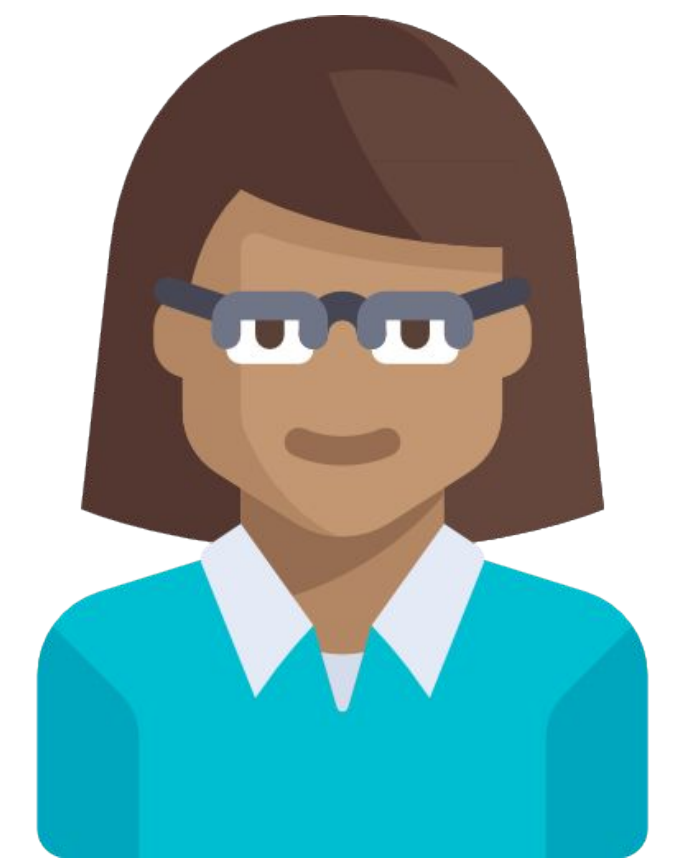


uResearch

All-In-One Research Tool for Academics



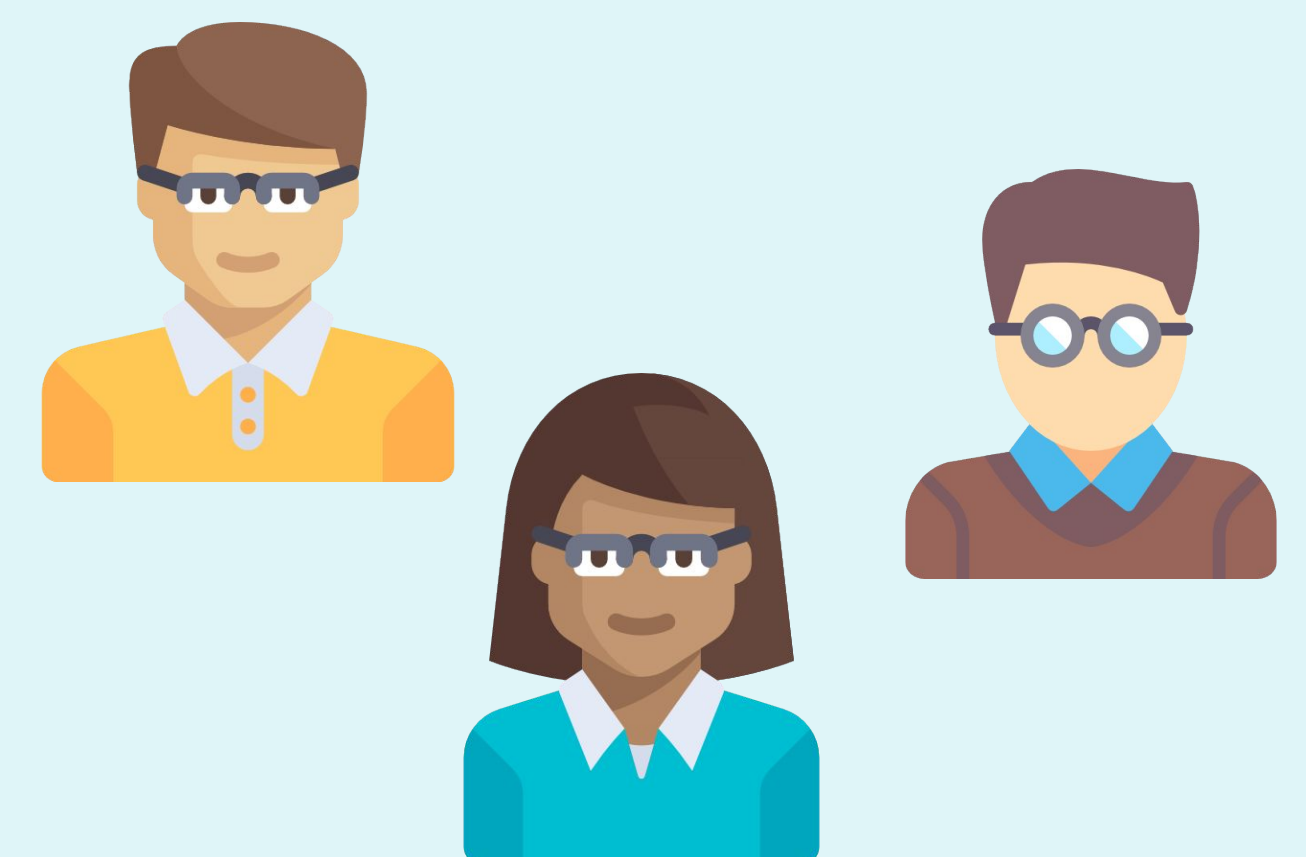
Major Issues We Identified

- While seeking information, academics have trouble finding credible and relevant content in a time-efficient manner
- The amount of information sources is overwhelming → academic paper databases, conferences, news aggregators, social media
- Researchers must keep up with the frontier in order to find opportunities and proceed forward
- Users feel frustrated by current academic search tools because they have limited customizability and force users to rely on recognition and memory

Solution

“Pinterest” for Academic Researchers

Centralized **searching, organizing, and sharing** of papers



Customized weekly newsletters of latest news, papers, and research findings in topic of interest

Private forums to initiate discussion and potentially forge *collaboration and co-authorships*



Why it Works

- A central location that can both retrieve and store information will reduce the number of sites that academics need to visit when conducting research
- Forums will increase effectiveness of work by providing researchers with feedback from colleagues and potential for collaboration

Feasibility

- Researchers already use online tools to do research and organize their saved papers → easy transition to tool that does both
- A weekly newsletter would pull from existing sources of information
- Forums are a common mode of communication, and therefore many models already exist