



# Lifeloom

The Science behind a good night's sleep.

INVESTOR DECK

09.22.21

# The sleep renaissance is here.

chilisleep™

Casper

AVOCADO

**BOSE**  
BOSE SLEEPBUDS™ II

WHOOP®

purple

G R A V I T Y

 APOLLO

WIRED

THE  
NEW YORKER

The New York Times

I Tried 5 Sleep Gadgets for  
My Nagging Insomnia

THE PROMISE AND  
PERIL OF A HIGH-  
PRICED SLEEP TRAINER

*Open Instagram and behold the perfect, zonked-out babies,  
lulled to sleep by methods designed by expensive coaches.*

Is 'Lettuce Water' Really the Sleep  
Aid of Your Dreams?

Curiously, these innovations do little  
to improve the quality of sleep.

Lifeloom with Dermtherapy®  
technology improves sleep as the  
only FDA 510K certified medical  
device available in the World.



# And we have the clinicals and credentials to back it up

—————→ Scientifically tested. ←————  
The only FDA-cleared bedding available on the market.



# Our technology improves sleep for everyday and challenged sleepers.

DermaTherapy® bedding technology is the world's first and only clinically proven to improve sleep quality by up to 80%.

## Insomnia & Night Sweats

- +60% improvement ability to get to sleep
- +55% improvement in the amount of uninterrupted sleep
- +90% improvement in the ability to keep cool
- +88% improvement in creating less sweat

## Psoriasis & Eczema

- +70% improvement in the amount of itching
- +60% improvement in the tendency to itch
- +55% improvement in skin irritation and burning
- +55% improvement in overall skin appearance

## Bed Sores


- 62% fewer bedsores developed
- 90% more bedsores resolved
- 40% fewer bedsores at discharge
- 11% fewer days in the hospital

## Acne

- 49% reduction in inflammatory lesions
- 40% fewer non-inflammatory spots
- 35% less facial friction

In other words...

Lifeloom is an Anti-microbial  
Frictionless Sleep System<sup>TM</sup>



# FrictionLess Sleep™ System

Every day, you could be affected by a problem that strikes every night. Sticking, tugging sheets that might not fully wake you up, but break your natural sleep cycle; leaving you tired, sluggish, and not your best self. Introducing the Frictionless Sleep System, by Lifeloom. The first and only FDA approved bedding, designed to help you sleep freely, cooler, more comfortably, and uninterrupted. With our DermaTherapy® fabric technology, every night means a frictionless sleep for a better tomorrow.



# Lifeloom uses DermaTherapy® Technology

Lifeloom with exclusive DermaTherapy® technology is engineered from advanced fabrics to provide a cooler, cleaner, drier, hypoallergenic sleeping experience.

Our fabrics are engineered to reduce shear and friction on the patient's skin by eliminating the protruding short fibers found in cotton bedding, which are abrasive and can irritate the skin.

The result is a skin-friendly fabric that reduces friction by 35% versus cotton-blended fabrics and allows the skin to move more easily against the fibers.



*See the texture difference of DermaTherapy® therapeutic  
linen fibers (left) versus cotton fibers (right)*



