

**EIGHT
SLEEP**

Press kit

September, 2023



Overview

People sleep less now than they have at any other time in the last century



6.8 Hrs

Average Americans sleep per night is down more than an hour since 1942



35%

Of the population is sleep deprived



30%

of the world's population experiences afflictions like sleep apnea

Poor sleep quality negatively impacts our physical and mental health

Low quality sleep can lead to high blood pressure, diabetes, cardiovascular diseases, obesity, and reduced immune system function.

Existing solutions do little to help this crisis

In the current state of sleep, our bodies are left to adapt to what's around us and recover *on their own*



Mattress companies

Deliver layers of foam that simply support your body while you rest.



Pharmaceutical companies

Offer pills harmful to your health and negatively alter sleep stages.



Consumer Wearables

Do not actively improve your sleep but provide data and recommendations.



Massimo Bassi (Co-Founder), Matteo Franceschetti (Co-Founder, CEO),
Alexandra Zatarain (Co-Founder)

We are on a mission to fuel human potential through optimal sleep

We believe that it is time to change the conversation around sleep entirely. We should view it as an activity with power to improve the quality of the human experience. At Eight Sleep, we leverage innovation, technology and personal biometrics to solve sleep's biggest problems.

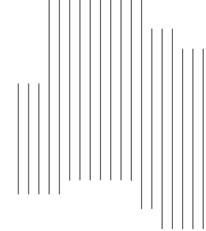
02

Our Product

Meet the Pod

The Pod is a sensor layer that can be added to any mattress. It improves your sleep by dynamically heating or cooling the temperature of your bed based on your sleep stages and other factors.





Clinically proven to improve your sleep & health



Up to

34%

More Deep Sleep*

Up to

32%

Improved Sleep Quality*

Up to

19%

Increase in Recovery*

*More details on our studies can be found [here](#), [here](#) & [here](#)

The Pod can be added to any bed for better sleep, without any extra work



The Active Grid

This facilitates the absorption & removal of heat from your bed to help you stay cool and tracks your sleep with imperceptible sensors.



The Hub

Water flows from the Hub to regulate the temperature of your Pod. This also houses the connectivity to the App.



The Eight Sleep App

View your sleep & health metrics, adjust your temperature, get insights, and more. Invite a partner to control their side.

The Pod provides better sleep and gets smarter everyday



Tracks your sleep & environment

The Pod uses sensors to track your sleep, health and bedroom conditions



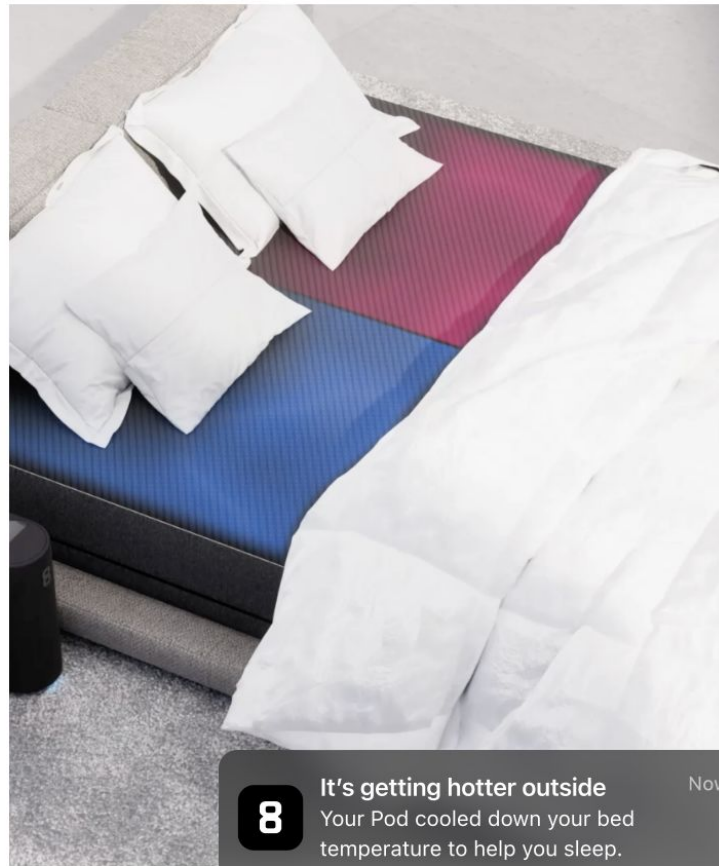
Adjusts temperature for you

Based on your local weather, sleep stages and more, the Pod adjusts your bed temperature during the night



Improves your sleep

The Pod's adjustments help you fall asleep faster, stay asleep longer, and wake up energized

