GAMES FOR HEALTH EUROPE 2025

DISCLOSURE SLIDE

for presentations at the

GAMES FOR **HEALTH** EUROPE **2025** CONFERENCE

I herewith confirm that there is not any conflict of interest with the conference organization or any of its sponsors.

UNMASK

GFHEU

Version 250327

Mark van Kuijk Berry
Hermans

Mission & Vision

Everyone knows someone
who’s life was touched by cancer.

Help players to find a cure for every disease on earth

We turn players into scientists

Science is a puzzle. We turn the scientific puzzle into a game.

When they play the puzzle, players contribute to the study.

As such, they contribute to finding a cure for a disease

Why?

There is more data than scientists can process
Today's Artificial Intelligence is either not trained or not yet capable to process this data.
Players can be trained to process data
By playing, players can train Artificial Intelligence.

Together we can solve everything!

we?

We are:

UNMASK

www.unmask.nl

Core Team

Dr. Menno van Pelt-Deen
Social Impact game designer at Super Menno Monster & Games for Health. Expert in building bridges between domains by translating scientific queries into playful solutions.

Berry Hermans
Lead developer at Games for Health. Expert in understanding creative and scientific teams involved in developing citizen science games.

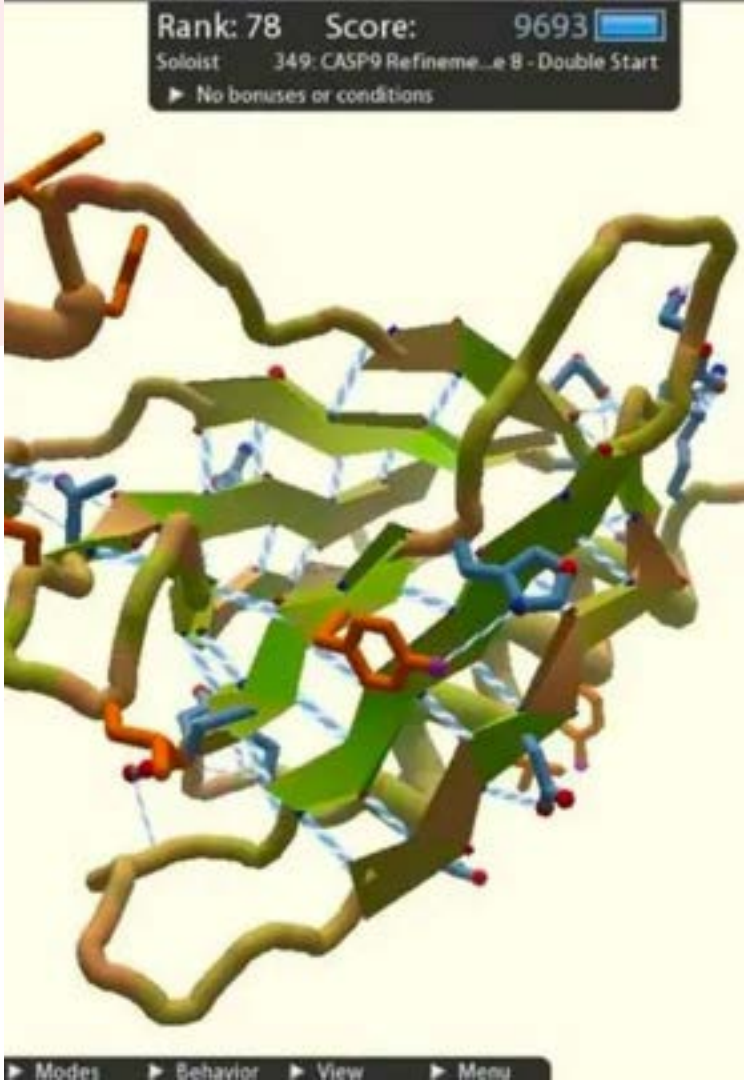
Mark van Kuijk
Game producer and co-founder of Games for Health. Expert in leading complex projects with multiple stakeholders.

Jurriaan van Rijswijk
Co founder and sales at Games for Health. Building bridges between industries (Health and Gaming), expert in building professional networks.

