

# ALUMNI BUSINESS SPOTLIGHT



## Resense™

### About Resense

Resense is driven by its mission to bring comfort and joy to those living with dementia. Its flagship product, the Resense Register, is a dementia-friendly newspaper printed on real broadsheet that features large, easy-to-read print and timeless articles.

### A Brief History

What started as a project in Professor Yvonne English's Lean Launch Pad 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 Venture Lab 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 '24 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.

### ENGAGEMENT TOOLS FOR INDIVIDUALS LIVING WITH DEMENTIA AND THEIR CAREGIVERS



# MILESTONES

## 2021

Resense is born in the Spring Lean Launch Pad class

## 2022

Accepted into Venture Lab, incorporated, and graduated to VentureLaunch program. Reached finals of TCU Vision & Values competition & the Top 5 at eFest in Minneapolis, winning \$10k

## 2023

Hired first interns, launched Vol. I of Resense Register, returned to TCU Values & Ventures Competition, reaching the Top 8

## 2024

Participated in the pilot of E+I Fellows, hosting 7 fellows across two semesters, secured private funding to continue the growth & expansion of Resense's impact

## 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.

## Contact

 317.224.3946

 @resenseregister

 helloresense.com  
hello@resensebox.com