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LINKED
TO
PHYSICAL

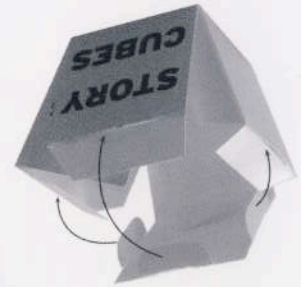
USEFUL

ENTERTAINING


BRANDING

PROTOTYPE
+
realistic
expectations

PROMOTION





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CAREER

MID-LIFE

ARTISTS

REFUGEE

CHILDREN

STUDENTS


KIDS

INDUSTRY

ACADEMIA





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OVERAMBITIOUS

OVER-COMPLICATE

NOT
AUTONOMOUS
WEB SITE

START WITH
TECHNOLOGY

REPLICATE

SOLVE
TOO MUCH





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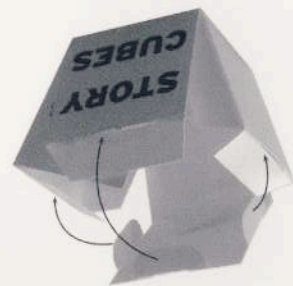
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STANDARDS
TALENT


RESOURCE
STARTING

BETTER
KNOWLEDGE
GENERATION
~~~~~

TRANSITION





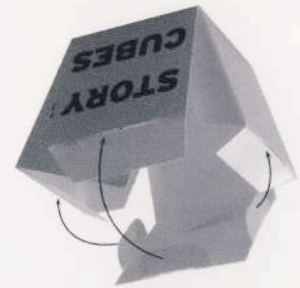
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opportunities  
for better  
communication

Broadening  
horizons

Research  
informed by  
other  
knowledge  
An academic





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NOT A  
RECRUITMENT  
TOOL  
FOR UNIVERSITIES

\*  
\*  
\*  
② NOT BASED  
ON ACCESS TO  
THE INTERNET  
ONLY \*  
\*

NOT RELY ON  
THE LATEST  
EQUIPMENT.  
NOT  
PATRONISING

~~\$\$\$~~  
NOT  
ABANDONED  
ACTION CREATION

NOT  
RE-INVENTING  
THE  
WHEEL



⑦

OPPORTUNITIES

FOR

COLLABORATION

PROVIDING  
HOTELERS - NOT  
CASINO ASPIRATIONS

TRUST BASED

ECONOMY

WRITES FROM  
EXISTING NETWORKS

SEEK COMMUNITY

GROUPS

ACADEMIC  
PAY/BK IC

PARTICIPANTS  
DATA SETS

REUSE OF DATA  
NEW RESEARCH  
QUESTIONS



EVOLUTION OF  
DESCRIPTIVE  
LANGUAGE -  
OVERGROWTH OF  
COMMON  
GROWD TO BE  
DISCURSIVE



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OPPORTUNITIES  
TO NETWORK /  
CONNECT WITH  
LIKE MINDED  
PEERS.



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reasonable + achievable  
reasons + actions  
mapping

look at

existing projects  
working with

forgetting & ignoring green  
tools -  
mapping

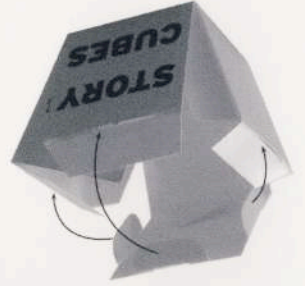
consider  
existing  
online

collaborate  
projects  
making  
(face to face)

everyday  
life - usable +  
fun.  
open  
language


open source  
as a potential  
model

pencils  
paper  
print







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Can't only  
be for  
academics,  
or university  
educated  
people.

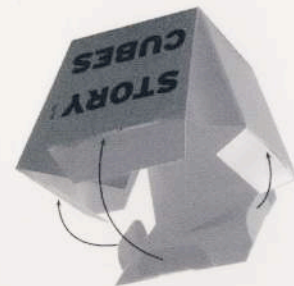
~~at~~  
~~the~~  
creative  
industries.

Key people  
from all walks  
