.org also helps NGOs, charities and business **connect with academics and students** around the world so they can work together to achieve their goals. We propose a project of building the user base of Unexus.org amongst the Erasmus Mundus and OCEANS Network and connect academic departments with NGOs and businesses around Europe.

#### Who are we looking for?

We anticipate a wide range of people being involved in this project. The website is a social network for students, academics and practitioners, so is ideally suitable as a general resource for Erasmus Mundus alumni and the OCEANS Network. We are also a start-up business in the UK and anticipate any **business oriented Erasmus Mundus** programs being involved. Unexus.org can be used by any **educational programs** and we would like to receive assistance from people to help us **promote the website** at universities that are part of the Erasmus Mundus and OCEANS Network. We would set up Unexus.org so that individuals could get involved and make an impact.

#### When will this project be realised?

Research Nexus ([www.researchnexus.org](http://www.researchnexus.org)) was launched in November 2010 and we are building a new version that will be renamed Unexus.org ([www.unexus.org](http://www.unexus.org)). This **will be launched in September 2011** and will implement our marketing programs between then and May 2012. We have a range of projects that can be implemented by members of the Erasmus Mundus and OCEANS Network between September 2011 and May 2012. We anticipate these members continually being involved thereafter.

We aim to achieve a **user base of 50,000 by May 2012**. The OCEANS Network and Erasmus Mundus alumni can help us achieve this goal by building connects between the Erasmus Mundus courses and NGOs, charities and businesses around the world. We've designed a system that can help achieve this which will be launched in September 2011. Between then and May 2012 we can connect these institutions across academia, the NGO sector and business.

#### What's the background?

My personal motivation for launching the project is from witnessing a progressive divergence between higher education and research and the society it has been designed to serve. Knowledge is being produced and failing to find a potential application, and after education students struggle to find utility for their acquired expertise. Unexus.org will help students and academics find application for their

knowledge, and help NGOs and businesses build connections with universities around the world. This will help make academia more relevant to society.