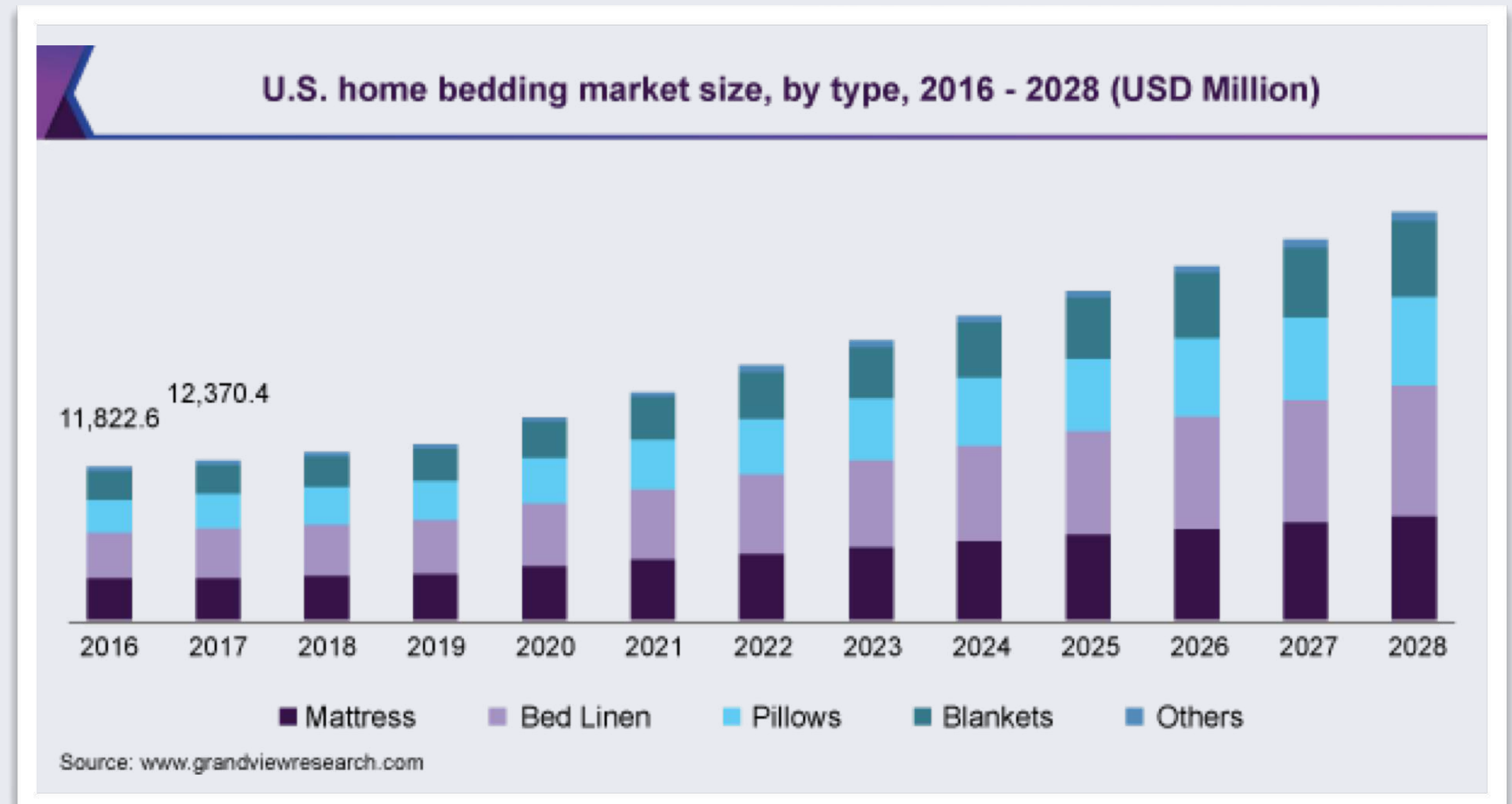
# Total Addressable Market

The global home bedding market size is expected to reach USD 147.09 billion by 2028. It is expected to expand at a CAGR of 9.0% from 2021 to 2028.

The bed linen segment held the largest share of 31.6% in 2020 and is expected to witness the fastest growth over the forecast period. Bed linens include bed sheets, bed covers, pillow covers, and duvet covers.

According to the American Sleep Apnea Association, it is estimated that sleep-related problems affect 50 to 70 million Americans and the rate of sleep deprivation has increased over the last 30 years.

U.S. consumers are projected to spend \$933.3B online in 2021, up 17.9% from 2020, according to eMarketer. Amazon is expected to account for 40% of that. The acceleration of e-commerce adoption has been apparent, evidenced by leading online home furnishings retailer Wayfair's 83.7% (YOY) revenue increase and Williams-Sonoma's Q2 e-commerce sales accounting for nearly 76% of total revenues.



## Serta Sale 200-800m

Serta Simmons Bedding, which reported \$3 billion in sales, announced a merger with Tuft and Needle, a six-year-old bootstrapped e-commerce mattress startup. Details aren't public but some wager the sale falls within the \$200 million to \$800 million spread.

## Cerberus Buying Brooklyn and Helix Sleep

Cerberus Capital Management is buying Brooklyn Bedding and Helix Sleep. The combined company will be a leading direct-to-consumer mattress platform that will offer mattresses and other bedding materials. Brooklyn Bedding makes bedding products, while Helix designs custom-made mattresses.

## Habits Shift, and Permanently alter Values

Lisa Tolliver, Senior Director Capstone

- Quarantine restrictions and work from home culture is fueling home goods spending across furniture, home office, outdoor garden and patio décor, and investors are taking note of the bright long-term outlook of these sectors.
- M&A activity is expected to accelerate for quality home goods companies with established online and omnichannel presence, strong brand recognition, unique business models (i.e., vertical integration with in-house logistics, etc.) and differentiated product offerings.
- Most consumer-focused private equity groups have now shifted from managing their current portfolios in the crisis to looking for new investments and are expected to be actively pursuing both platform and add-on investments throughout 2021.
- Strategics will continue to be active, seeking to increase their e-commerce channel exposure, diversify their product offerings into high growth categories and refine their sourcing and logistics.