**8**

It's getting hotter outside

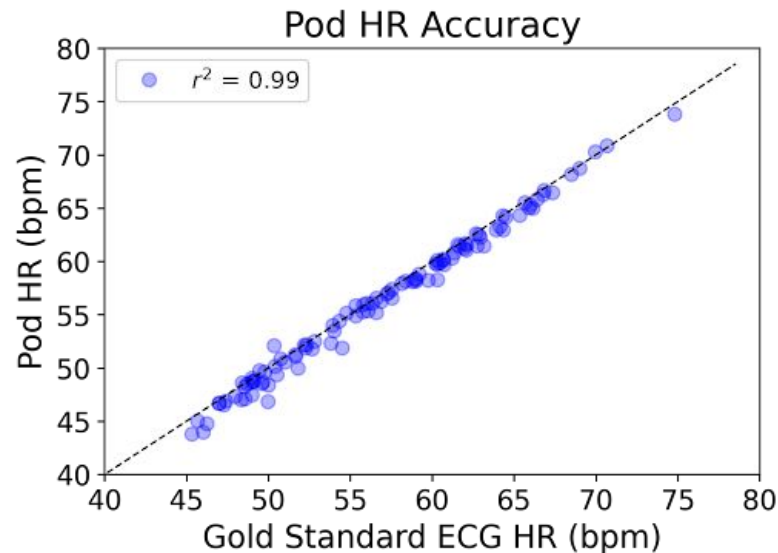
Now

Your Pod cooled down your bed temperature to help you sleep.

The Pod measures your HR while you sleep with 99% accuracy. No wearable required.

Our HR algorithm was validated against a gold standard electrocardiogram (ECG) device on more than 100 nights of data, comprising over 46,000 minutes of sleep.

The Pod's sleeping HR algorithm is 99% accurate based on the r^2 value of .99. This is on par with first class wearables like Oura, without having to wear anything while you sleep.



Correlation between the Eight Sleep Pod HR and the gold standard ECG HR ($r^2 = 0.99$). Each dot represents a single night of sleep ($n=108$). The black dashed line represents a correlation value of 1.0 or the best-fit line (1:1 match between Pod and ECG HR).

Our Heart Rate Variability tracking also highly correlates with gold standard ECG

In a study across 58 nights, Eight Sleep's Pod 3 HRV algorithm has a mean percent error of 4%, a mean error of -1.1 ms, and correlation value of 0.93 compared to gold standard ECG (where 1.0 is perfect).

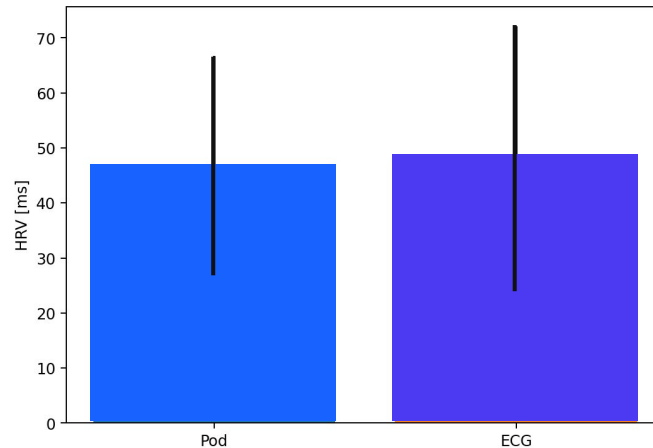


Figure 2. The bars show the mean Pod HRV (left bar) vs. the mean ECG HRV (right bar) in milliseconds for all nights ($n = 58$). The black line indicates ± 1 SD.



Improve your sleep with the Pod

The Pod adds heating and cooling to any bed, for better sleep every night

\$2,295

\$60/mo

Available in

US, Canada, UK, Spain, Germany, Belgium, Italy, France, Netherlands, Australia, Denmark, Sweden

The media has taken notice

“

Eight Sleep woke up the mattress industry a few years ago with a high-tech bed, futuristically called a ‘Pod.’

FASTCOMPANY



“

If you take sleep seriously, you can't do much better than this...

TIME



“

Plenty of sleep tech will tell you you're not sleeping well. The Eight Sleep Pod will actually do something about it.

GQ



03

Who We Are

Eight Sleep is the world's first sleep fitness company

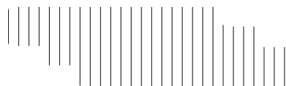
We leverage innovation, technology and personal biometrics to bring our members better sleep and more energy, every morning.





