



ALUMNI BUSINESS PROFILE



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About Resense

Resense is driven by its mission to bring comfort and joy to those living with dementia. The company continues to seek new partnerships and expand its offerings, all while staying true to its goal of improving the quality of available dementia care. Resense's flagship product, the Resense Register, is a dementia-friendly newspaper printed on real broadsheet that features large, easy-to-read print and timeless articles.

Engagement tools for individuals living with dementia and their caregivers



Team

Luke Gilligan '24 - Founder and CEO

Resense was part of the inaugural cohort of host organizations for the E+I Fellows program, with five interns working in roles from sales and marketing to fulfillment during the spring of 2024.

Brief History

What started as a project in Professor Yvonne English's Lean LaunchPad class in 2021 quickly evolved into a growing business that eventually became Resense as it stands today. After a brief stint in the Center for Entrepreneurship + Innovation's VentureLab program, the company was incorporated and "leveled-up" to a new program called VentureLaunch (which was created out of necessity due to Resense's potential). Founder Luke Gilligan participated in, and reached the final round of, multiple national pitch competitions and even pitched to the cofounder of Netflix during an appearance on the show *Entrepreneur Elevator Pitch*.

After its genesis as a company providing kits for individuals living with dementia, Resense pivoted based on customer feedback to become a dementia-friendly media company, with the Resense Register at the forefront of its offerings.

Today, Resense is based in Pittsburgh, PA, has published over 40 editions of the Resense Register, and has served individuals in over 400 nursing homes nationwide!



Milestones

- 2021** Resense is born in the Spring Lean LaunchPad class
- 2022** Accepted into VentureLab, incorporated, and graduated to VentureLaunch program. Reached finals of TCU Vision & Values competition and the Top 5 at eFest in Minneapolis, winning \$10k
- 2023** Hired first interns and launched Vol. 1 of the Resense Register. Returned to TCU Values & Ventures Competition, this time reaching the Top 8
- 2024** Participated in the inaugural cohort of E+I Fellows host organizations, hosting seven fellows across two semesters. Secured private funding to continue the growth of the company and the expansion of Resense's impact in the world.