It’s a proven solution
Citizen Science Games

FoldIT

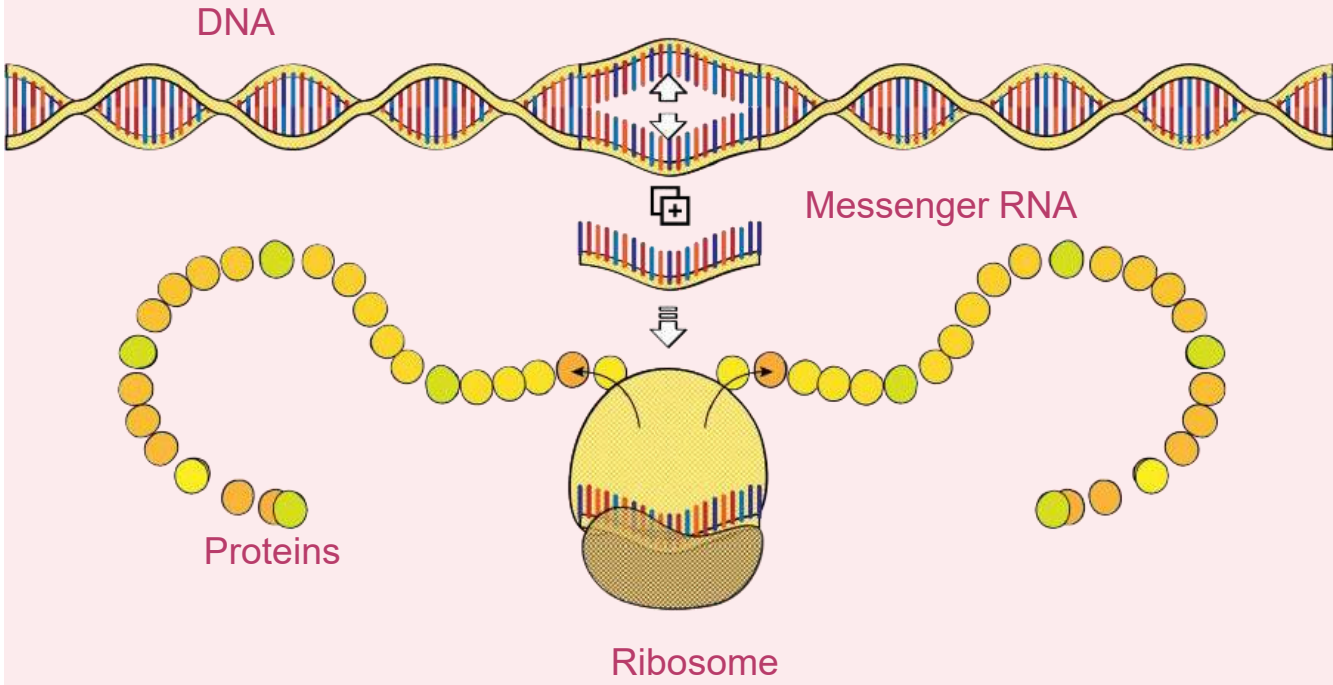
In six weeks, 10.000 players found a solution to fold proteins that eluded scientists for over a decade.



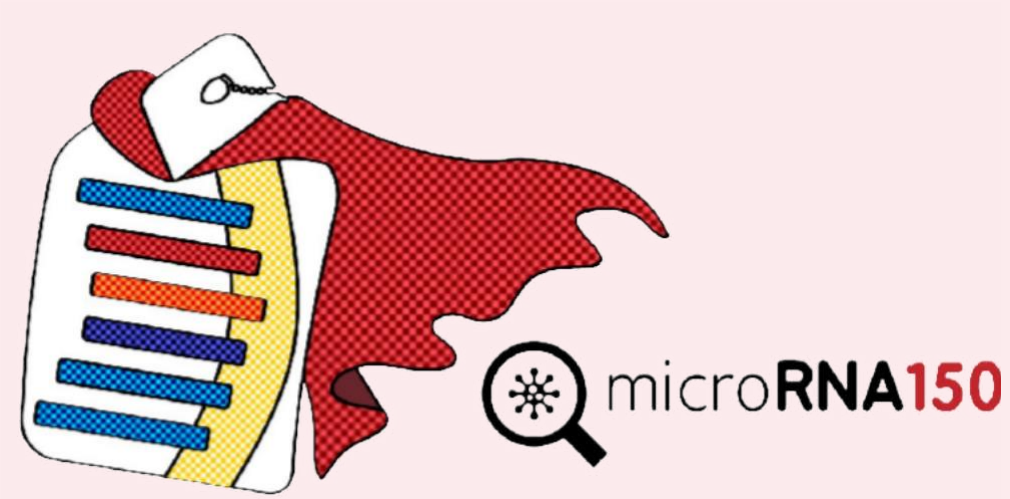
What is the problem we try to solve?
The science behind Unmask