Sleep fitness has become a movement

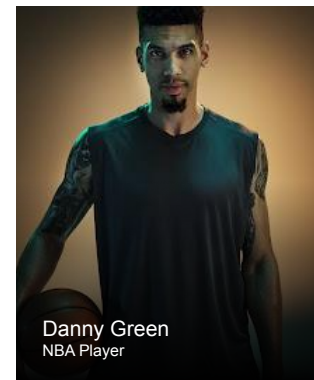
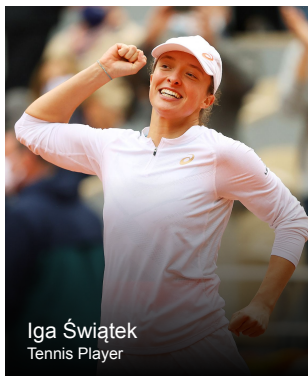
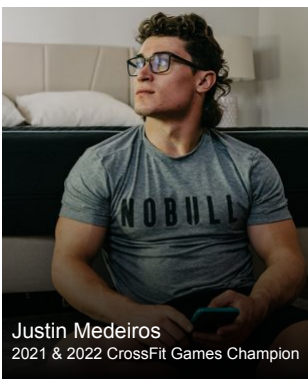
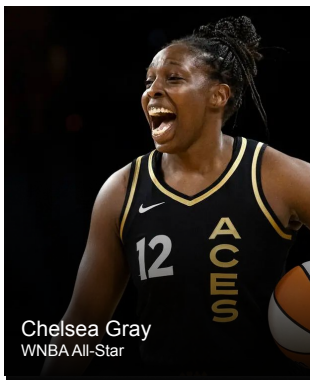
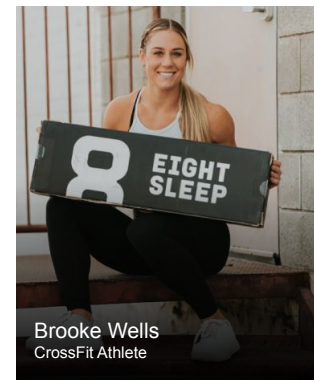
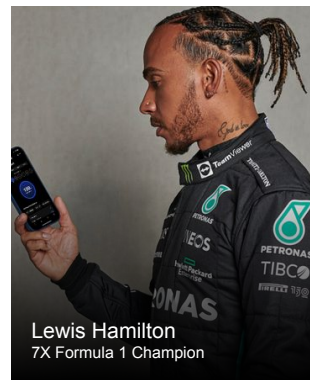
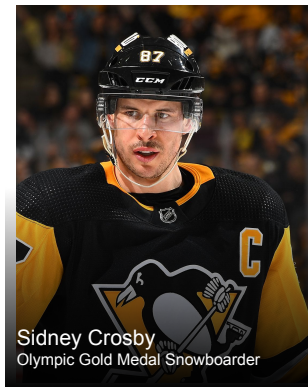
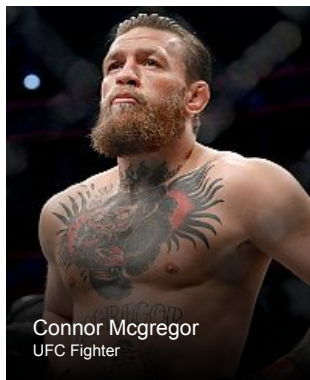
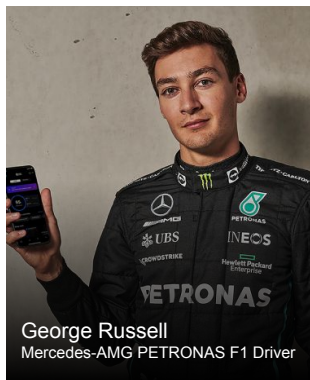
We're helping cultural icons and our loyal member base achieve sleep fitness day in and day out. They're helping us spread the word and achieve our mission of making the world more sleep fit.





The Pod has become a
competitive advantage for
high performers in sport,
business and life

