



Who is HopeLab?

HopeLab is a nonprofit organization that combines rigorous research with innovative solutions to improve the health and quality of life of young people with chronic illness.

We have identified five diseases in which there is significant unmet need among young people and where we believe there is potential for HopeLab to have great impact:

- Cancer
- Obesity
- Sickle cell disease
- Major depressive disorder
- Autism

HopeLab was founded in 2001 by Pam Omidyar, who continues to serve as board chair. The HopeLab team includes individuals with expertise in a wide range of disciplines, including research, psychology, game development, nutrition, communications, health law and policy, and organizational development.

Research and Innovation

HopeLab is committed to the scientific study of our interventions through formative research and outcome studies to ensure that these products and/or approaches are effective. In addition, we work closely with young people – our target customers – to incorporate their critical and ongoing input into product development.

HopeLab introduced its first product **Re-Mission™**, a video game for young people with cancer, in April 2006. Prior to the release of Re-Mission, HopeLab completed the Re-Mission Outcomes Study, a large-scale randomized, controlled research trial to evaluate the efficacy of the game. Findings from this research were published in the August 2008 edition of the medical journal *Pediatrics*. HopeLab provides Re-Mission free of charge to young people with cancer. For more information on Re-Mission, or to download or order the game, please visit www.re-mission.net.

HopeLab is applying insights gained from the development and study of Re-Mission to inform our ongoing work in cancer and to inform our pursuit of innovative approaches to address obesity and the other devastating illnesses within our focus.

HopeLab's second major initiative was **Ruckus Nation**, a global competition to generate ideas for products that will increase physical activity in kids. HopeLab received 429 entries from 37 countries; winners were announced March 17, 2008. HopeLab has begun a process to develop, test and distribute products based on the best ideas submitted to Ruckus Nation. For more information on Ruckus Nation, please visit www.ruckusnation.com.

For more information about HopeLab, please visit www.hopelab.org.

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Revised 8/18/2008