KWF
KANKER
BESTRIJDING

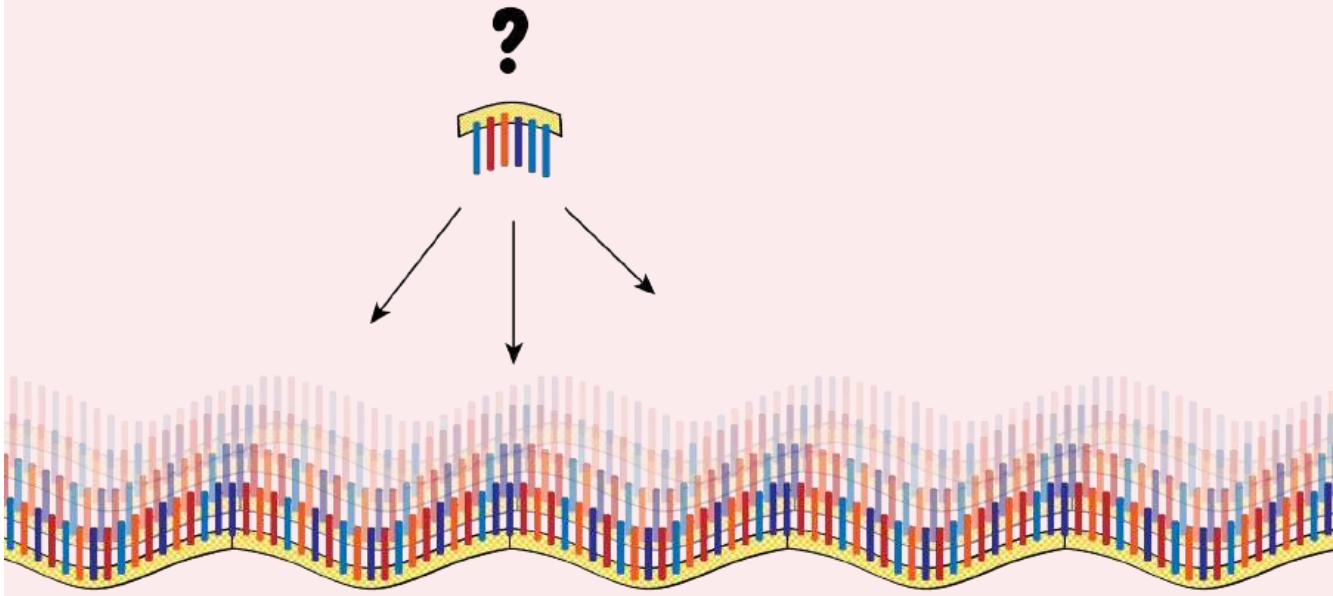
How do cells grow?