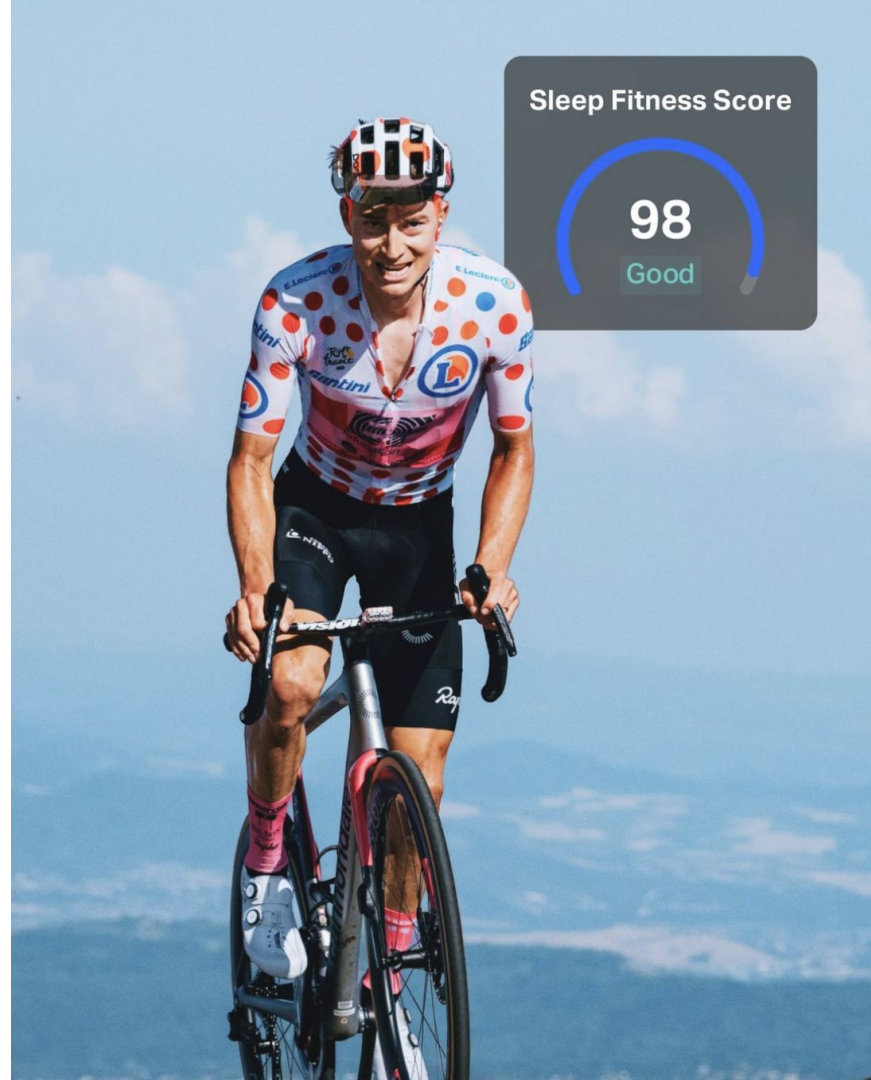
Over 200 athletes use the Pod to power their recovery



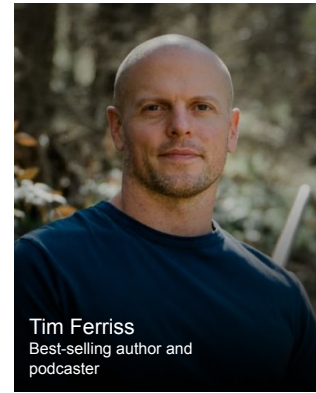
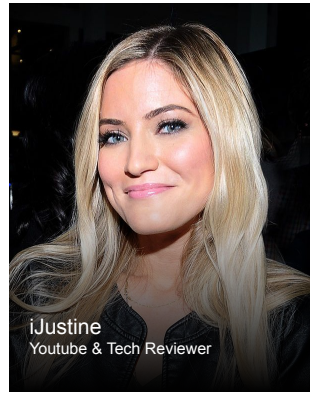
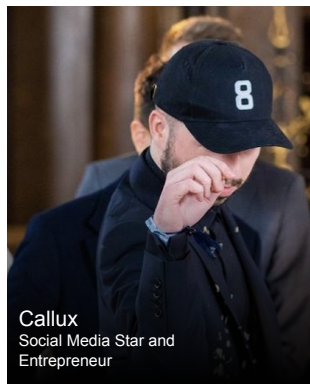
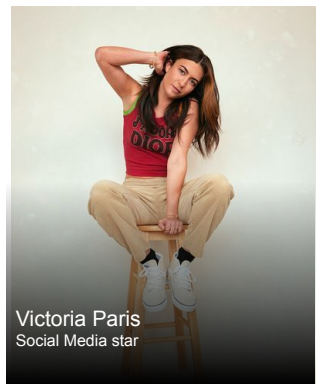
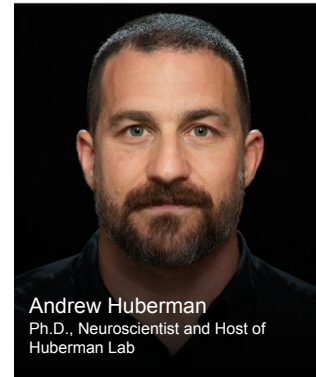
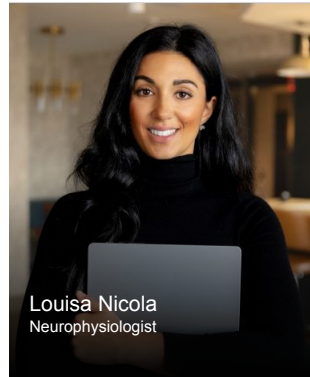
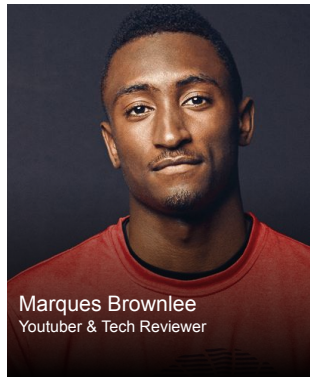
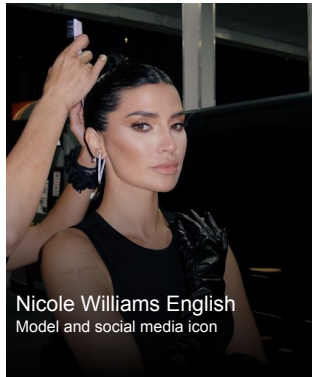


