Sickle cell adventures
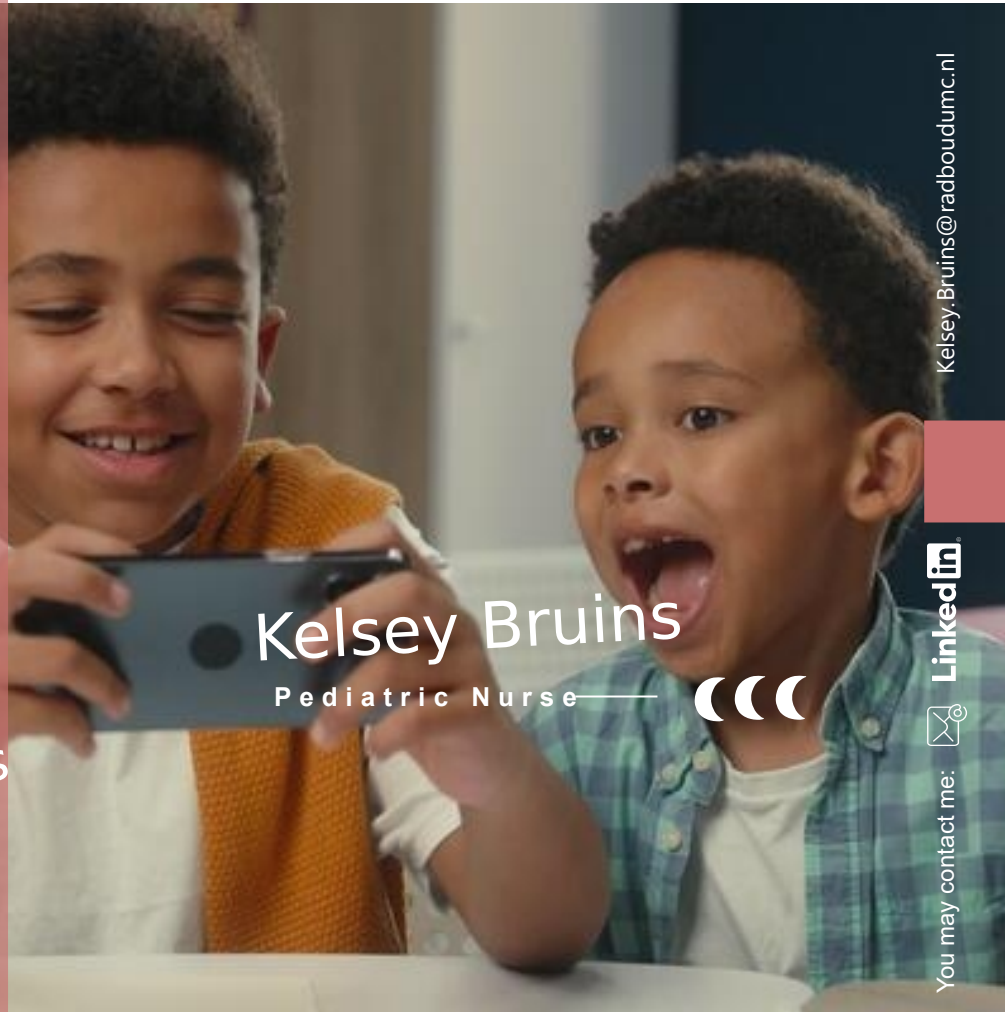
Self-management through play for children aged 4-12 years

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Amalia Children's Hospital
Radboudumc

Imagine you're 7 years old, playing with your friends.

PROBLEM

Most neglected global health problem

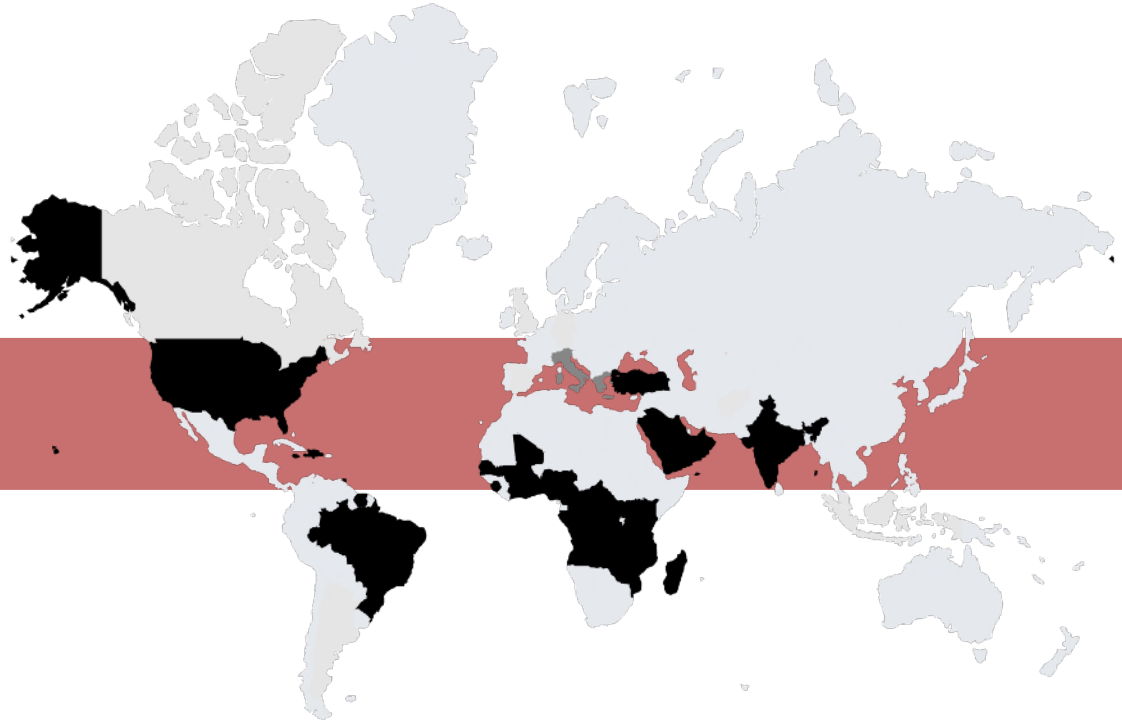Lack of education and self-management skills