## Smart Mattress raises \$86M



## Supermoon Capital launches \$36M Fund

## Stanley Acquires Bed-Check

# Industry News

## Elite Comfort acq. for 1.25 Billion

Diversified manufacturer Leggett & Platt announced that it has entered into a definitive agreement to acquire Elite Comfort Solutions, Inc. for \$1.25 billion in cash.

## Tremendous Year for M&A Activity

"This is going to be a tremendous year for M&A activity—I think we're going to see 50 percent more in 2021 than ever before," says Randy Eller, president and principal of Tennessee-based Eller Enterprises, an advisory firm that specializes in the gift and home industry and has been involved in some of the most high-profile deals over the past decade. "Suppliers know that to stay in business, they will need to build up their infrastructures and technology to be able to sell direct to the consumer [in addition to maintaining their wholesale business]. If you decide to make that investment, you're looking at the future." "This industry has always been nurtured by creative people, and that's not going to change," he tells Business of Home. "Everyone is always looking for the next hot thing, and it will always be out there. That's what's so good about this industry."

## Tempur Sealy To Acquire Majority Stake In Sherwood Bedding

## Casper 200m in revenue / 2 years.

Casper, the e-commerce mattress startup built on the model started by Saatva and Amerisleep half a decade earlier, had raised \$239.5 million in VC funding and earned \$200 million in revenue in two years.

## GPA & Combination with Purple Innovation 1.1B

Global Partner Acquisition Corp. and Purple Innovation, LLC a comfort technology company known for creating the "World's First No Pressure™ Mattress," announced today that they have completed their business combination, pursuant to which Purple has become a wholly owned subsidiary of the Company for \$1.1B

## Hollander acquires SureFit Home Décor

Hollander Sleep Products, a leading North American supplier of bedding products, today announced that it has acquired SureFit Home Décor ("SureFit"), an industry leader in furniture covers, bed protection and home décor. Terms of the deal were not disclosed.

## Ebb (\$37M), Bryte (\$24M) and Rise Science (\$15.5M) all led strong funding rounds

# Brand Positioning

Designed with purpose, Lifeloom aims to deliver a peaceful and worry-free night's rest. Lifeloom is more than bedding. We are an essential element of daily life. FDA cleared, and redefining the standards of rest and well-being.

Rest Better, Live Better.  
**Lifeloom**



# Challenged sleepers need extra help to get a good night's sleep.



**Up-all-nighters.**

Insomnia



**Too hot sleepers.**

Night Sweats.