We power the EF Education – EasyPost pro cycling team

Richard Carapaz, Neilson Powless and the rest of the team use our technology to elevate their sleep, recovery and performance. On and off the road.



And we're helping industry leaders perform at their peak, everyday.



Aaron Judge, Men's Health

SIX PACK
THE STUFF WE CAN'T LIVE WITHOUT

AARON JUDGE
The star of the New York Yankees is making the most of his summer in the sun. Here are the tech products that help him stay on top of his game.

Whisper 4.0
A small, discreet, and powerful, the Whisper 4.0 is a smartwatch that can track your heart rate, sleep, and even your mood. It's also a great way to stay on top of your health.

Eight Sleep Pod Pro Cover
The Eight Sleep Pod Pro Cover is a smart blanket that can keep you warm or cool, depending on the weather. It's also a great way to stay on top of your health.

Bose QuietComfort 35 II
The Bose QuietComfort 35 II is a wireless headset that can keep you comfortable and focused, even in a noisy environment. It's also a great way to stay on top of your health.

Man and Gold
The Man and Gold is a smartwatch that can track your heart rate, sleep, and even your mood. It's also a great way to stay on top of your health.

Whisper Water
The Whisper Water is a smartwatch that can track your heart rate, sleep, and even your mood. It's also a great way to stay on top of your health.

86 JULY/AUGUST 2022 MEN'S HEALTH

Kevin Hart, True Story Netflix



Zuck & Elon agree on something

Mark Zuckerberg
@zuck

7-8 hours usually. Really dialed in my sleep with Eight Sleep and Oura.

♡ 3307 7:10 PM - Jul 06, 2023

Elon Musk
@elonmusk

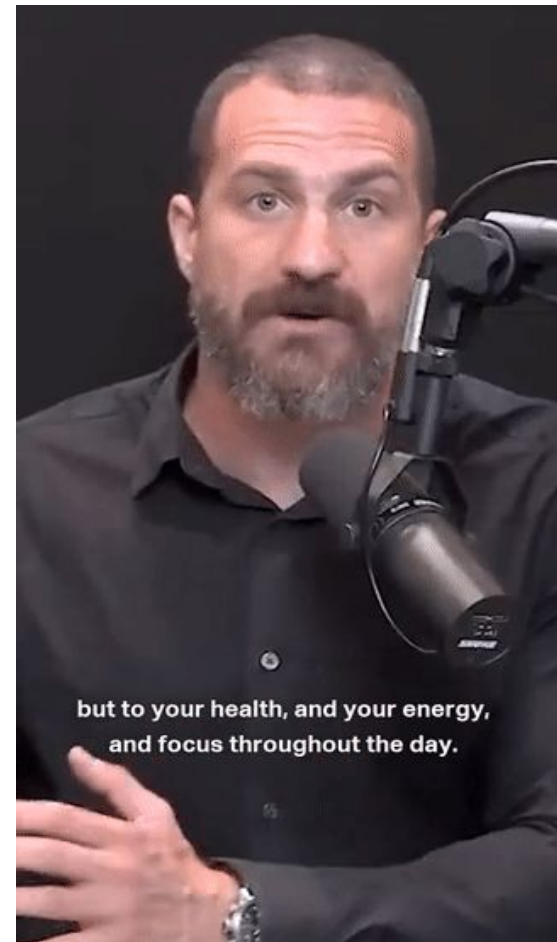
@eightsleep It's good

♡ 1598 11:17 PM - Feb 27, 2023

Joe Rogan Podcast



Huberman Lab Podcast



Mercedes F1 covers





“State-of-the-art sensors in the £2,100 smart mattress cover monitor his heart rate, respiration, movement and regulate body temperature to improve sleep, all aiding recovery and fitness.”