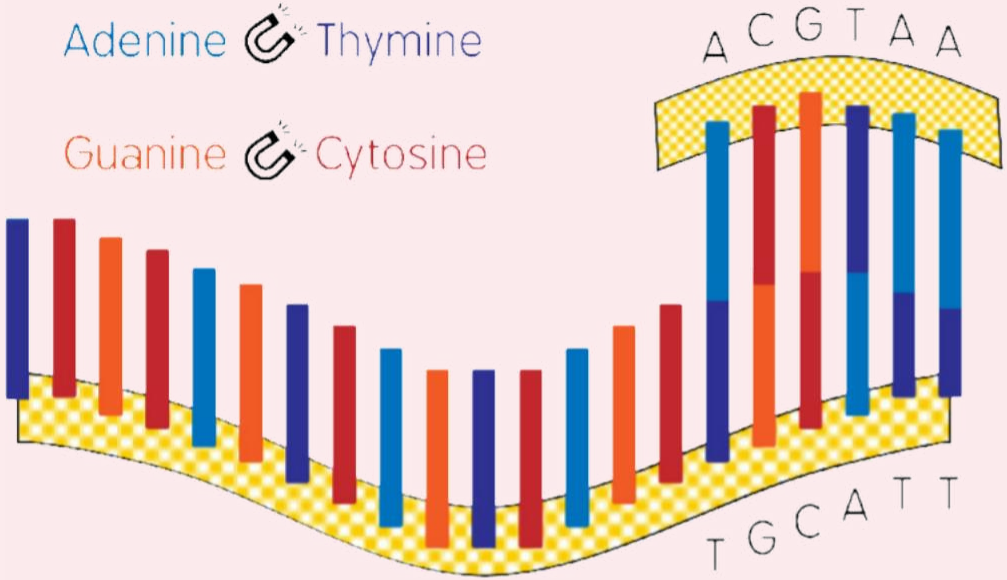
Meet micro RNA150



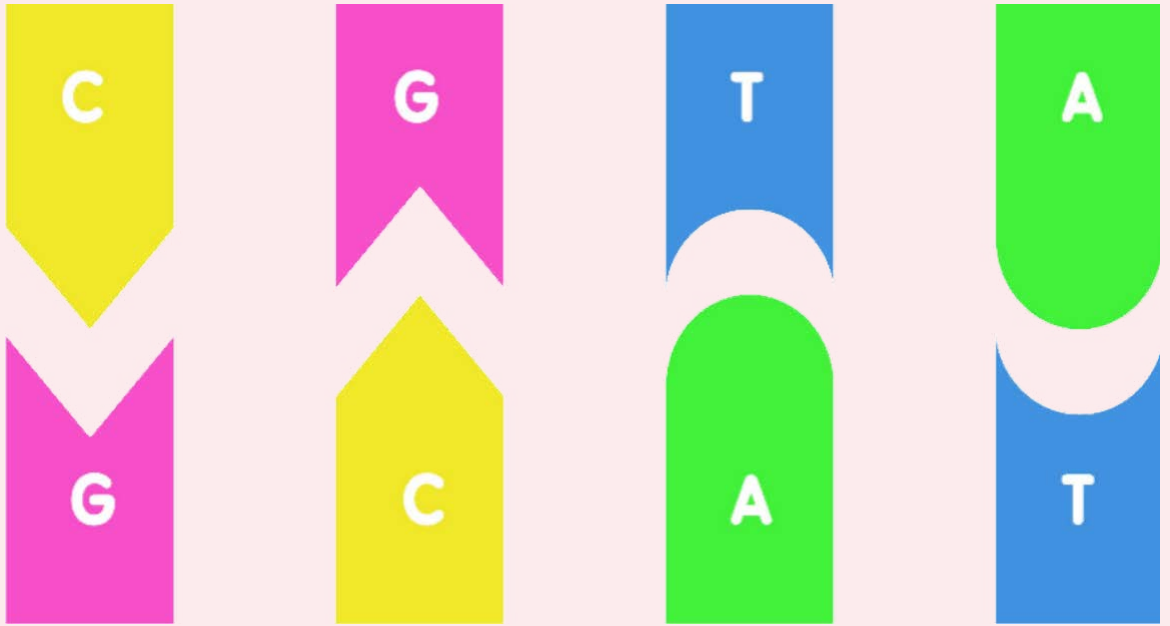
Find a match!



