



MEDIA KIT · 2026

Confidence in every conversation.

The AI-powered conversational practice platform helping students, job seekers, and professionals turn practice into performance.

Practice. Articulate. Succeed.

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Overview

Resso is an AI-powered conversational practice platform that helps people build real-world communication skills through lifelike, real-time conversation with safe AI avatars. Turning speaking practice into a private, repeatable, and measurable experience.

Founded	2023
HQ	Burlington, Ontario, Canada
Team	6–20 (growing)
Category	AI · EdTech · Conversational Practice
Markets	K-12 · Post-secondary · HR · Job Seekers
Region	Canada · US · UK · Global users
Languages	20+ supported
Press	Martin Borowski · martin@resso.ai

Boilerplate

Resso.ai is an AI-powered conversational practice platform that helps students, educators, job seekers, and organizations build confidence through real-world communication practice. Using safe, school-approved AI avatars and instant feedback, learners rehearse interviews, presentations, and high-stakes conversations - then improve through repetition and measurable insight.

In one line: Working with K-12 boards, colleges, and organizations in Canada, the US, and the UK, Resso has reached more than 20,000 students through its deployment at the Halton District School Board.

FOUNDER & CEO

Martin Borowski

Martin Borowski is the Founder & CEO of Resso.ai. For over 20 years he has worked at the intersection of technology, marketing, product, and user experience. Previously founding a marketing startup before turning his focus to a problem that affects millions: the lack of safe, accessible opportunities to practice communication when it matters most.

He founded Resso to change that - building the platform alongside educators. Under his leadership Resso grew from a career interview-prep tool into a conversational practice platform deployed across school boards, colleges, and organizations, and rolled out to 20,000+ students at HDSB. Martin is based in the Greater Toronto Area and speaks regularly on AI in education and the future of communication skills.

AI in Education

Career Readiness

Workforce Development

Conversational AI

Product Strategy

School Partnerships



People improve through practice – but practice has always been hard to access at scale. Resso makes it something anyone can do, anytime, without the pressure of performing in front of others.

Martin Borowski

Founder & CEO, Resso.ai

PROOF POINTS

Measurable impact

Outcomes reported across classroom and pilot deployments. Resso is built to make growth visible, for learners and the educators who support them.

30,000+

Students & users reached

5x

Confidence boost

250%

Articulation improvement

>80%

Anxiety reduction

20+

Languages supported

6,400+

LinkedIn community

11

School boards in discussions

K-12 ✓

Data & privacy compliant

One platform, four audiences

Set the scenario. Speak. Improve. Learners choose or build a scenario, hold a live conversation with a safe AI avatar that adapts in real time, and receive an instant scorecard and feedback report.



Classrooms (K-12, Post-secondary)

Students build confidence and reduce anxiety rehearsing presentations, interviews, and discussions with safe AI avatars. Educators get custom scenarios, automated feedback, and analytics with no extra grading.



Job Seekers

Sharpen resumes and cover letters, then prepare with realistic, timed mock interviews and instant coaching on clarity, structure, and confidence - so candidates get hired faster.



Employers & HR

Automate candidate pre-screening with AI interviews and coach communication at scale; sales-call practice, onboarding, and enablement with consistent, structured signals.



Resso Agent

A smarter path forward. Resso Agent is an AI-powered assistant that finds relevant jobs, creates personalized interview and skill practice, teaches new skills step by step, and delivers a customized improvement plan.

OUR STORY

From interview prep to a practice platform

Resso started with a universal problem: people get better at communication through practice, but real practice, a mock interview, a rehearsed presentation, a hard conversation has always been hard to access at scale.

The first version helped individuals prep for interviews with better resumes and cover letters. It evolved into a career copilot with simulations. Today Resso is a conversational practice platform - learners rehearse realistic scenarios live with AI avatars, then improve with instant scorecards, feedback reports, and measurable progress.

Designed alongside educators - HDSB co-op teachers, school-board privacy reviewers, and classroom users. with a focus on privacy, accessibility, and real-world outcomes.

