



## About ROOM

ROOM is reinventing the modern workplace to create the offices of the future around the world. Transitioning from a stagnant floor plan to one that is adaptive, ROOM offers modular and creative architectural office solutions that foster team collaboration, individual work, and everything in between. ROOM helps companies of all sizes create a better work environment.

Launched in May 2018 by serial entrepreneurs Brian Chen and Morten Meisner-Jensen, ROOM is backed by Slow Ventures, a leading venture capital firm that previously invested in Slack, Casper, and Pinterest. Honored by TIME Magazine as one of the Best Inventions of 2018, ROOM is already building the workplace of tomorrow for over 3,000 customers ranging from high-growth start-ups to Fortune 500 companies, including Nike, Google, NASA, Wayfair, and more.

# ROOM makes the open office open to more

Today, about 70% percent of Americans work in open offices, which are filled with constant noise, distraction and disruption.



Studies have shown that open floor plans inhibit productivity and health, with open office workers taking 62% more sick days than those in private offices. In fact, just three hours of steady noise can cause measurable distress and a decrease in motivation for workers in open offices. Shared desks and overheard phone conversations compromise productivity and job satisfaction, threatening the health of the overall business in the long run.

As real estate costs continue to skyrocket—from major markets to up-and-coming cities—the average square footage per person continues to shrink.

To keep overhead costs down, many companies opt for an open office plan without taking privacy into account, leading to an ultimate misuse of valuable real estate. Conference rooms intended for larger meetings with 10+ individuals are occupied by a single staffer, just so they can take a private video- conference in peace or focus on a specific task without distraction.

ROOM was born to solve these issues inherent to poorly implemented open office plans. By providing businesses with versatile and flexible solutions that reduce noise and create more space for their employees, ROOM helps businesses of all sizes build a happier, healthier, and more productive workplace.



## Morten Meisner-Jensen

Co-founder

Morten Meisner-Jensen is a visionary with a passion for challenging conventions and creating real impact. From building his own startups and successfully selling them to spearhead his own creative agency, Morten is deeply familiar with the pain points faced by many businesses and workers within open plan offices. At ROOM, Morten is reinventing the modern workplace with modular architectural office solutions that inspire a better way of working for all.

## Brian Chen

Co-founder & CEO

No stranger to open plan environments, Brian spent the majority of his career working with and advising tech startups, where he routinely found himself exposed to constant noise and distraction. With a background deeply rooted in the tech start-up scene, Brian has built companies from the ground up and scaled growth alongside company culture, while exploring new business models and seizing opportunities in emerging industries.

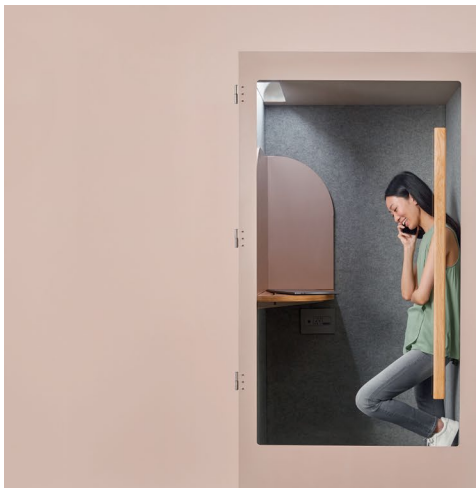




## Oliver Kaltner

CEO, Europe

Oliver oversees operations across Europe, helping continue ROOM's rapid growth trajectory. Oliver has previously held leadership positions at some of the largest tech and consumer businesses in the world including Microsoft, Leica, Sony and Nike. Oliver is an expert in digital and IoT-based business models, and has invested in a number of startups where he continues to serve as an active advisor.



## Do more with less

With a modern, minimalist approach, ROOM's design team creates products that blend seamlessly into any contemporary workspace. Every feature added to a product is a prime example of form following function.

## Alejandra Albarrán

Director of Design & Innovation

Alejandra is responsible for shaping the company's iconic approach to creating products that make the open office open to more. An interior designer by trade, with a range of experience covering gig economy startups to high-end jewelry, her work has put her close to the struggles business owners face when creating productive work environments. Alejandra designs simple, yet smart, flexible solutions that help companies of all sizes build a better workplace.





ROOM's flagship product is a soundproof and ventilated office phone booth that brings privacy back to the open office, giving people the space they need to think and be creative.

Each booth is engineered with recycled materials to do more by using less and is easy to assemble and move around. ROOM ships its phone booths flat directly to businesses, with a focus on simple, functional design to keep costs low and quality high. The result is a product that is the first to solve the issue of noise at scale.

**ROOM is sustainable.**

Each booth uses soundproofing materials made out of over 1,000 recycled water bottles and features a motion sensor that automatically turns on/off electrical components for energy efficiency.

