

# World's First "Smart Bedroom" Platform & Operating System For Sleepers and Doctors. 🌙

PITCH VIDEO INVESTOR PANEL



[sleepspace.com](https://sleepspace.com) New York NY

Technology Software SaaS Health and Fitness Api

OVERVIEW UPDATES WHAT PEOPLE SAY ASK A QUESTION

## Highlights

- 1 Our mission: end sleeplessness. 🌙 1 in 3 American's have a sleep disorder; \$73B annual spendings in USA on sleep aids. 🌍
- 2 SleepSpace solves sleep problems using proven digital diagnostics & CBTi therapeutics administered by sleep doctors. 🏥
- 3 Clinical trials with \$3.5 Million in grants awarded from National Institute of Aging & National Science Foundation. 🏛️
- 4 \$1.2M+ prior round by top VCs: UpVentures, Quake Capital, Bulletproof Media, LSVP, and AVG Fund. 💰
- 5 Monetization via 2000+ B2C subscriptions (\$10K MRR). 📈
- 6 SleepSpace Smart Bedroom plug-n-plays with Apple, Google, Amazon, Oura Ring, Garmin & Biostrap. 📱
- 7 Barriers to entry include AI algorithms and 4 utility patents for detecting and enhancing sleep. 🛡️
- 8 All-star team of sleep scientists, doctors, tech geeks, and experienced entrepreneurs. 🌟

## Our Team



**Dr. Daniel Gartenberg** Chief Executive Officer & Co-founder

World-renowned Sleep Scientist. TED Talk (4+ million views), Adjunct Professor at Penn State University. Featured on the Today Show, NY Times, The Washington Post, NPR, and CNN Business.

Besides breathing, sleep is the human behavior that we do the most of. If we could just improve it slightly each night it will have a revolutionizing impact on health and productivity worldwide.



**Melissa Mueller** Chief Product Officer & Co-founder

Stanford Grad with Honors. Founder of Designery. 20+ years designing and optimizing best-in-class product experiences applying the latest neuroscience principles.



**Dan Roberts** Chief Scientific Officer

PhD in Human Factors and Applied Cognition, with over 10+ years of experience in experiment design and data analysis with over 30 peer-reviewed publications.

SEE MORE

## Pitch



Simmons Bedding  
Casper  
RESIDENT  
NATROL  
AMBIEN

Environment  
Technology  
Treatments

OURA  
Sleep Cycle  
Sleepio  
ResMed

- Mattresses/beds
- Curtains/blinds
- Lighting
- Temperature control
- Sleep trackers
- Sleep sounds
- Guided meditations
- Smart alarm clocks
- Prescriptions
- Doctors/clinics
- Sleep coaches
- Surgery

SLEEPSPACE inspired by the growing smart health economy. | McKinsey 2017 5

## DOCTOR ADMINISTERED SLEEP SOLUTIONS

SleepSpace is the Critical Loop Between Sleep Doctors & Patients

- CBT Telehealth Services
- World's First Digital Sleep Diary
- Sleep Operating System

NSF  
NIH  
STIOPA

- \$3.5MM in Awarded Grants
- Clinically Validated
- HIPAA Compliant

EMPLOYEE EXPERIENCE  
SLEEPSPACE  
SLEEP DOCTOR EXPERIENCE

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## WHY SLEEPSPACE?

World's first all-in-one sleep app, OS and platform

	SLEEPSPACE	fitbit	Calm	Sleepio	talkspace
SLEEP SOUNDS & MEDITATIONS	✓		✓		
WEARABLE DATA SYNCING	✓	✓			
ADVANCED SLEEP TRACKING	✓	✓			
DIGITAL THERAPEUTICS	✓			✓	
SLEEP DOCTORS	✓				✓

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## NATIONAL INSTITUTES OF HEALTH AWARDS

\$3.425 million in grants for a scientifically validated, FDA approved solution

2010 First utility patent granted Brought sleep detection with wearables to Fortune 500 companies

2015 Validated cognitive tests for measuring fatigue in peer reviewed journals and launched the app Mind Metrics app

2017 Awarded \$925K SBIRs from NIH and the National Science Foundation (NSF)

2019 Granted second utility patent and validated our sleep detection and enhancement algorithms

2020 Awarded \$3.5MM from National Institutes of Health

2021 Applied for a Phase II SBIR to run a clinical trial to create a new form of digital therapy & 2 more patents

FYE 2022 Apply for fast track FDA approval to diagnose/treat insomnia that clinicians can bill our with code G57.0 (insomnia) FDA approves SleepSpace

NIH FDA

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This slide contains forward-looking projections that cannot be guaranteed.

