

EXCITE SCIENCE

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Who we are

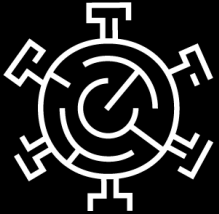
Excite Science is a creative studio explaining complex science in fun ways. Using immersive and portable products, we create accessible experiences that engage diverse audiences.

We design our products to seamlessly integrate into an organization's education and fundraising efforts. Currently explaining cancer with subtle preventative health messaging, our activations can be leased or purchased outright. We're also available for consulting or development of custom projects.



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Portfolio Overview



Makings of a Malignancy is an immersive, portable pop-up escape room that shows people how cancer occurs in the body and travels throughout. For up to 4 players, average completion time 5-12mins. Ages 10+ or with caretaker support for ages 5-10.

While currently on pause due to COVID, *Makings of a Malignancy* is available for hire or purchase. We're particularly interested in exhibiting with international audiences or collaboratively translating it into other languages.



MalignancyVR is an immersive virtual reality game exploring themes around cancer prevention and treatment. Designed for Oculus Quest as a prototype experience ~5 min experience. Ages 13+.

Available for leasing and exhibiting. We're also seeking funding and partners to complete a randomized clinical trial and to expand it into a multi-level experience.



Cancer ART Gallery is a mobile art gallery exploring cancer. Overlaid with Augmented Reality and adaptive sound, this activation profiles cancer researchers and creatives from diverse backgrounds. Under Development.

Having received seed funding from Brisbane City Council, we're currently looking for sponsorship or additional funding to include more artworks in the gallery. We're also looking for opportunities to exhibit the gallery in diverse locations.



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About the Founder

Dr Ken Dutton-Regester is an active cancer researcher who founded Excite Science in August 2019. Ken completed his PhD in melanoma genetics at the Queensland University of Technology in 2012, before doing postdoctoral training at the Broad Institute of Harvard MIT and Dana Farber Cancer Institute. He has published 33 articles in journals such as *Nature* and *Science*, has a h-index of 22, and been cited over 5000 times.

Extremely passionate about communicating research to diverse audiences and media platforms, Ken is in frequent demand as a keynote speaker. He founded Excite Science to increase the quality and accessibility of science activations while helping diverse organizations in their outreach and fundraising efforts.

In August 2019, Ken was invited to join the Questacon Advisory Council by the Minister for Industry, Science and Technology (2019-2022). He is also the founder of Stemventurist, a professional development themed Youtube channel helping scientists achieve their career goals.

MAKINGS OF A MALIGNANCY

Designed in collaboration with scientists and escape room designers, *Makings of a Malignancy* is an immersive, portable pop-up escape room that shows people how cancer occurs in the body and travels throughout.

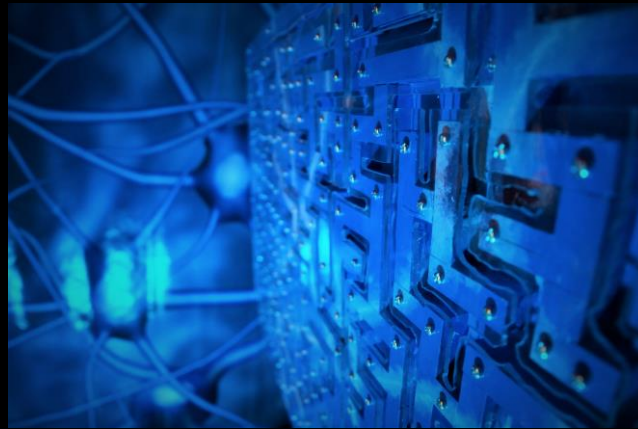
Scientifically accurate, yet suitable for a wide audience, most teams finish the experience within 5-12 minutes. With preventative messaging and puzzles demonstrating modern cancer therapies, players are not only engaged, but educated at the same time. Currently available in a premium (6m L x 3m W x 3.4m H) or compact travel friendly (3m L x 3m W x 3.4m H) marquee tent. Suitable for Ages 10+, or caretaker support with ages 5-10.

This project received National Science Week funding (\$8000) and was recognized globally by *Falling Walls* as a science engagement breakthrough of the year in 2020.