**ROOM is efficient.**

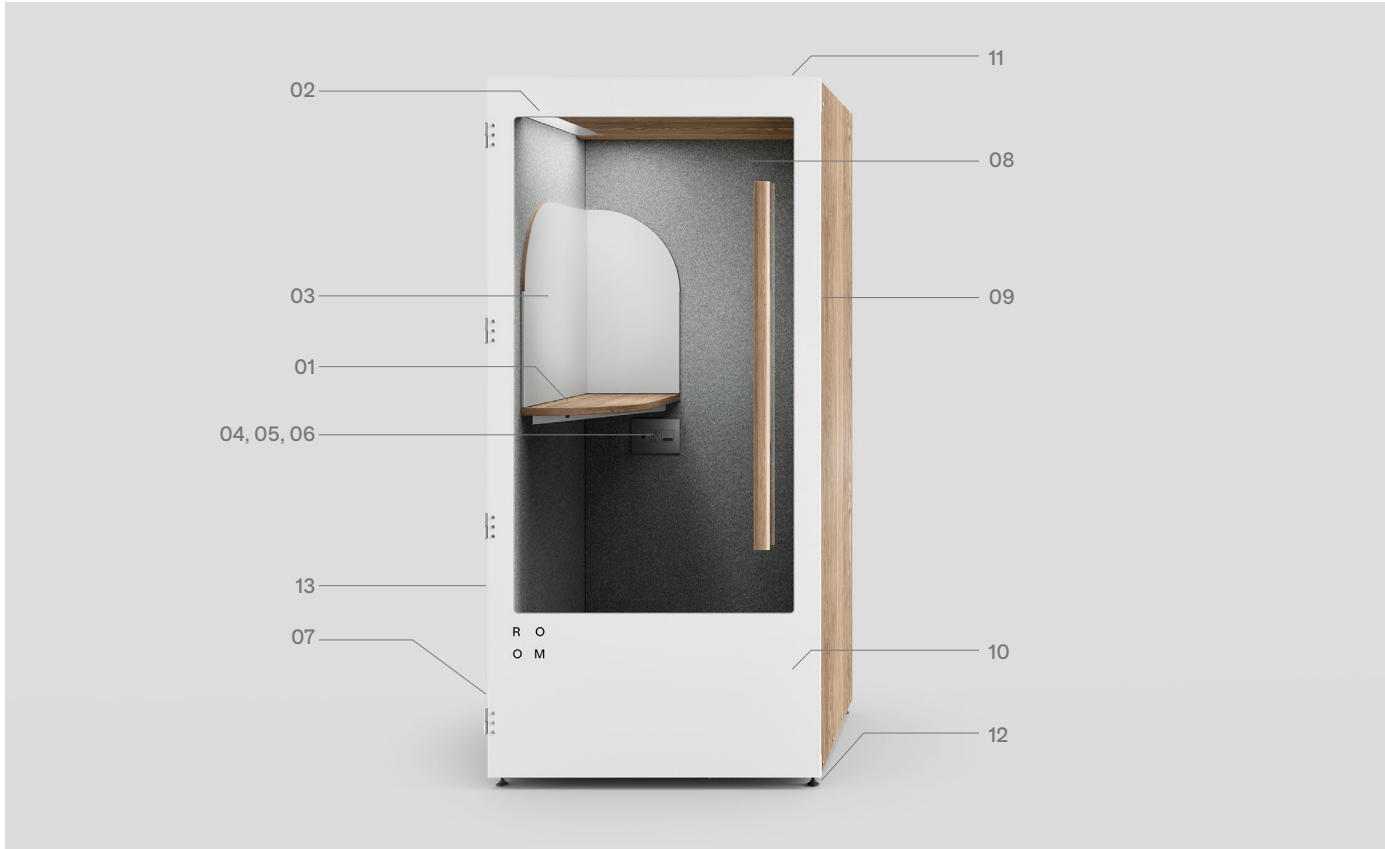
Each booth is equipped with ethernet functionality. Booths ships flat, direct from ROOM's factory to businesses.

**ROOM is simple.**

Self-assembly takes less than an hour with just an Allen key and two colleagues. Professional assembly service is available for €300.

**ROOM is risk-free.**

ROOM phone booths come with a 100 day risk-free trial. If not satisfied, ROOM will pick up the phone booth and provide a full refund. No questions asked.