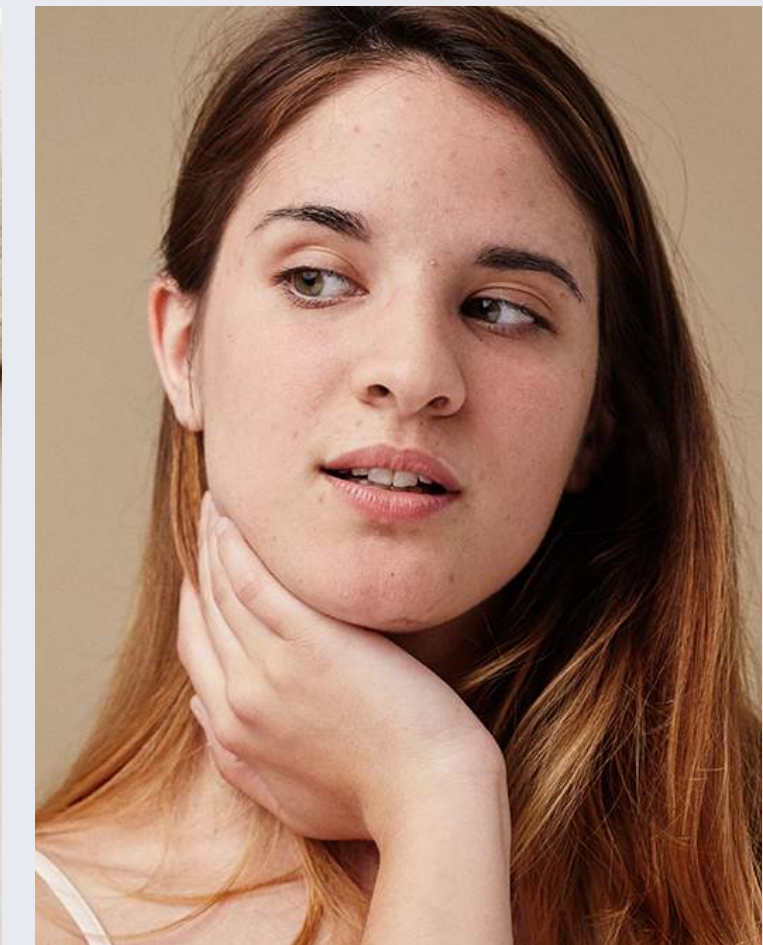
**The Easily Irritated.**

Psoriasis & Eczema



**Bed Sore Prone.**

Bed Sores



**Clean Skin Obsessive.**

Acne and Bacteria-Avoiding





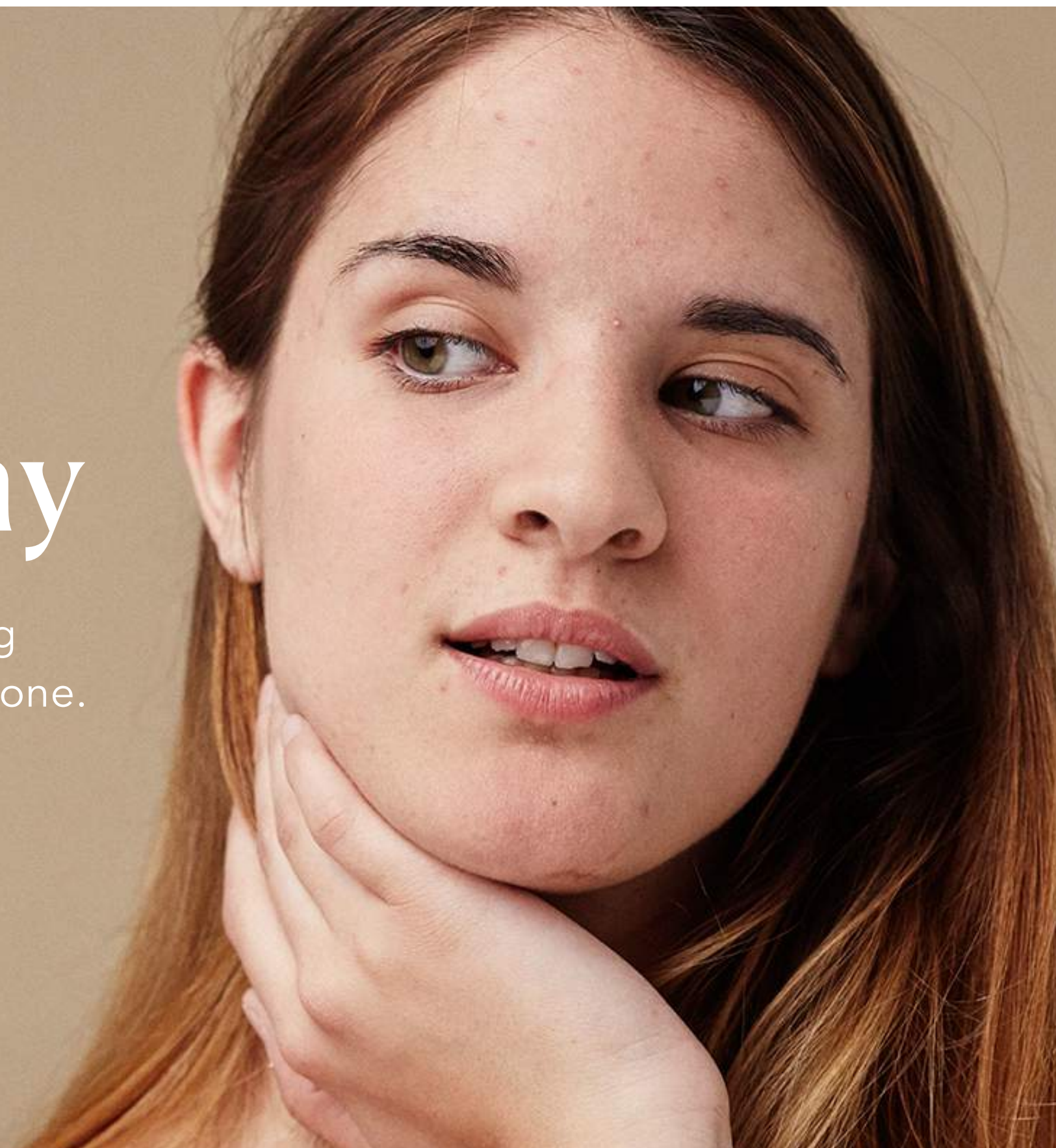
# Look & Feel

Our look is where rest and renewal meet scientifically certified. We bring the soft sophistication of a life well-lived into focus. We exist as a stress-free, clean and comfortable sanctuary for when the time to relax and unwind has come. A quiet blend of confidence, comfort and familiarity is always present.



# Condition Photography

Simple, straight forward highlighting conditions but not alienating to anyone.





# Our Team

# Founders:



Danny DeMichele/CEO



Bradley Seipp/COO



Michael Sharp/CMO



Eric Lobb/Creative



Jared Tomlinson/Creative

# Strategic Partners/Shareholders:



Eric Glader/Advisor



Brett Thorton/Industry Advisor



Jason Zinn/Strategy



Tonya Warner/Licensing



Robert Crousore/CSO



Alyssa Adams/CFO  
Propeller

# Propeller Industries

Propeller is a team of experienced finance and operations executives, entrepreneurs, and accountants providing financial management for venture-stage startups.

Founded in San Francisco in 2008 with over 250 full-time employees serving over 300 clients from six US and two international offices.

Propeller leverages their fractional team model, deep industry pattern recognition, scalable technology stack, and global operating platform to deliver an unfair advantage to leaders navigating the challenges of growth.



## Alyssa Adams

Alyssa joined Propeller Industries with more than 10 years of Financial Planning & Analysis and General Management experience in the consumer goods, e-commerce, and technology space. She holds an MBA from Stanford and has dual degrees in Finance and Economics from Santa Clara University.

Alyssa started her career at Yahoo! as a Financial Analyst before joining Ghirardelli Chocolate. At Ghirardelli, she managed the company-wide budget and forecast process, monthly financial reviews, trade spend analysis, cost accounting, customer and product P&LS, and investment analyses. In between the first and second year of her MBA, she worked at Apple in the Corporate FP&A department. After business school, she transitioned into a general management role as Director of E-Commerce at Ghirardelli where she had full P&L responsibility of the business unit before leaving to launch her own start-up in the furniture e-commerce space.