Lower quality of life

Hospitalization -> higher costs

Heavier burden on parents

T a r g e t   a u d i e n c e

7.400.000
People worldwide

500.000
Newborns each year

500
NL: Children 4-12 years

50%
Younger than 25 years

13,7%
Growing

SOLUTION

Sickle cell **adventures**

Take charge

Of their own health in a fun and engaging way

Self-management

Understand and manage their disease

Improve

Therapy adherence, healthy habits and recognizing crises early

Connecting peers
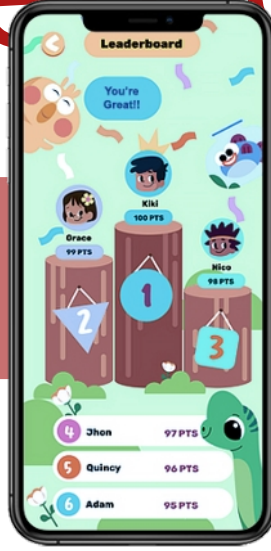
To learn from and support each other

Sickle cell adventures
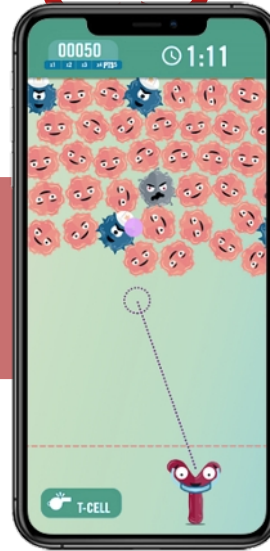
Interactive educative game

Personalized content

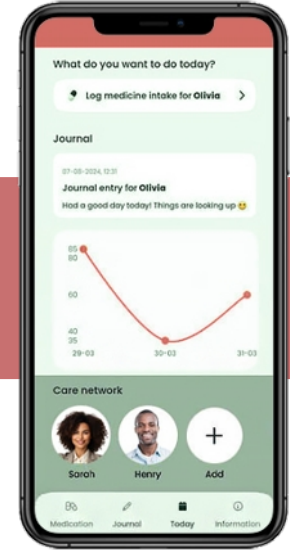Matches the child's developmental stage - growing with them

Buddy system

Learn from and support each other

Missions & games

Receive unconscious education with rewards to motivate to play

Parents section

Monitoring progress and receive tips to guide child's care

1 — **Fewer painful crises**

2 — **Reduced hospitalizations & healthcare costs**

3 — **Higher quality of life**

4 — **Better support for parents**

IMPACT

Helps children (4-12) develop self-management skills step by step

The Team

Co-creation with children & parents

Amalia Children's Hospital
Radboudumc

Maastricht UMC+
MosaKids Kinderziekenhuis

OSCAR NEDERLAND

W E   A R E

Kelsey Bruins

Initiator sickle cell adventures

Jurriaan van Rijswijk

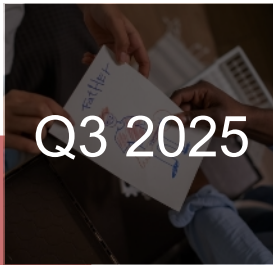Developing sickle cell adventures

Team pediatric hematologist

Input medical advise

Patients' association Oscar
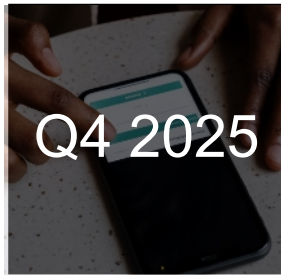
Input needs of children and parents

Roadmap & investment

Game development & testing non-stop

Q3 2025	❯❯❯	Q4 2025	❯❯❯	Q1-Q2 2026	❯❯❯	Q3 2026

PROTOTYPE

MVP

FINAL PRODUCT & READY TO USE

SCALING (INTER)NATIONAL

300 hours

600 hours

1000 hours

Invested already: 400 hours

Need: €250.000

"

Invest now and make a lasting impact on the lives of millions of children!

T H A N K   Y O U !

Thank you for your attention!

Any questions?

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