HUBzero® has a unique combination of capabilities that appeals to many people engaged in research and educational activities. A little like YouTube.com, HUBzero allows people to upload content and "publish" to a wide audience, but instead of being restricted to short video clips, it handles many different kinds of scientific content. In that respect, HUBzero is a little like MIT's OpenCourseWare, but it also integrates the content with collaboration capabilities. A little like Google Groups, HUBzero lets people work together in a private space where they can share documents and send messages to one another. A little like Askville on Amazon.com, HUBzero lets people ask questions and post responses, but about scientific concepts instead of products.

Each hub powered by HUBzero is an “app store” for research and education, connected to a cloud of resources for app execution, complete with a library of training materials and other collaboration features to support app use.