# The FAM

Led by experts who deliver fun and actionable information, it's a gathering place for the mattress industry. It's like a campfire where you trade stories, gain perspective, share laughs, and walk away enriched and connected.

We're on a mission to serve you by communicating and curating everything you need to know about the mattress business. Our team of bedding experts are champions for the bedding business and work to connect sleep products to the life-changing benefits of better rest.

As partners with The FAM, Lifeloom will be sponsored and prominently featured on a variety of forums including podcasts, radio, tradeshow, trade racks and industry groups.



## Mark Kinsley

As President and CEO at Englander, a top 15 USA mattress brand, Mark has the privilege of leading a team focused on growing the business through sales, marketing, licensing, and merchandising. Englander mattresses directly contribute to better sleep and people becoming their best. In the mattress industry, Mark is a frequent speaker at conferences, has served on the board of the Better Sleep Council, and host a podcast dedicated to the bedding business. Furniture Today named him one of its "20 People to Watch" and was honored to be part of the Home Furnishings Business 2019 "40 Under 40." Mark is also the co-author of the #1 Amazon Best Seller "Come Back to Bed," a book written to help businesses build brands and drive foot traffic to their stores.

## Mark Quinn

Co-founder of the Spink and Co bedding company. They grow hemp and flax on our 300-acre farm in the countryside of Yorkshire, England and combine that with the wool from their sheep and craft some of the most comfortable beds in the world. The Queen likes what they do so much that she brings the team to Buckingham Palace for tea and gives awards. Mark believes that great sleep is essential to a happy life and the products they make can deliver on that promise. Mark loves this industry so much that he produces the Galaxy's Greatest Mattress Podcast along with his good friend Mark Kinsley called Dos Marcos and has a media property at fam.news that covers the entire category.

# Revenue Model

# Revenue Model

Lifeloom is committed to developing a digitally native direct to consumer brand selling via lifeloom.com, amazon and an exclusive set of strategic online partners.

We plan on partnering with forward thinking hospitality, healthcare and brick-and-mortar to fuel visibility for direct to consumer sales online.



