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.
We use cutting edge technology and personal biometrics to answer the most consequential questions around sleep, like, 'how do we recover more from the hours we are already sleeping?', 'how can the environment react to your body to enhance sleep?' and 'how can the bedroom be used as a space for early disease detection and prevention?'.

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.
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
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.’

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

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

Fast Company  
2019, 2022 & 2023 Most Innovative Companies

Time  
2018 & 2019 Best Inventions

Men’s Health  
2021 Sleep Award

GQ  
2021 Fitness Award
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

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

Kevin Hart, True Story Netflix

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

- L'Oreal Thompson Payton, Fortune Well

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

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.
“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
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
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.

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.

**David He**  
VP of Research & Development  
Former Head of Health Monitoring Devices at Verily.

**Joe Aranda**  
VP of Operations  
Founding team at August Smart Lock, over 10 years of experience in HW startups.

**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.

Sleep Tracker Launch
pre-order via crowdfunding

Seed Round
$6M & SmartBed Launch

Series A
$15.4M

Series B
$14M & AI-powered sleep coaching launch

Series C
$40M & Pod Launch

Pod Pro Launch

Series C
$86M

Pod 3 Launch

2015

2016

2017

2018

2019

2020

2021

2022
# Evolution of the Pod

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<th>Feature</th>
<th>1st Gen Pod</th>
<th>2nd Gen Pod 2 Pro</th>
<th>New Pod 3</th>
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<td>Dual-zone Cooling and Heating</td>
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<td>Invisible Sensing for improved comfort</td>
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<td>5GHz Wi-Fi support</td>
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<td>4000x sensor tracking resolution</td>
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<td>Hub with quad-core CPU</td>
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