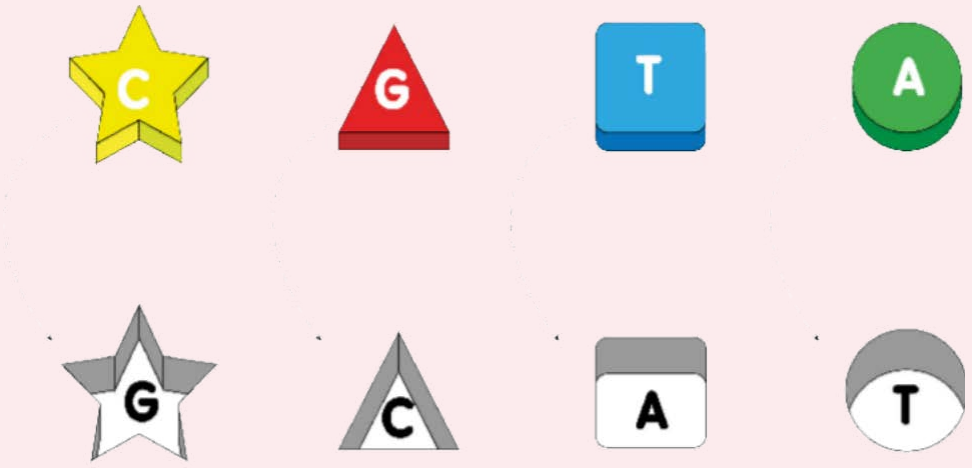
Core game mechanic



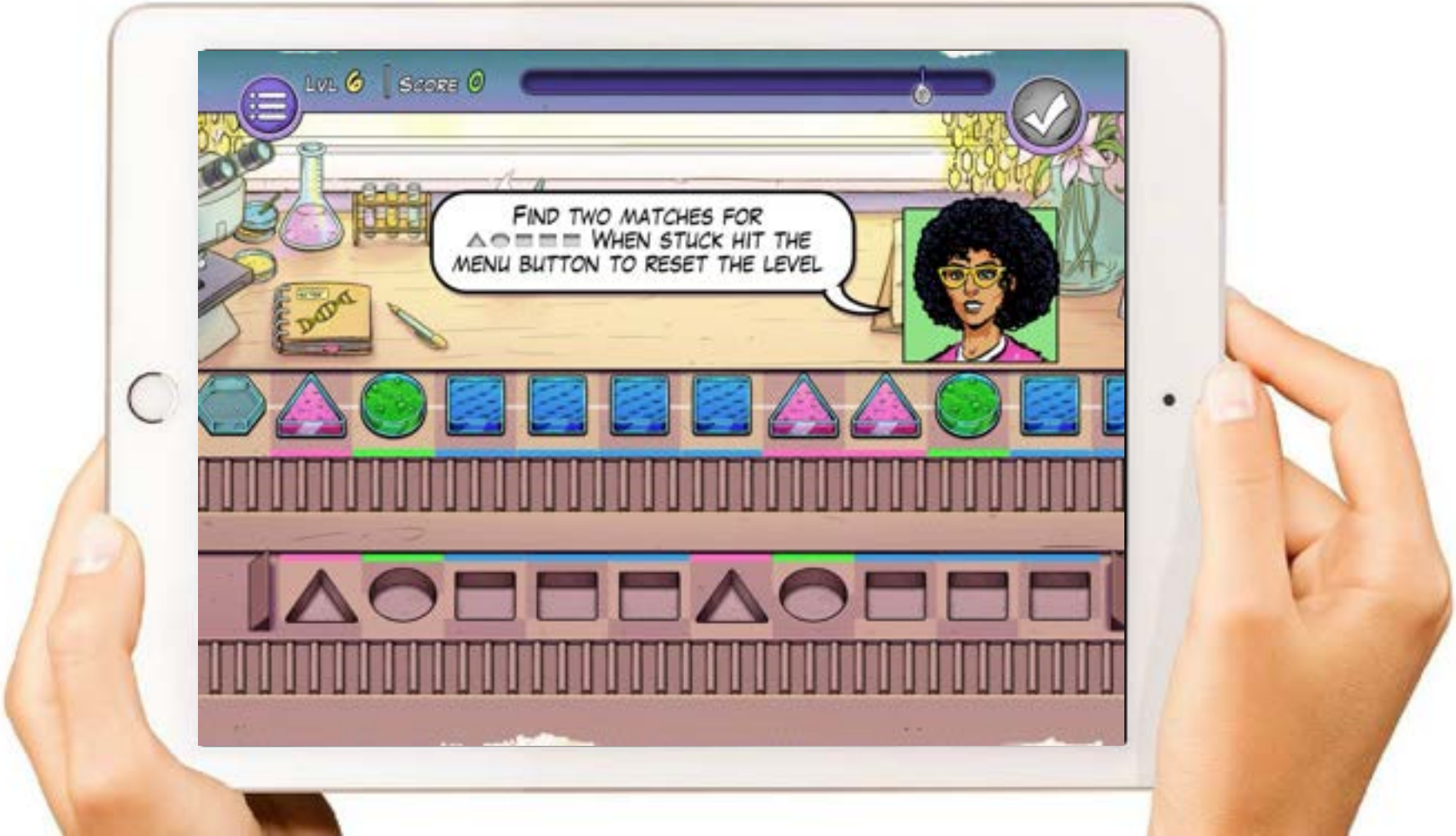
Making it simple



Even better!



LVL 10
MOVES 10
35
+3
+2
+3
+2
EUREKA!!
UNMASK
CLASSIFIED
EZH2
MICRO RNA 25


LVL 6
SCORE 0
FIND TWO MATCHES FOR
WHEN STUCK HIT THE
MENU BUTTON TO RESET THE LEVEL

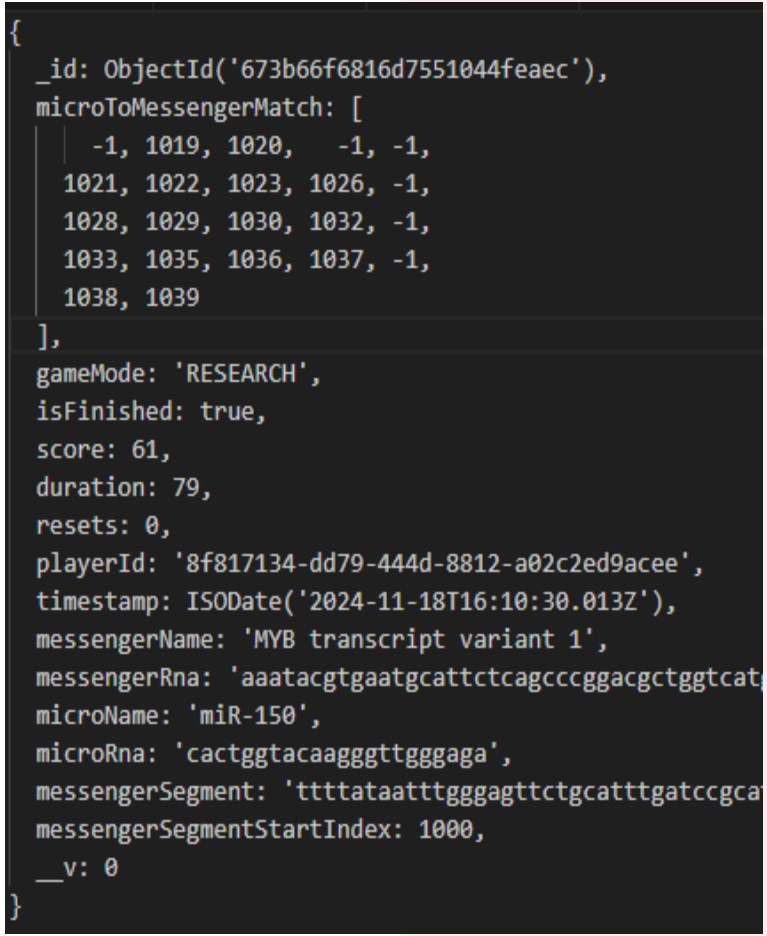
Gathering data

Launched through the network of Azerion
eg. Jetzspiele.de

- Over 7.5k players
- Over 30k levels played
- Average playtime 3:22 per level

Analyzing data

- JSON
- Excel/Sheets can’t handle it
- Importing in Bigquery and analyse with Lookerstudio
- In progress, but is a game in itself



What are we looking for?

