



Innovation > Sport & Fitness > Gamified cancer research harnesses the power of the crowd

GAMIFIED CANCER RESEARCH HARNESSSES THE POWER OF THE CROWD



SPORT & FITNESS

Reverse the Odds is a game from Cancer Research UK that enables players to assist scientists by analyzing real cancer data embedded in a fun challenge.

UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just **£39 per month***

Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
 - Exclusive feature articles

BECOME A MEMBER

Already a member? [Sign in here](#)

Sign in

LIBRARY ACCESS