Milestones



2023 · 600 users

Founded as an AI interview-prep tool



2024 · 5,000 users

Grows into a career copilot with live simulations



2025 · 20,000 students

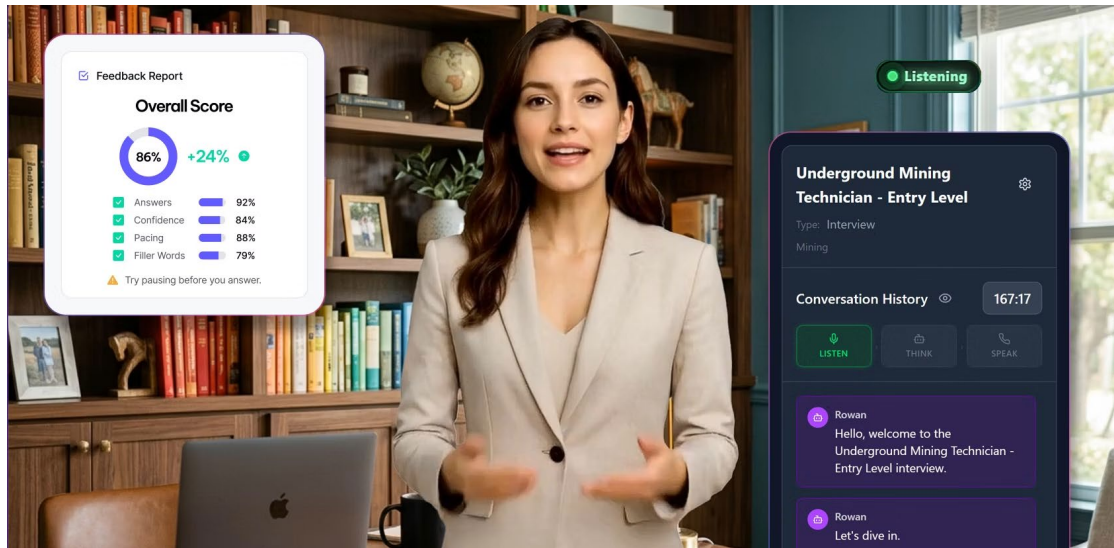
Deployed board-wide across HDSB



2026 · 30,000+ students

Rebrands to a full practice platform

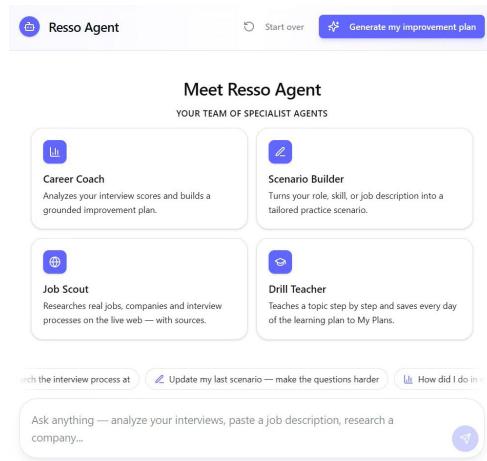
PRODUCT PHOTOS



Product Video

[Resso HDSB Workshop and Demo - How to use conversational practice for classroom.](#)

Media Folder ->



Question-by-Question Breakdown

1 QUESTION 1 **60%**

Can you describe a successful social media campaign you have worked on in the past? What was your role, and what were the results?

YOUR ANSWER

Yes, I worked on a TikTok campaign. I was the lead and we had a million of clicks.

SUGGESTED APPROACH

I led a TikTok campaign for a fashion brand, where I developed a hashtag challenge that resulted in a 25% increase in brand engagement and over a million clicks within three weeks. My role involved content planning, influencer collaboration, and performance analysis.

WHAT YOU DID WELL

You showcased a specific platform and highlighted an impressive metric (a million clicks).

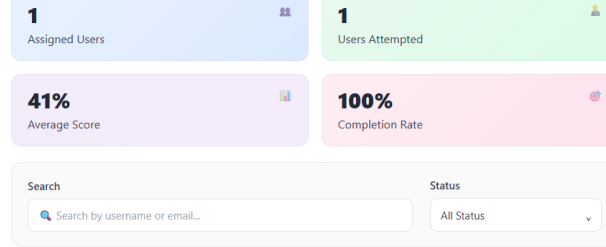
HOW TO ANSWER BETTER

Expand on your role by describing the strategies you implemented and how they led to the results. Include additional metrics like engagement rate or return on investment to show a deeper understanding.



