BEGINNINGS

• UNEXPECTED CALL
• UNEXPECTED JOURNEY
• A GUIDE AT YOUR READY
  • PROACTIVE DEMENTIA CARE
NEXT STEPS

• FIRST IDEA…
• NEXT IDEA…
CRITICAL CHALLENGES

• RIGHT FORMAT
• RIGHT FUNDING
• RIGHT PARTNERSHIP
CRITICAL CHALLENGES

• DOGGED PERSISTENCE
• PACING
LESSONS

• BALANCED, BROAD EXPERTISE
• PROJECT MANAGEMENT
• TWO UNIVERSES
PROACTIVE MEMORY SERVICES TEAM

• ENTREPRENEURIAL LEADS
  • NORMAN FOSTER M.D. CO-FOUNDER, EXPERT IN DEMENTIA AND IMAGING
  • TROY ANDERSEN PH.D. MSW CO-FOUNDER, EXPERT IN DEMENTIA CAREGIVING
  • KAREN MARA CO-FOUNDER PROJECT MANAGER
  • TROY D’AMBROSIO EXECUTIVE DIRECTOR OF LASSONDE ENTREPRENEUR INSTITUTE

• PRODUCT DEVELOPMENT LEADS
  • VALERIO PASCUCCI PHD DIRECTOR, VISUS
  • AMY GOOCH PHD PROGRAM DESIGN
  • JEANINE STEFANUCCI PHD USABILITY TESTING
  • SAM ALBORNOZ PROJECT MANAGER
  • GREGOR STODTMEISTER PROJECT MANAGER