- Cliff Hayes, The Sun UK



EXCLUSIVE

Sport > Motorsport

LEW'S BED-VROOM SECRET Lewis Hamilton has new secret weapon as F1 star and teammate George Russell sleep in £2,000 'stethoscope' bed

Cliff Hayes

22:18, 28 Sep 2022 | Updated: 11:44, 29 Sep 2022



FORTUNE **Well.**

“Meta CEO Mark Zuckerberg credits Eight Sleep with helping him get a good night’s rest”

- L’Oreal Thompson Payton, Fortune Well

HEALTH · SLEEP

The luxurious sleep lives of CEOs—the \$2,000 smart mattress Mark Zuckerberg and Bryan Johnson use to master their sleep

BY L’OREAL THOMPSON PAYTON

July 7, 2023 at 3:00 AM PDT



Meta CEO Mark Zuckerberg credits Eight Sleep with helping him get a good night’s rest.

GEORGE FREY—BLOOMBERG/GETTY IMAGES

Experts recommend seven to nine hours of sleep per night for most adults, but how many of us actually achieve that? Wealthy tech CEOs, apparently.

In a post on the newly launched [Threads app](#), Meta CEO Mark Zuckerberg claims that he’s mastered what we all dream of—getting about seven to eight hours of sleep per night. “Really dialed in my sleep with Eight Sleep and Oura,” he wrote, referring to a smart mattress and smart ring meant to help us catch our Zzzs.

The \$3,000 bed everyone in Silicon Valley is raving about

More than two dozen tech founders have contributed to Eight Sleep's more than \$150 million in funding, because they love its bed that offers temperature control, sleep data, and gamification.

FASTCOMPANY

“More than two dozen tech founders have contributed to Eight Sleep’s more than \$150 million in funding, because they love its bed that offers temperature control, sleep data, and gamification”

- David Lidsky, Fast Company



[Illustration: Nico 189]



BY **DAVID LIDSKY** 5 MINUTE READ

“I’ll sleep when I’m dead” is out. “I sleep eight to nine hours a night” is in.

Just a few years ago, hustle culture mandated that work should take precedence over rest, and if you were spending one-third of your life asleep, that was wasted time. CEOs and entrepreneurs bragged about getting just four hours a night in bed, and that attitude filtered down to anyone aspiring to success. To quote



The Information

“At their home in Miami, Matteo Franceschetti and Alexandra Zatarain are testing a next-gen smart bed that aims to deepen your sleep—and extend your life.”

- Arielle Pardes, The Information



Eight Sleep co-founders Matteo Franceschetti and Alexandra Zatarain. Art by Clark Miller

THE BIG READ **STARTUPS**

The Co-Founders of Eight Sleep Want to Optimize Your Performance (in Bed)

At their home in Miami, Matteo Franceschetti and Alexandra Zatarain are testing a next-gen smart bed that aims to deepen your sleep—and extend your life.



By Arielle Pardes


Dec. 9, 2022 10:00 AM PST

[Subscribe Now](#)

Matteo Franceschetti and Alexandra Zatarain spend their nights in the bed of the future.

The king-size canopy bed has gray curtains gathered at the sides and a strip of sensors that captures each sleeper's heart rate, respiration, temperature and other vitals. It has a light bar that mimics the sunrise and a temperature control in the mattress. Franceschetti and Zatarain call it the Hyperpod, a top-secret prototype from their smart-mattress company Eight Sleep that few outside of their engineering department have ever seen.

Within 10 minutes of my arrival at their manicured, ranch-style house in Miami Shores, Fla., the married co-founders invited me to get in. “Feel free to lie down,” Zatarain encouraged, gesturing to her side of the bed. Zatarain watched as I gingerly positioned myself on top of the sheets, her pillow cupping my head like the hands of angels. She pulled the curtains shut.

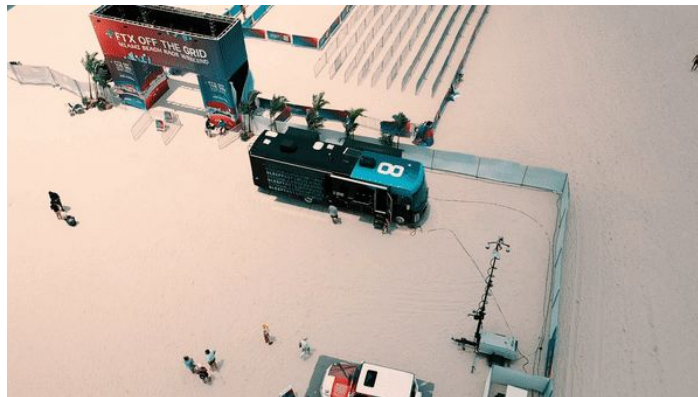
A large, dark-colored mobile sleep pod is parked outdoors. The side of the pod features the text 'FIGHT! SLEEP!' in large, bold letters. Below this, there is a repeating pattern of 'FORMULA 1 CHAMPIONS SLEEP FAST LIKE THE X'. A group of people are standing near the entrance of the pod, which has a ramp extended. The background shows a clear sky with some clouds and palm trees.