- We test with proven data in the lab
- Initial pass was a string that had too many proven bindings
- added a string with almost no bindings

Homo sapiens zinc finger DHHC-type containing 11B (ZDHHC11B), transcript variant 1, mRNA

NCBI Reference Sequence: NM_001351303.1

GenBank Graphics

>NM_001351303.1 Homo sapiens zinc finger DHHC-type containing 11B (ZDHHC11B), transcript variant 1, mRNA

ATGGACACCCGCTCCGGGAGCCAGTGTTCCGTCACCCCAGAAGCCATACGCAACAATGAAGAGCTGGTCT
TGCCGCCCCGCATCTCCAGAGTGAACGGCTGGTCGTTACCCCTGCACTACTTCCGGGTGGTGACTTGGGC
TGTCTTCGTTGGCCTTTCCTTGGCCACCTTCAGGATCTTCATTCCCCTCCTGCCTCACTCGTGGAAATAC
ATCGCCTATGTGGTGACCGGGGGGATCTTCTCGTTCCACCTCGTCGTCCACCTGATCGCGTCCTGCATCG
ACCCGGCCGACTCCAATGTCAGACTCATGAAGAACTATTCTCAGCCCATGCCCCTCTTCGACAGATCAAA
ACATGCACACGTGATCCAGAATCAGTTCTGCCACCTGTGCAAGGTCACCGTGAACAAGAAAACCAAACAC
TGCATTTCCTGCAATAAGTGTGTGTCCGGCTTCGACCACCACTGCAAATGGATCAACAACTGCGTGGGAA
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CCTGCTGTATGTCCTCGTCCAGTACCTCGTGAACCCCAGGGTGCTCCGCACGGACCCCAGGTATGAAGAT
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CTTCTGCACTTCAGTAAACCAGGACGGGGATTCGAAGGCACAGGAAGCAGATGATGCCCCGAGTACATCT
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GTAGAGTCTACCTTGCAAAGCCTCCTGCTCCTACCCATGCTACAGGCCAGGAACCAGAGCCCATCATCTC
AGAGGCCCCTGGATGTCCTTCGAAGGAACCAGGACCCTCAGAGCCCAGCATCCATCTCTGTCATCATCTT
CATCACACCCAAAGAAGAGCCAGCCTTGCAGGAGGGTTACATCTCCAGGAAGATGGGCTGCCAGCAACT
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TGGGATCACAGTGCTGGGAAATGGGAGCACAGTAATGGGAAATGGGAGCACAGTGCTGGGAAATGGGAGC
ACAAAGTACTGGGAAATGGGAGCACAGAGTACTGGGAATAGGAGCACAGTACTGGGAAATGGGAGCAAA
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CTGGGAAATGGGAGCACAGTGCTAGGAAATGAGAGCACAGTTTTGGGAAATGGGAGCACAGTACTGGGAA
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CGGAGCACAGTACTGGGAAAGGGGAGCCCATAGTACTGGGAAATGGGAGCACAGTACTGGAAAATGGGAG
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GGGAGCACAGTACTGTGAAATGGGAGCACAGTACTGGGAAATGGGAGCATAGTACTGAGAAACCCCAG
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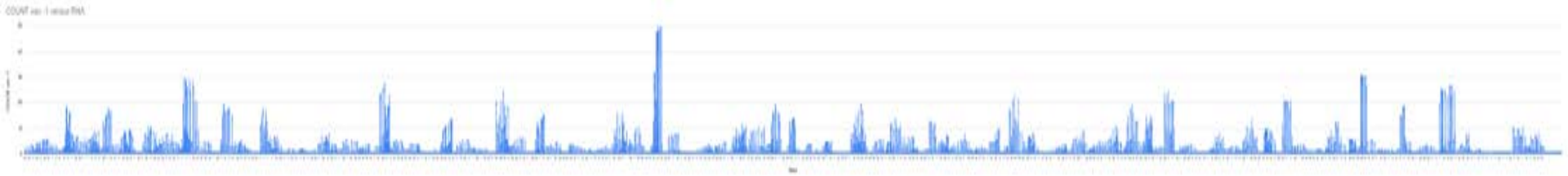
GAACCAGAGGCATCCTCTGTATTTTAATGAACTCTGCGTTTTAGTCTGTTTAGTAGTCATATTTTAAAAG
ATAATCAGTTTTCTAAATATATCTATAAGTTACTACATGCA

Potential scenarios

- We see overlap. Great!!
- We see more than overlap. Hmm, let's try that in the lab
- we don't see overlap. Hmmm…