Practice Results

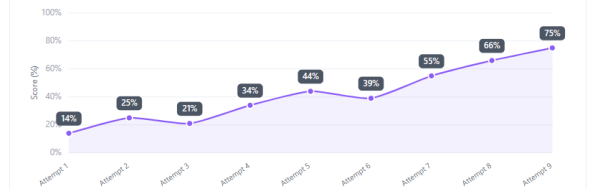
View and manage assignments and progress



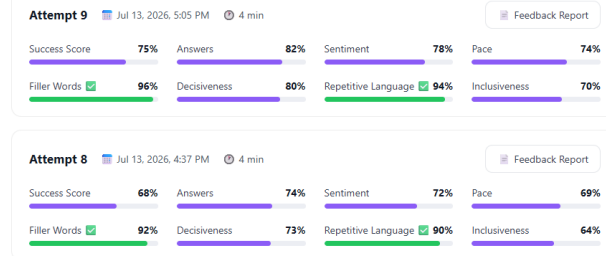
Practice Attempt Results

User	Status	Attempts	Last Attempt	Best Score
Martin Borowski rss-teacher@resso.ai	Completed	9	Jul 13, 2026	75%

Performance Trend



Attempt History



IN THE PRESS

News & articles

Selected recognition, features, and coverage of Resso and founder Martin Borowski.



Forbes & Entrepreneur

[10 Top Jobs Search Apps To Land Your Next Role. Apps To Make Your Job Search Easier \(READ\)](#)

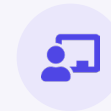
Feature · 2025



LiONS LAIR Finalist

[Innovation Factory Reveals Top 10 Finalists for the 15th Anniversary of the LiONS LAIR Pitch Competition \(READ\)](#)

Award · 2025



OCEA / OCTE Conference

"AI-Powered Mock Interview Marathons" hands-on workshop; co-presented with HDSB's Bronagh O'Rourke.

Conference · 2025 · 2026



Microsoft for Startups

Chosen for the Microsoft for Startups program, with Microsoft providing resources and support to accelerate our growth.

Milestone · 2025



Halton District SB Testimonial

[HDSB Testimonial Video for Resso.ai Conversational Practice by Lisa Galay. \(Watch\)](#)

Milestone · 2025



Asia-India Market

Traction in India with Indian Institute of Management pilot and Husys, with growing interest across the Greater Bay Area.

Emerging · 2025 · 2026

Trusted by 30,000+ learners

Deployed across school boards and used by students, job seekers, and teams at leading universities and companies worldwide.



School Boards

- Halton District School Board
- CSC Providence

Deployed • 30,000+ students



181 Universities*

- Harvard, Cornell, Duke
- Monash, Waterloo, Columbia
- Queen's, Western, Texas A&M
- 181+ more worldwide

Individual users



Companies & HR

- Husys
- Career Coaches

HR • Pre-screening



Learners in

Canada

United States

United Kingdom

Europe

India

Asia-Pacific



I could tell the difference in his performance with each attempt — he is so much more prepared than yesterday.

— Parent



The improvement in confidence was noticeable almost immediately - without hours of one-on-one mock interviews.

— HDSB educator

* Select university logos represent individual users, not institutional partnerships.

THE STORY IN FIVE W'S

For journalists, fast

Who

Resso.ai, founded by Martin Borowski (Founder & CEO), based in Burlington, Ontario.

What

An AI-powered conversational practice platform where people rehearse interviews, presentations, and real conversations with safe AI avatars and get instant, measurable feedback.

When

Founded 2023; scaled to 20,000+ students at HDSB in 2025; rebranded and expanding products & markets in 2026.

Where

Canadian company serving K-12 boards, colleges, and universities across Canada, the US, and the UK - with global individual users.

Why

People improve through practice, but safe, accessible practice has never scaled. Resso makes it private, repeatable, and measurable.

PRESS & MEDIA INQUIRIES

Let's tell the story.

For interviews, briefings, product demos, founder commentary, logos, headshots, and screenshots visit the file folder below or contact us directly. We'll make it easy and fast.



Media contact

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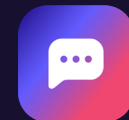
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Resso

Practice. Articulate. Succeed.