As profiled on *Scope*, Channel 10 National Television (top) and *TEDxUQ* 2019 (bottom)

Trailer: <https://youtu.be/uvkkRKilIKU>





www.malignancyvr.com

MalignancyVR is an immersive virtual reality game exploring themes around cancer prevention and treatment.

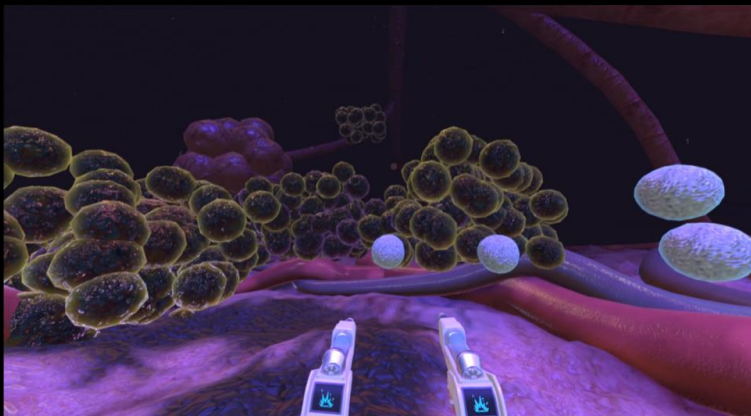
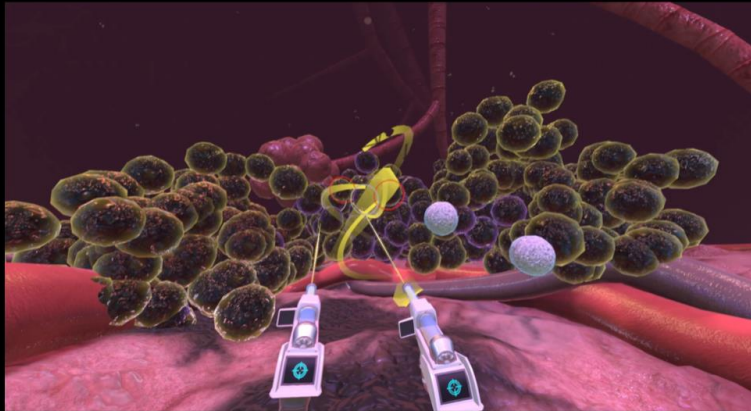
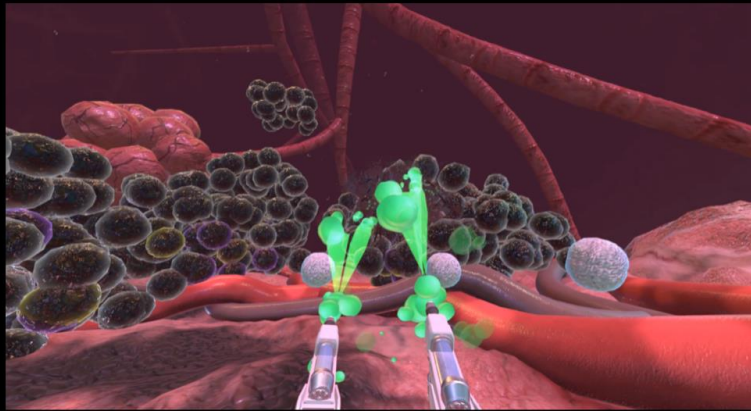
Designed by cancer researchers, Dr Ken Dutton-Regester (Excite Science) and Dr Elke Hacker (QUT), we're using VR as a platform to teach people about cancer. In its current form, *MalignancyVR* is a demo game that transports players into the lung. When a metastatic skin cancer suddenly appears, it's up to you to use chemo, targeted and immuno-therapies to kill the cancer. Will you be able to control the cancer?

Funded by National Science Week 2020 (\$18,900) and profiled by PAX online 2020. Available on the Oculus Quest system for ages 13+.