We're bringing **sleep fitness to the world through unique digital and physical experiences**

Miami Tech Week



Miami Grand Prix Pop Up



CrossFit Event Activation



Mercedes-AMG HQ Sleepover



Bitcoin Conference OOH



Miami Grand Prix Motorhome



Real people. Real love for the Pod.

Bootstrapper of Salvation
@emptylamtda

Received my @eightsleep pod some days ago; also have an @ouraring. Last six months lucky to get 1.5h of deep sleep. First night on the pod I got 3.25h deep sleep. Since has been at least 2.5h deep sleep. Nothing else I tried affected my deep sleep amount. The pod does. 🤪💤🛌

David Tostado
@Wilder

@eightsleep I don't know what to say. Sleeping on the Pod for a year now & I didn't think my bed could get any better... But then I got the Pod Pro... 🤪 I'm positively speechless 🤪

Jason McMinn
@jasonmcminn

Replying to @roblarson @awilkinson and @eightsleep

👉 @eightsleep user for 9 months. Hands down the best way to control bed temp which is crucial for me. Bought one for my brother and sister for Christmas - both are "hot" sleepers like me 😊

Isabeau Miller
@isabeaumiller

Replying to @isabeaumiller @tferriss and @eightsleep

Bought @eightsleep pod cover and it arrived yesterday. It blows Ooler OUT OF THE WATER. The metrics alone are game changing, but I can't feel the grid at all, and it's intuitive and comfortable. Returning our Ooler.

Andrew Young
@ndrew_3000

Regulates temperature so I sleep better. I don't wake up hot anymore in the middle of the night.

Data from my Garmin watch shows I'm sleeping better since I got my eight sleep too.

👍 2 7:13 PM - Jul 20, 2023

Erik Pavia
@erikpavia

First night with @eightsleep and I'm reminded of how ambitious entrants can beat cozy incumbents. I previously had a Chili Pad and the performance on the cooling element alone is worlds apart. Just because someone is already doing it doesn't mean you can't do it better.

Matt Galligan
@mg

Concur on @eightsleep. Was surprised at just how dramatic the improvement has been for me. 2x my deep sleep according to @ouraring's reading.

Pomp 🇹🇼
@APompliano

Replying to @APompliano

6/ The third most important thing I did to increase sleep quality was get a thermoregulating bed.

I've been sleeping on a @eightsleep Pod Pro and Pod Pro Cover. eightsleep.com

The secret — I make it cold AF and magically get DEEP sleep.

Nate Bosshard
@natebosshard

Replying to @mg @eightsleep and @ouraring

My deep sleep has gone up by about 40% since I got it last month. Was averaging around 55 minutes. Now around 1:25 or so. Some nights as high as two hours.

Paul Graham
@paulg

Jessica and I met Matteo Franceschetti of Eight Sleep today, and 5 minutes into the conversation we ordered one. <http://eightsleep.com>

👍 1,219 2:11 AM - Aug 25, 2022

Arianna Simpson
@AriannaSimpson

Got an @eightsleep for my parents and my mom (who usually wakes up at 3 or 4 am) slept until 7:20, which she hasn't done in a decade. She was astounded. Now I'm just upset I didn't get one for myself yet 🤪 thanks @m_franceschetti @a_zatarain!

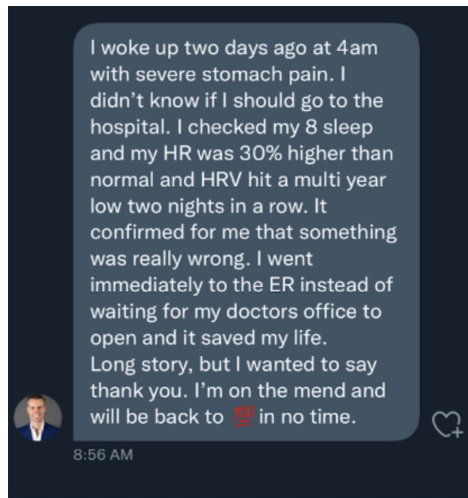
Kanu Gulati
@KanuGulati

Replying to @Lexiro and @eightsleep

👉 The monthly changes in my basal body temperature alone makes it challenging to agree to a constant temperature in the bedroom! Being able to adjust the temperature of my side of @eightsleep independently is incredibly helpful for our marital harmony and better sleep.