Licensing interest remains high but has yet to be pursued aggressively

———— Average  
Order Value  
**\$349.99**

———— COGS  
\$100.00  
**Expected to drop  
in 2022 to <\$70**

# Manufacturing

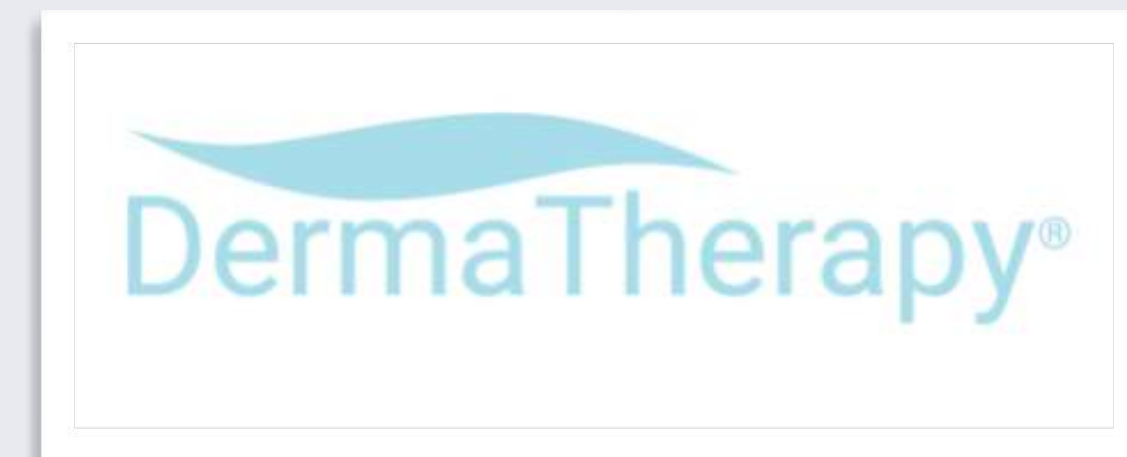
# Precision Fabrics Group

PFG was created in 1988 as a privately-held company. The Company has evolved from a traditional textile manufacturer into an engineered materials business, focused on highly technical, high-quality woven and non-woven materials.

Today, PFG employs approximately 600 associates and operates three plants in the U.S. PFG was the first ISO-qualified textile supplier in the USA and has been ISO-registered to 9001 since 1993. PFG is also an investor and shareholder of Lifeloom.

## Agreement Highlights:

- Exclusive online and retail rights
- 65 Day Payment Terms
- First rights to negotiate for Dermatherapy





# Forecast - 3 Year

## Highlights & Assumptions:

- Cashflow Positive ETA - August 2022
- ROAS starts at 1.2 and adjusts to 3.0
- COG estimate of 45% of Sales
- COG reduction of 5% per quarter or 30%
- Retail estimate based on contractual terms

	2022	2023	2024
DTC Revenue	\$4,172,336	\$21,926,365	\$32,388,708
DTC COGS	\$1,893,126	\$9,866,864	\$14,574,919
Wholesale Rev.	\$1,875,000	\$10,375,316	\$15,916,848
Wholesale COGS	\$1,283,000	\$6,847,708	\$10,505,120
Media	\$1,735,070	\$7,674,228	\$11,336,048
Staff & G&A	\$606,500	\$817,500	\$840,000
EBITDA	\$529,640	\$7,095,380	\$11,049,470
EBITDA %	12.69%	32.36%	34.12%

