

THE END OF MARKET RESEARCH AS WE KNOW IT?

Submitted by: 10 Yetis PR and Marketing

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A social networking platform for social entrepreneurs has announced a host of changes that could spell the end for street-based market research altogether.

UnLtdWorld, an online platform for social entrepreneurs is launching a new developer platform that will allow users to access anonymous real time information from its site.

The platform will allow anyone logged into the network to access all the data behind the UnLtdWorld Research Lab for comparative and historical analysis. It will allow for real-time and dynamic use with other datasets, and within mash-ups and applications that can be deployed anywhere on the web.

On www.UnLtdWorld.com, users will be able to pull; display and use segments of data, such as information relating to specific locations and interests. Examples of usage could include displaying the relation between crime rates or crime prevention initiatives in different areas and social enterprise's and social entrepreneurs operating in these areas; measuring the relevancy of service provision by mapping what is offered with the needs and skills of social entrepreneurs: the research lab data would allow to assess real needs and identify gaps in service provision.

This data can then dynamically be used within other application including other datasets that can then be deployed anywhere on the web, such as other Social Networking sites, or for research for particular interests or projects.

Following on with the above example, due to the fact that data is fed in real time, as data evolves and changes within the Research Lab, it will also update wherever it is being used online, providing a constantly up-to-date projection.

The Research Lab provides a deep, unique and anonymous breakdown of the UnLtdWorld community and content. It is in essence a large focus group from which to extract and manipulate data.

Through the Research Lab, UnLtdWorld aims to help build the capacity of social entrepreneurship, to enhance the efficiency of relations between social entrepreneurs, relevant stakeholders and the general public, and to provide critical social insight and context anywhere. Now, anyone, no matter their size, can access, use and take advantage of this platform.

UnLtdWorld have also integrated Clickpass, an OpenID and cross-platform authentication provider and issuer, into the platform. This means that members will be able to register on UnLtdWorld and synchronise their account with using OpenID and popular authentication credentials, including Yahoo!, Google, Microsoft Live and Facebook.

Alberto Nardelli, Chief Strategist of UnLtdWorld said:

"How information is produced and exchanged is critical; it affects the way we see the world as it is and it influences how we understand what can and ought to be done. Social media provides us with an

unprecedented opportunity in enabling and empowering this exchange by setting free the relevancy of data on a societal scale. In other words, data becomes the platform.

We don't aim to attract developers to one site; our vision is to make insight and context shareable anywhere. Through the Research Lab, UnLtdWorld aims to help build the capacity of social entrepreneurship, to enhance the efficiency of relations between relevant stakeholders, and to support research, understanding of issues and relevant initiatives by providing critical social insight and context anywhere. Anyone, no matter their size, can access, use and take advantage of this platform. This for example could mean measuring the relevancy of service provision by mapping what is offered with the needs and skills of social entrepreneurs; comparing issues in different locations; or to view the relation between crime rates or regeneration initiatives in different areas and social enterprise's operating in these areas and fields.

There are some great, and quite diverse, examples of data being valuably used in very different contexts, and at UnLtdWorld we're profoundly committed to contributing to the realization of this potential, which is why we developed the UnLtdWorld Research Lab and are announcing its evolution into an open platform today.

We also feel that the integration of Clickpass adds even greater value to the proposition, as it makes access to the platform even easier for users, researchers and developers.”

ENDS

EDITORS NOTES

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- UnLtdWorld aims to foster a community of socially-minded people

- Over 8 minutes spent in average per user on the site per day, 10 pages viewed/user/day, 1000s of objects added to the site

- On average one in four members logs in everyday.

- UnLtdWorld is a finalist in the 2008 New Statesman New Media Awards, Innovation Category

- UnLtdWorld was runner-up at Startup 2.0 2008, an award aimed at recognizing the most innovative start-ups in the Europe.

- For an overview of the sites functionality visit:
http://unltdworld.com/downloads/UnLtdWorld_Overview.pdf

- A dedicated media section (with logo, screenshots and select media coverage) is available here:
<http://unltdworld.com/pages/media.php>

- The UnLtdWorld Blog: <http://unltdworld.com/blog.php>

- UnLtdWorld is supported by UnLtd – The Foundation for Social Entrepreneurs, a unique and dynamic organisation whose mission is to reach out and unleash the energies of social entrepreneurs (www.unltd.org.uk)

UnLtdWorld is powered by Elgg

- Elgg is an open platform that allows anyone to build socially aware applications.

Further Information

UnLtdWorld is aimed at connecting social entrepreneurs, social innovators, socially-minded people and organisations that invest their efforts in changing the world for the better, and enabling these audiences to find and share targeted information.

Most social networks are built around relevance of contacts and broadcast information within circles of acquaintances. UnLtdWorld is about commonality of purpose: fostering new connections and matching information through the power of community and relevance of context and content.

For example through a feature called Neighbourhoods, members are dynamically matched around parameters of similarity, such as location, issues of interest and skills.

On UnLtdWorld you can connect with others, search and share resources and opportunities, find and list services and products, share answers to key questions, create and join groups, promote and find events, support inspiring projects and lots more.

UnLtdWorld is established on the principle that social entrepreneurship is not a special interest, but a complex market with specific dynamics. Social enterprise in fact now contributes to over 1% of GDP in the UK. UnLtdWorld isn't about duplicating or substituting real world dynamics, but aims to complement and add value to the array of fantastic positive action and efforts happening around the planet, and thereby enable even greater impact.

This may for example mean, dynamically linking individuals working in the same location on similar issues, efficiently connecting buyers and sellers of relevant products and services, more effectively linking diverse stakeholders and groups, or making it easy for social entrepreneurs to learn from each other while sharing information and building knowledge collaboratively.

In parallel to fostering a vibrant community, UnLtdWorld aims to help build the capacity of social entrepreneurship, and enhance the efficiency of relations between social entrepreneurs, relevant stakeholders and the general public. We aim to do this mainly through the UnLtdWorld Research Lab, the world's most powerful mapping and graphing of social entrepreneurship, and of social and environmental issues. Through the Research Lab, UnLtdWorld provides critical social insight. Anyone, no matter their size, can access, use and take advantage of this platform, and by doing so co-create even greater value.

Beyond technology, our focus is on people that are investing their energy in changing their communities and the world for the better. Our efforts, passion and enthusiasm is in providing the most powerful possible platform to support the true innovators and enablers of positive impact – those that in unexpected ways can change the way the world is.

High resolution images available upon request