Presented in partnership with:



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ARE YOU READY?

malignancyvr.com



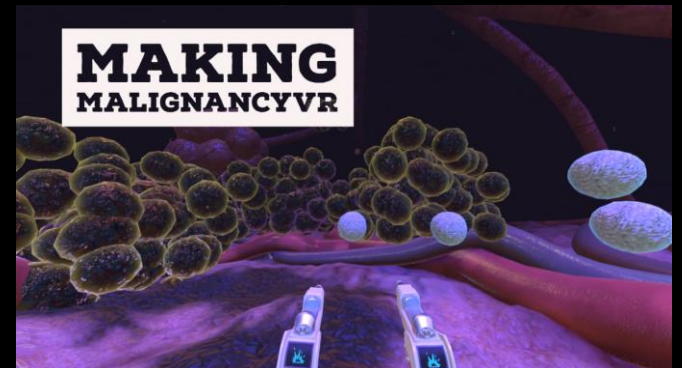
Trailer: <https://youtu.be/thtkZO71tyY>

**MALIGNANCYVR
EXPLAINED**



https://youtu.be/ntOzcM_gwDw

**MAKING
MALIGNANCYVR**



https://youtu.be/8i032us_FBQ



Cancer ARt Gallery is a two-year project to create a mobile art gallery exploring cancer. Overlaid with Augmented Reality and an adaptive soundtrack, this activation will profile cancer researchers and creatives from diverse backgrounds. In 2020, this project was seed funded with a Brisbane City Council Innovation grant.

Core Creative Team:

Dr Ken Dutton-Regester, Excite Science

Ben 'Banjo Bonfire' Dutton

Michelle Brown (Elektrolab & The Bad Lament)