# Capital Raise

# Capital Raise

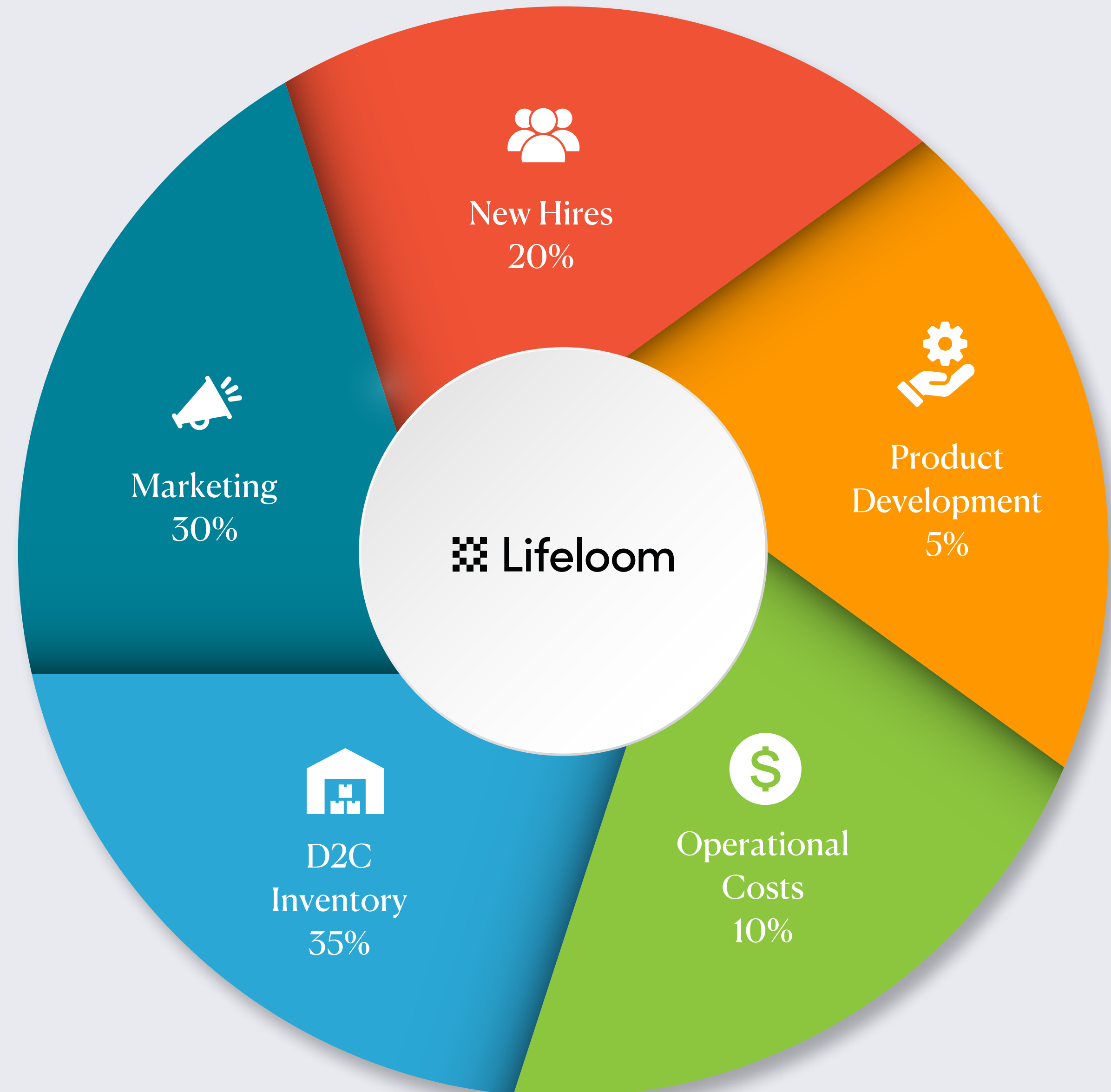
**\$1M-\$2M**

—— at a ——

**\$10MM**  
Post-Money Valuation

# Use of Funds

- Marketing - 30%
- New Hires - 20%
- Product Development - 5%
- Operational Cost - 10%
- D2C Inventory - 35%



# Digital GTM Plan

**Goal:** Build the Lifeloom Brand online focusing on clinical claims and condition keywords leveraging both in-house expertise and member owned assets

**Strategy:** With a fully optimized website and Amazon presence combined with multi-threaded messaging and unmatched creative assets, Lifeloom will synergize paid media, organic, and email to build a healthy digital omni-channel system that introduces the correct customers with known ailments that Lifeloom addresses.

**Paid Media:** Lifeloom recently launched with paid search on Google and paid social on Facebook/Instagram serving ads by targeting ailments for people actively searching for our established keywords and claims.

**What's Next?:** There are two main areas we will expand into: programmatic advertising (advanced audience targeting for specific conditions and ailments) as well as organic social.

**Organic Social:** The next logical step is to create a marketable base of followers, create social proof on the product, as well as providing meaningful responses to messages and ads, establishing a trustworthy brand.

**Execution:** Lifeloom founders collectively own and have deployed world class agencies including Standard Black, Optimatic, Elevated, Audacity and Emerged.

