

## SOMNOX

Somnox creates soft robotics to help the world sleep better



Delft, Netherlands  
[www.meetsomnox.com](http://www.meetsomnox.com)  
Founded in 2016  
23 Employees

Field of Activity:  
**Consumer & Health**

Capital raised:  
-

Investment need:  
**EUR 2m**

### Company Description

We're the sleep company changing the world by changing the way you sleep. We're here to help you become your best self.

### Problem

The shorter you sleep, the shorter you live. 1 out of 5 people suffer from sleep deprivation. Studies have shown that sleeping less can increase the risk of Alzheimer's, cause weight gain and make adults up to 200% more likely to have a heart attack or stroke. At the moment, sleeping pills are the go-to solution. These are harmful and highly addictive. The world is in a global sleep crisis and in drastic need of a natural solution.

### Solution

The Somnox Sleep Robot offers a natural sleep solution that helps you sleep faster, longer and wake up refreshed by slowing down your breathing, focusing your attention and playing soothing sounds at the right times in the sleep cycle. A mobile app that comes with the robot helps the user to set his or her own preferences

### Market

The global sleep aid market is forecasted to attain revenues of \$101.9 billion by 2023. The market has been categorized into 6 sleep disorders, of which insomnia holds the largest share with a 31.2% contribution. Five to seven percent of the world's population aged 40+ uses prescription sleep aids. By now, Somnox has raised EUR 500.000 in Crowdfunding.

### Business Model

B2B2C: Margin on Direct Sales through eCommerce Channels (Webshop/ Amazon) and distributors  
B2B: Hotels, Healthcare Institutions and Corporate healthcare programs.

### USP & Differentiation

First to market creating and owning the Sleep Robot category – Strong IP position, additional trademark & design rights – First to create 'living companions' that evoke emotion, instead of cold lifeless products (introducing robots with a soul) – Not just monitoring or diagnosing sleep, but also actuation through real time data processing (robotics) – Combining objective sleep data (quantified self) with subjective sleep data

#### JULIAN JAGTENBERG

Founder & Head of Growth  
julian@somnox.nl  
+31 6 28548337