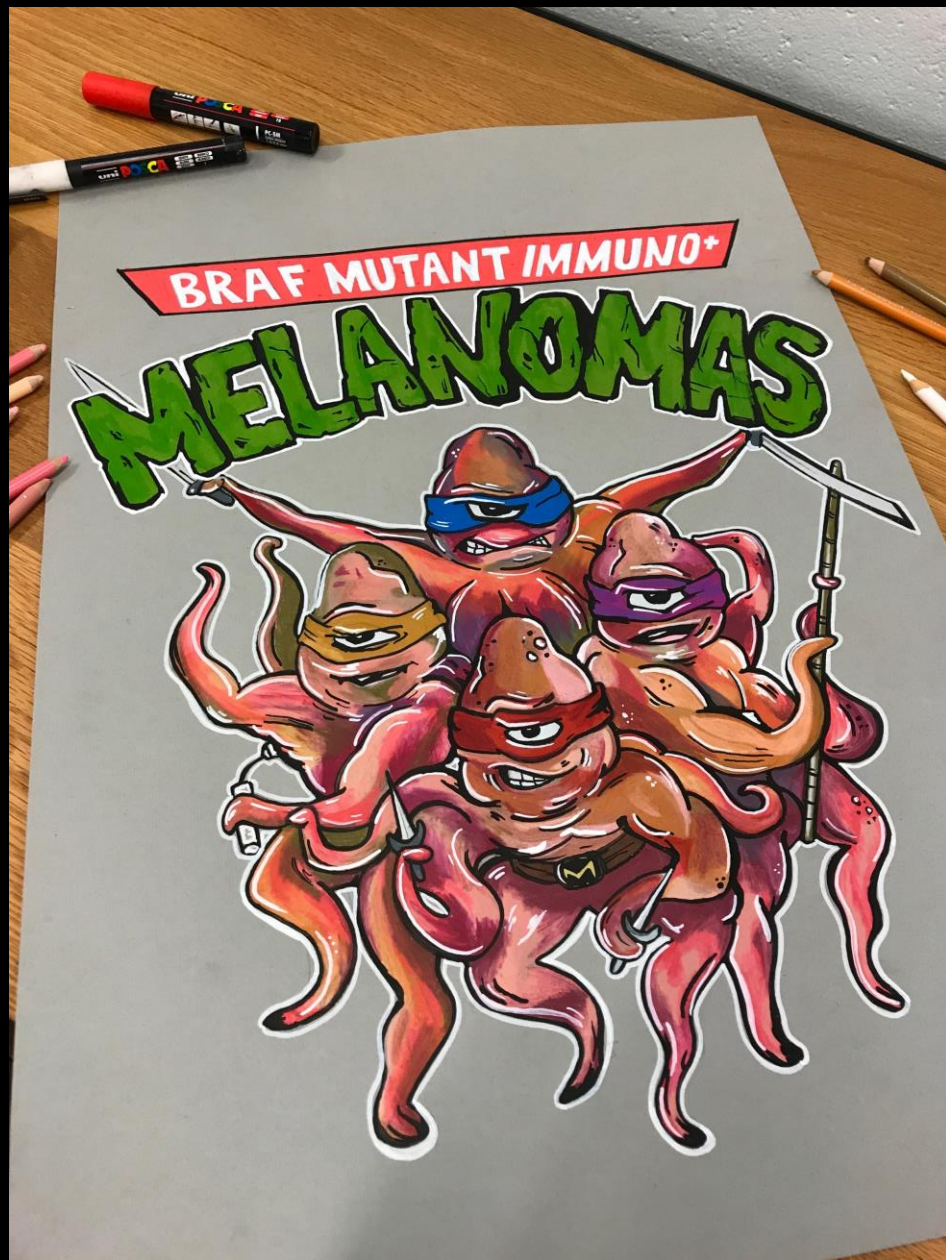
Mitchell Manganaro

Andrew Curnock (Beat Therapy)

Cancer Art Gallery in 60 seconds: https://youtu.be/SH9NB_uhaZs

For this project we will be creating a series of additional products beyond the portable gallery. This includes a custom mobile app, coffee-table book and an AR-activated functional clothing line. Each artwork will also have a dedicated landing page on the Cancer Art gallery website, each with it's own video didactic explaining the artistic process and cancer biology.

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Mutant Melanomas (draft artwork left) is the first piece of the Cancer ARt Gallery. It explores the outstanding medical advancements in late stage melanoma treatments occurring over the last decade. Bottom right is an example of how AR works (Download Artivive app to activate)



Credits and Exhibitions

Makings of a Malignancy pop-ups

- Brisbane Science Festival, Suncorp Piazza, Aug 16th-18th 2019
- Newstead Studios, Newfarm, Aug 29th-Sept 1st 2019
- Oz Comic-Con, Brisbane Convention and Entertainment Center, 21st -22nd September 2019, raised \$1000+
- Cancer Council QLD Relay For Life Brisbane, 19th-20th Oct 2019
Raised \$450+ for cancer research.
- Questacon Shell Circus at Logan, 23rd Nov 2019
- Bakslap event, Sunshine Coast 14th Dec 2019
- Cancer Council South Australia Relay for Life, 29th Feb 2020
Adelaide, South Australia 2020, Raised \$350+
- Australasian Skin Cancer Congress, 1st-3rd May, Gold Coast (cancelled COVID19) 2020
- TRI Postgraduate Retreat (postponed COVID-19) 2020

Awards and Recognition

- QUT Bluebox Accelerator Program 2019 (\$15,000)
- National Science Week Grant 2019 (\$8000)
- National Science Week Grant 2020 (\$18,900)
- Brisbane City Council Innovation Grant 2020 (\$33,000)
- Falling Walls Winner in Science Engagement 2020 (Global)
- STARTs in Motion Creative Accelerator 2021 (Europe)

MalignancyVR pop-ups

- World Science Festival Brisbane, March 2020 (cancelled COVID)
- MacGregor State High School Student Demonstration for National Science Week 2020
- Brisbane Science Festival 2020 (Digital exhibition)
- AIPS Science Tall Tales 2020
- National Science Week 2020
 - 40,000 organic & 220,000 paid impressions, ~900 website clicks
 - <70 entries on a Tiktok competition to share science facts by QLD high school students
 - Gave six Oculus Quest VR headsets to three students and their schools
- PAX Online 2020, 12th-20nd September:

Mainstream Media Appearances

- Courier Mail, New Perspective on Cancer, 20th August 2020
- ABC Brisbane Radio, MalignancyVR, Live (6mins), 17th Aug 2020
- ABC Brisbane Radio, Escape Room, Live (6mins), 4th Feb 2020
- TEDxUQ, University of Queensland, Brisbane, Aug 2019
- Scope TV Season 5: Episode 18, 6th Oct 2019
- TEDxShorts Podcast, 10th Dec 2020

Other Opportunities

We are currently looking for funding and collaborative partners for an upcoming exhibit for QUT's state-of-the-art interactive displays at the Cube and Sphere. We've been developing an immersive, educational, gaming experience focusing on cancer biology and the immune system that uses nostalgic tropes and references to connect with younger audiences. We also plan to increase our accessibility by porting across this content onto other platforms including apps and web interfaces.



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Thinking Something Custom?

Do you have an idea to use a customized puzzle to fit into your branding or an upcoming marketing campaign? We're experts at converting complex science into immersive, engaging and accurate experiences. We can customize our existing products or create something entirely new. Reach out and let's make something amazing together.



For Enquiries:

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