- |  |  |  |
|--|--|--|
| <p><b>01 Custom built-in desk</b><br/>The 80cm grooved, oak-veneered desk holds any smartphone or tablet upright, giving you ample space for all your essentials.</p> <p><b>02 LED light</b><br/>Overhead LED light strip ensures bright ideas don't stay in the dark.</p> <p><b>03 Magnetic board</b><br/>Designed to house your favorite accessories, the magnetic board ensures you stay organized.</p> <p><b>04 Power outlets</b><br/>Two outlets keep you powered up for every charged work session.</p> <p><b>05 Ethernet port</b><br/>CAT6 RJ45 plug ensures you never miss a connection.</p> | <p><b>06 Motion sensor</b><br/>Smart sensor activates the light and fans, helping you stay energy efficient.</p> <p><b>07 Airflow inlet</b><br/>Discreet inlet, removable for easy cleaning, optimizes airflow.</p> <p><b>08 Noise insulated walls</b><br/>3.8cm of sound insulation comprised of laminate, MDF, PET from recycled plastic, and 100% breathable wool felt provides effective and natural sound insulation.</p> <p><b>09 Magnetic door</b><br/>Acrylic door with magnetic seal minimizes noise and keeps office banter out.</p> | <p><b>10 Industrial grade carpet</b><br/>100% nylon for higher resistance to wear and tear.</p> <p><b>11 Ceiling fans</b><br/>Two ultra-quiet fans keep you cool under pressure.</p> <p><b>12 Leveling feet</b><br/>Adjustable feet compensate for uneven surfaces, so everyone stays level-headed.</p> <p><b>13 Plug</b><br/>Located in the back, a standard 120-240V plug with a 3m long power cord gives you freedom to make room where you need it most, no hardwiring required.</p> |
|--|--|--|



May 2018	ROOM as a company formally launches with the release of ROOM One, the first direct-to-customer, soundproof office phone booth.	September 2019	<ul style="list-style-type: none"> <li>ROOM hits 2,000 customers.</li> <li>ROOM launches European operations, with shipping now available to the United Kingdom, France, Germany, The Netherlands, Denmark, Belgium and Luxembourg.</li> </ul>
July 2018	Harvard Business School Associate Professor Ethan S. Bernstein releases study, "The Unintended Effects of Open Office Space," which finds that open offices decrease collaboration among employees.	October 2019	ROOM launches the Calm Booth by ROOM in partnership with Calm, the #1 app for meditation and relaxation.
August 2018	ROOM announces \$2M in seed funding from Slow Ventures.	November 2019	ROOM launches the stool, created with productivity in mind and designed in partnership with Copenhagen-based OEO Studio.
December 2018	ROOM launches its first limited edition series, Botanical, in collaboration with Brooklyn-based creative coworking space A/D/O and British surface pattern design duo Tupence Collective.	Jan 2020	ROOM goes carbon neutral with investment in Flexport's Carbon Offset Program, offered in partnership with Carbonfund.org.
March 2019	ROOM hits 1,000 customers.	April 2020	<ul style="list-style-type: none"> <li>ROOM launches the Test Booth, their flagship phone booth reimagined to facilitate rapid testing and protect healthcare workers fighting COVID-19.</li> <li>ROOM expands European operations, with shipping now available to Ireland, Austria, Sweden, Switzerland, and Norway.</li> </ul>
April 2019	ROOM launches the 2019 Edition of its flagship soundproof office phone booth.	May 2020	<ul style="list-style-type: none"> <li>ROOM launches the Accessory Kit, featuring four proprietary phone booth accessories that provide everything one needs to make their workspace their own.</li> </ul>
May 2019	<ul style="list-style-type: none"> <li>The World Health Organization announces burnout, or chronic workplace stress that has been unsuccessfully managed, as a diagnosable condition.</li> <li>ROOM expands its NYC presence, moving into a 6,600 square foot office space in Manhattan's Soho to accommodate its growth.</li> <li>ROOM hits 1,500 customers.</li> </ul>		



With the ROOM Partnership Program, ROOM has sourced a qualified roster of select dealers for sale of its products, helping more companies access simple, affordable and sustainable solutions to make room for more people in today's modern office. ROOM is committed to serving customers, whether they prefer to purchase direct or through a dealer.

To learn more about the ROOM Partnership Program, contact ROOM's Director of Strategic Partnerships, Greg Whitehead, at [gw@room.com](mailto:gw@room.com).

2020 Fast Company Most Innovative Companies: Design

2019 Fast Company Innovation by Design: Honorable Mention, Workplace Category

2018 TIME's Best Inventions: Honorable Mention

2018 New York Design Awards: Silver

2018 Best of NeoCon Acoustic Panels & Solutions Category: Silver







Brand  
Assets

[Images](#)

[Videos](#)

[Logo](#)

Stay  
Connected

@madebyroom



Showrooms

## US

### New York

599 Broadway, 9th Floor  
New York, NY 10012

### San Francisco

595 Pacific Ave., 4th Floor  
San Francisco, CA 94133

### Los Angeles

1925 Century Park East,  
Suite 1700  
Los Angeles, CA 90067

## Europe

### London

The Ministry  
79-81 Borough Road  
London, SE11DN

### Copenhagen

Soho/Noho  
Flæsketorvet 68. 1  
1711 København V

### Paris

35 Rue du Sentier  
75002 Paris, France