of life.  
Community  
leaders but  
also footballers

people who  
don't already  
~~engage~~ see  
the point of  
the university  
~~university~~

people with  
unique  
kinds of  
knowledge.

Next-  
generation.  
+ older  
people  
lifelong  
learning.





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DIFFERENT  
LEVELS OF  
INVESTMENT.  
(USERS DECIDE  
HOW INVOLVED  
TO GET)

①

MULTI  
FACETED  
(TECHNOLOGYS +  
ACTUAL  
ENGAGEMENT)

SHOWING

USERS

IMPACT

LONGEVITY

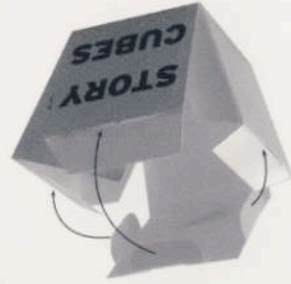
MULTIPLE  
JOURNEYS/  
NAVIGATION.

VISUALISE NON  
STANDARD

~~EVOLVE~~  
CAN / MUST  
EVOLVE

FOLKSONOMY  
USER GENERATED  
DEFINITIONS

LINKS TO ONLINE  
EVENTS.  
ARCHIVING  
OUTCOMES  
DIGITALLY





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WHO IS AN  
OUR DOORSTEP

③ EXISTING  
CULTURALLY  
GEOGRAPHIC  
COMMUNITY

COMMUNITY OF  
PRACTICE

BUSINESS  
COMMUNITY  

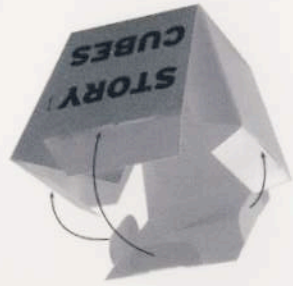
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NOT ABOUT  
SCHOOLS

ACADEMIC  
COMMUNITY  

---

NON ACADEMIC  
UNIVERSITY  
EMPLOYEES





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Should ~~be~~ developed  
with feedback  
& evaluation

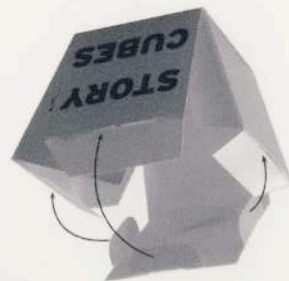
Shouldn't  
be dominated  
by 1 group or  
2 kind of  
knowledge.

hierarchies

mystifying  
language.

Not just  
a web site.  
Not only  
technology  
based.

Shouldn't  
be for  
people outside  
manufacture  
(their own)





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Q3  
networking  
peer 2  
peer 2  
peer 2

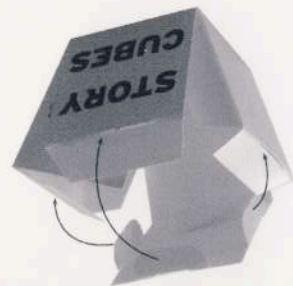
Q3  
MONEY

Q3  
PR tool  
Marketing

Q3  
Partners-  
ships

Q3  
learning  
+  
training

Q3  
Access  
to  
resources





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Q4

Public Sector

Social Enterprises

Q4

RESEARCHERS

Q4

PEOPLE OUTSIDE US  
see how research affects their lives

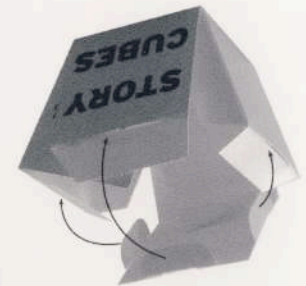
Q4

Firms in Creative Industry

Q4

Q4

Community





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Q2  
not a  
standalone  
web

Q2  
No  
download  
S/W

Q2 Mini!  
No barriers  
complicated  
Signup  
for consensus

Q2  
No previous  
data



Q2

Q2

No  
Exclusive  
Ball



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Παμμα  
Επιστημον  
του  
10

Q1

IMDB

Q1

Tag  
Follower-  
bMy

Q1

crowd  
sourcing

Q1

VALUE  
ADDING  
- 9 14  
Facebook  
APPS

Q1