Mitigations

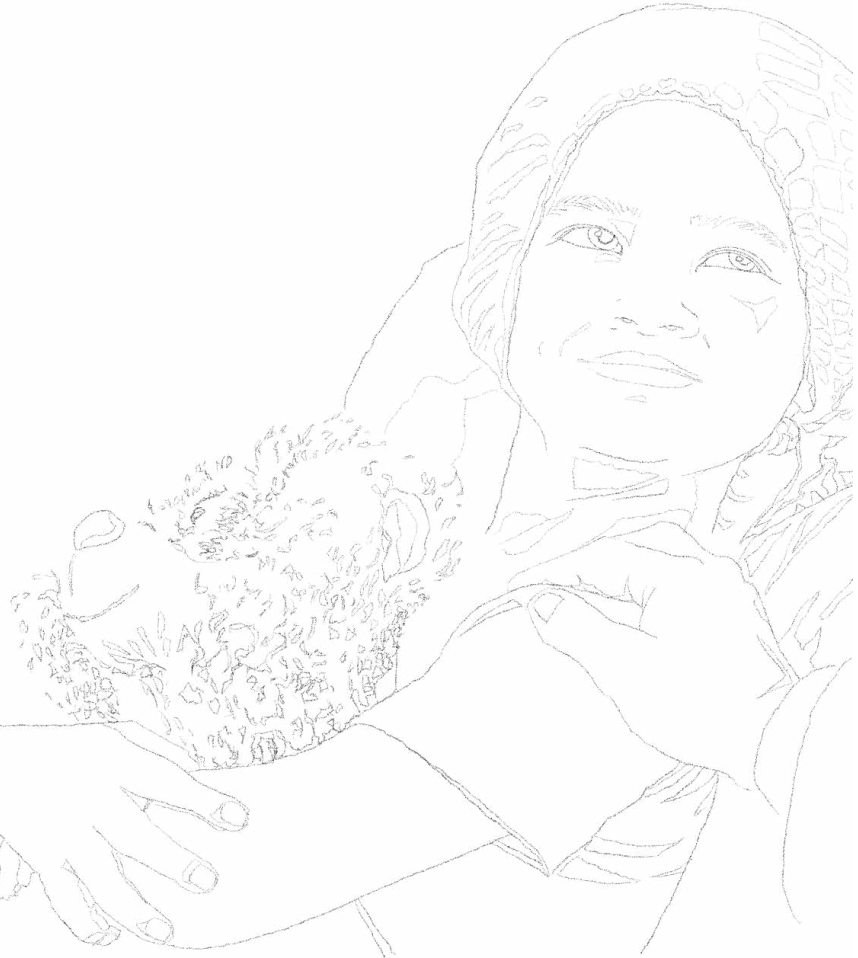
- goalseeking and validate (without replay)
- change the game rules (needs replay)