## CONNECTS THE SMART BEDROOM

SleepSpace is the sleep operating system for smart bedrooms

SLEEPSPACE

APPLE WATCH • FITBIT • OURA RING • BIOSTRAP • DREEM RHYTHM • EIGHT MATTRESS • WITHINGS • BEDDIT • GARMIN

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## A LEADING AUTHORITY IN SLEEP SCIENCE

SleepSpace is a recognized thought leader in applied sleep science

OURA

TED TALK ON THE SCIENCE OF DEEP SLEEP  
 AWARDED 2 SLEEP TECH PATENTS (2 PENDING)  
 5+ SCIENCE JOURNAL PUBLICATIONS  
 REGULAR MEDIA COVERAGE  
 TRUSTED AUTHORITY IN THE SPACE

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## SLEEPSPACE

Becoming the #1 Sleep Operating System

**Consumer App**  
**SLEEPSPACE**

**Personalized Sleep App**

- SleepSpace™
- \$120 (Angel round) (BSM cap)
- 2 awarded patents (2 pending)
- 60K+ installs | \$3.50 CPM
- SaaS: \$4.99 mo. | \$29.99 yr
- \$32.87M (2020 annual subscription)
- \$3.5M (2x NIH grants awarded)

**Corporate Wellness**  
**G LIFX**

**Employee Benefit**

- Sleep App™
- \$1M+ Seed Round
- Google LPP rollout
- Facebook enterprise rollout
- Dave Asprey sleep challenges
- FDA approval (biometric)
- \$2.2M in revenues YTD
- Less than 20% churn

**Healthcare**  
**NIH FDA**

**Telehealth**

- Dr. Snooze™
- #1 Telehealth sleep OS (SOC)
- Healthcare providers and networks billed via insurers
- 3 FDA approved treatments
- 5+ published validation studies
- 50 sleep technicians
- \$5.7MM Revenues
- 60% profit margins

2020

Velocity in Engagement

2021

2022+

Velocity in Revenue

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This slide contains forward-looking projections that cannot be guaranteed.

## DREAM TEAM

Our mission is to end sleeplessness

**Daniel Gartenberg, PhD**  
Cofounder & CEO

- JAMA Doctor Snooze
- 40 published articles
- 15 studies in journals
- IED Resident
- Paid sleep review report to Fortune 500 companies

**Melissa Mueller**  
Cofounder & Chief Product Officer

- 2 decades designing user experiences
- Served over 30 start-ups
- Stanford alum (honors)

**Daniel Roberts, PhD**  
Chief Technical Officer

- Author of 10+ peer reviewed publications
- Expert in EEG analysis, auditory perception, and machine learning

**Jeremiah J Merrick**  
Chief Technical Officer

- 22 years dev experience
- Expert in large datasets, email campaigns, and customer service

**Ben Gottlieb**  
iOS Frontend Developer

- 2 decades developing on Apple platforms
- Five years engineering sleep-related iOS apps

*"We believe that this team is uniquely able to execute on the science, technology, branding and marketing of a new sleep solution to change sleep and healthcare in America."*  
- Amy Coveny, Managing Partner, Quake Capital

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## INVESTORS & ADVISORS

Balancing science, technology and healthcare

**Martin Babiniec**  
Founder of Trinet

**Jeff Finkle**  
Chairman of Arc Angels

**Daniel Taylor, PhD**  
University of Arizona  
Professor, Sleep Doctor

**Orfeu Buxton, PhD**  
Penn State Professor

**Amy Coveny**  
Managing Partner of Quake Capital

**Dave Asprey**  
CTO and cofounder of Basis & founder of Bulletproof

**Barry Stamos**  
Serial Entrepreneur

**Margeaux Gray, PhD**  
Registered Sleep Technologist

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