View all customer reviews on our [Wall of Love](#)

In addition to improved sleep quality, our members are also experiencing health benefits



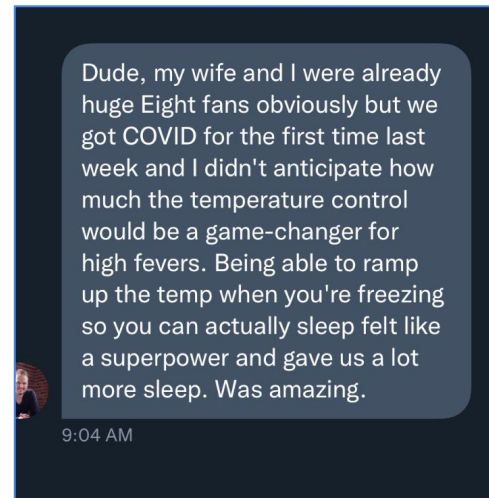
First Saved Life

A member uses their Eight Sleep data and decided to get emergency treatment



Accelerated Recovery

A member undergoing chemo can sleep through the night without getting sick because the Pod kept their fever down

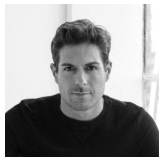


COVID Symptom Alleviation

A member with COVID uses the Pod's heating technology to alleviate his fever and get more sleep

The Team

We are a team with world class talent from top brands including Square, Verily, Netflix, Red Bull, Nike & more

**Matteo Franceschetti**

Co-Founder and CEO

Has sold 2 companies prior to starting Eight Sleep, and is a former athlete and biohacker.

**Massimo Andreasi Bassi**

Co-Founder and CTO

Sold 2 companies before Eight Sleep, and is one of the world experts in Machine Learning and big data.

**Alexandra Zatarain**

Co-Founder and VP of Brand & Growth

Has built the current Eight Sleep brand and scaled the company from \$0 to current state.

**Joe Aranda**

VP of Operations

Founding team at August Smart Lock, over 10 years of experience in HW startups.

**David He**

VP of Research & Development

Former Head of Health Monitoring Devices at Verily.

**Jeff Iacono**

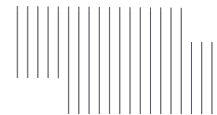
VP of Product

Former Head of Product and Design at Square and Doordash.

**Sam Kang**

VP of Hardware

Has led development for best-in-class products including the Tesla Roadster and Sonos speakers.



The best sleep scientists in the world are part of our Scientific Advisory Board



Philip German, PHD

Professor. Expert in insomnia treatments



Robert Stickgold, PHD

Professor, Research in Sleep, Dreams, and Memory



Brian Koo, MD

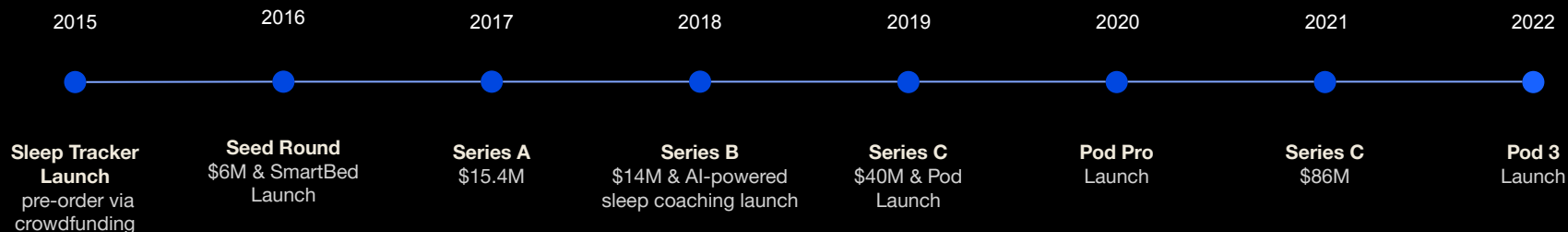
Director of the Yale Center for RLS



Craig Heller, PHD

Professor. Researched thermoregulation and sleep for 40 years

We've raised over \$150M from investors including Khosla Ventures, Founders Fund, SoftBank, General Catalyst, and Valor Equity Partners





eightsleep.com

press@eightsleep.com

Evolution of the Pod

	1st Gen Pod	2nd Gen Pod 2 Pro	New Pod 3
Dual-zone Cooling and Heating	✓	✓	✓
Sleep Tracking	✓	✓	✓
Health Tracking	✓	✓	✓
HRV Tracking		✓	✓
Personalized Insights		✓	✓
Gentle Rise™ Alarm		✓	✓
Invisible Sensing for improved comfort			✓
5GHz Wi-Fi support			✓
4000x sensor tracking resolution			✓
Hub with quad-core CPU			✓