Keep critical

- Test if we can write a bot that plays the game

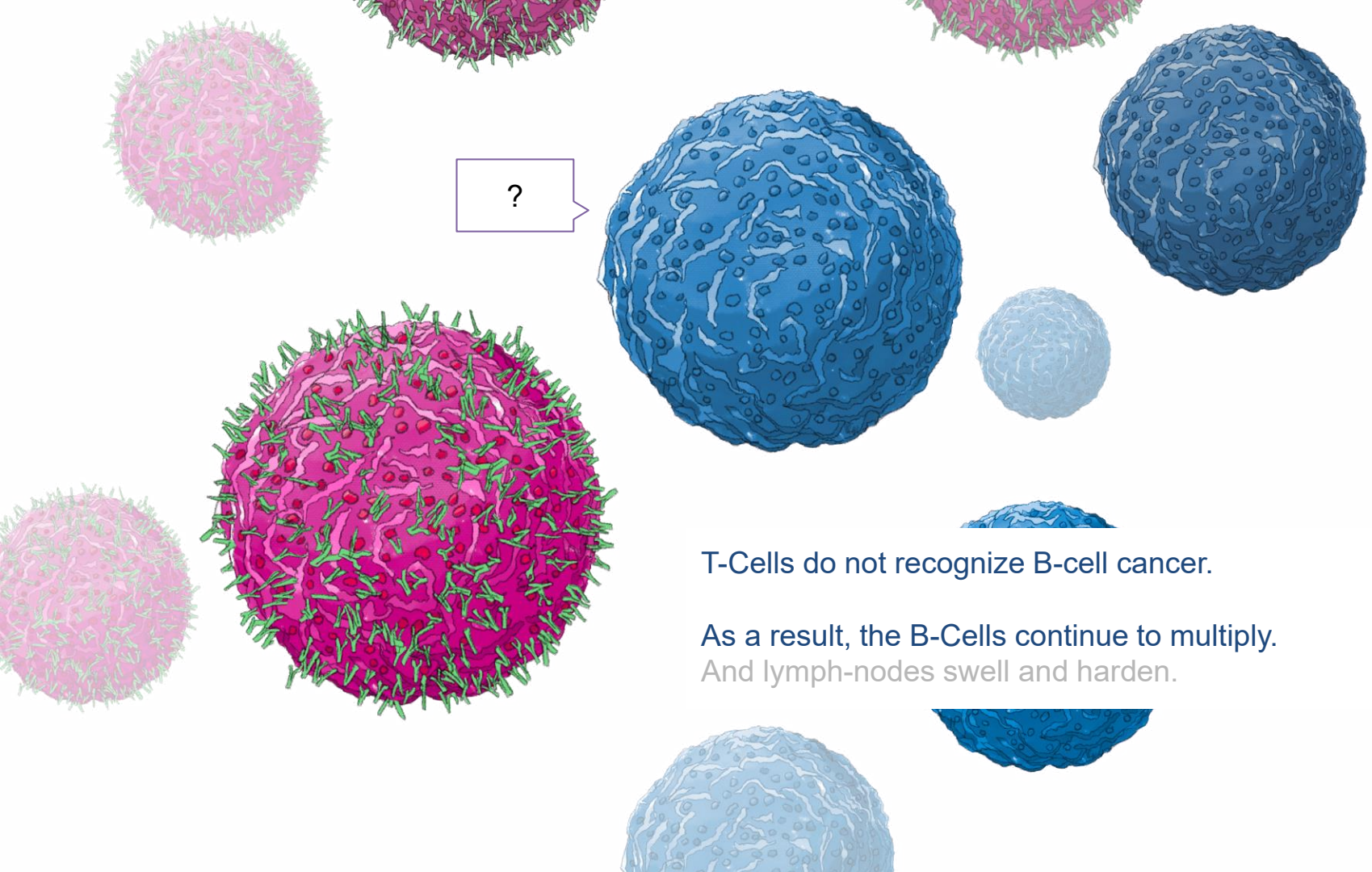
That’s not all



Meet Madelief

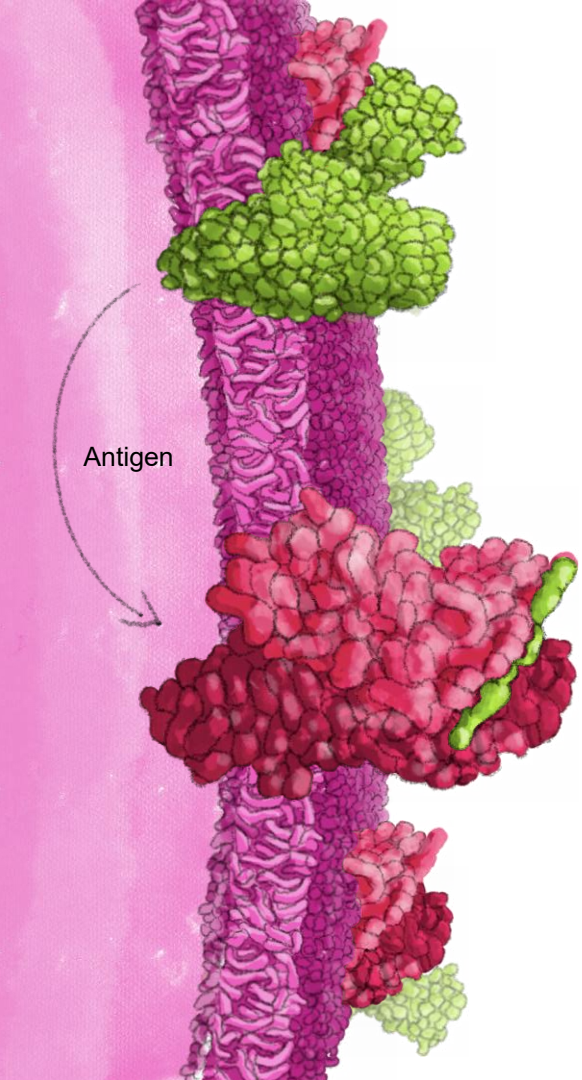
She is a unique individual,
with a unique immune system.
Just like anyone else.

Madelief is suffering from lymphoma.



T-Cells do not recognize B-cell cancer.

As a result, the B-Cells continue to multiply.
And lymph-nodes swell and harden.



Research of Dr. Marianne Boes

Binding prediction of current algorithms is not correct.

Her work has shown for 6 patients just like Madelief, that certain unpredicted proteins would cause t-cell production that could kill the cancerous B-cells.

By creating a puzzle game we can:

- Train the algorithm
- Have players create personalized medicine

GAMELAB
Stichting Gamelab Oost

Our current challenge….

Funding!

Come play at our booth

Collect all six cards to win a game ready workshop

GAMES FOR HEALTH

EUROPE

2025