

MEMORY PARTNER AN EXPERT AT YOUR FINGERTIP

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ASSOCIATE PROFESSOR

PAMS PRIMARY PARTNER

BEGINNINGS

- UNEXPECTED CALL
- UNEXPECTED JOURNEY
- A GUIDE AT YOUR READY
 - PROACTIVE DEMENTIA CARE





NEXT STEPS



- FIRST IDEA...
- NEXT IDEA...

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CRITICAL CHALLENGES

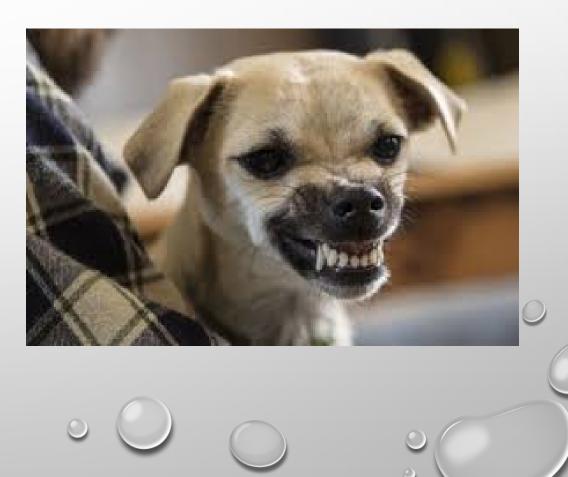


- RIGHT FORMAT
- **RIGHT FUNDING**
- **RIGHT PARTNERSHIP**



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