STANDARD BLACK  
LA - NY

Optimatic

ELEVATED  
INTERNET MARKETING

EMERGED





# Coming Soon

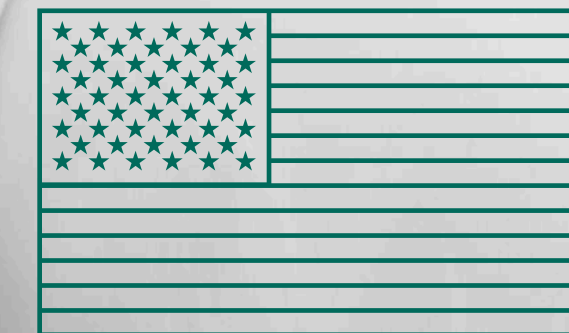
# Pipeline Opportunities

- Infant Sheeting
- Children's Sheeting
- Fabrication updates i.e., Silver, Pima Cotton, Oregano Oil etc.
- Licensing Deals
- Towels & Wash Cloths
- Pajamas
- Face masks / Sleep masks

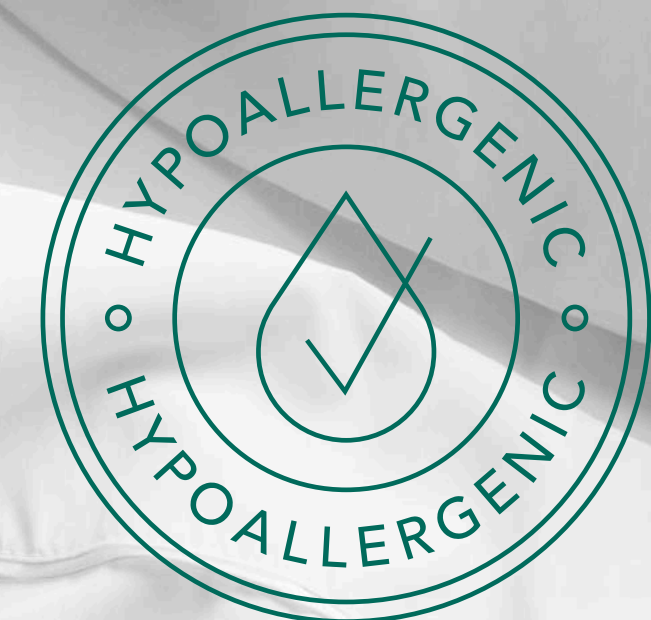


# Certifications / Attributes

- Given 510(k) clearance by the FDA as a Class I Medical Device for the treatment of atopic dermatitis and eczema – the first bed linens to achieve that classification.
- Given 510(k) clearance by FDA as a Class I Medical Device for bed sores / pressure sores.
- Sheets are made in the USA.
- Sheets are anti-microbial & hypoallergenic.
- Only clinically-proven therapeutic bedding on the market, DermaTherapy® technology has 3-5x the lifespan of traditional cotton bedding, and will not fray, pill or shrink even with extensive laundering.



MADE IN USA



# Materials



Fabricated from a light-weight, plain-weave fabric woven of 100% synthetic yarns.

The fabric is made up of approximately 50% polyester and 50% nylon.

Crafted with 285 threads per square inch and weighs 2.33 ounces per square yard - 60% less than the weight of a polyester/cotton fabric.

The yarns in the fabric are formed from continuous filament fibers, with no fibers projecting beyond the planar surface of the fabric, preventing skin irritation (Fig. 1).

The silklike fabrics have a release finish, so that creams, body fluids, and oils are completely removed in laundering.



Standard Polo/Cotton Bedding Fabric



Silk-like Bedding Fabric

**FIGURE 1.** Photographic comparison of standard bedding fabric and silklike bedding fabric.



**The DermaTherapy® technology incorporates a durable antimicrobial finish to the fabrics during the polymerization process, which may be effective in preventing growth of *Escherichia coli* and *Staphylococcus aureus* on the skin.**

The silklike fabrics have no dyes or other chemicals that can leach out over time. They can be laundered in a high temperature wash at home.

The fabric is designed to rapidly wick moisture, to control odors and bacteria on the fabric, and to provide a smooth sleep surface for patients with sensitive skin.





# Psoriasis / Eczema



**Eczema and psoriasis sufferers experience fragile skin with sweating and itching and can severely impact quality of sleep.**

- Nearly 15 million Americans have eczema, and 6 to 7 million more suffer with psoriasis.
- Eczema is one of the most common inflammatory skin diseases of childhood.
- DermaTherapy®'s innovative microfiber fabric technology doesn't contain any of the abrasive fibers that are commonly found in cotton sheets.
- The result is skin-friendly bedding that increases comfort & reduces friction by 35%.



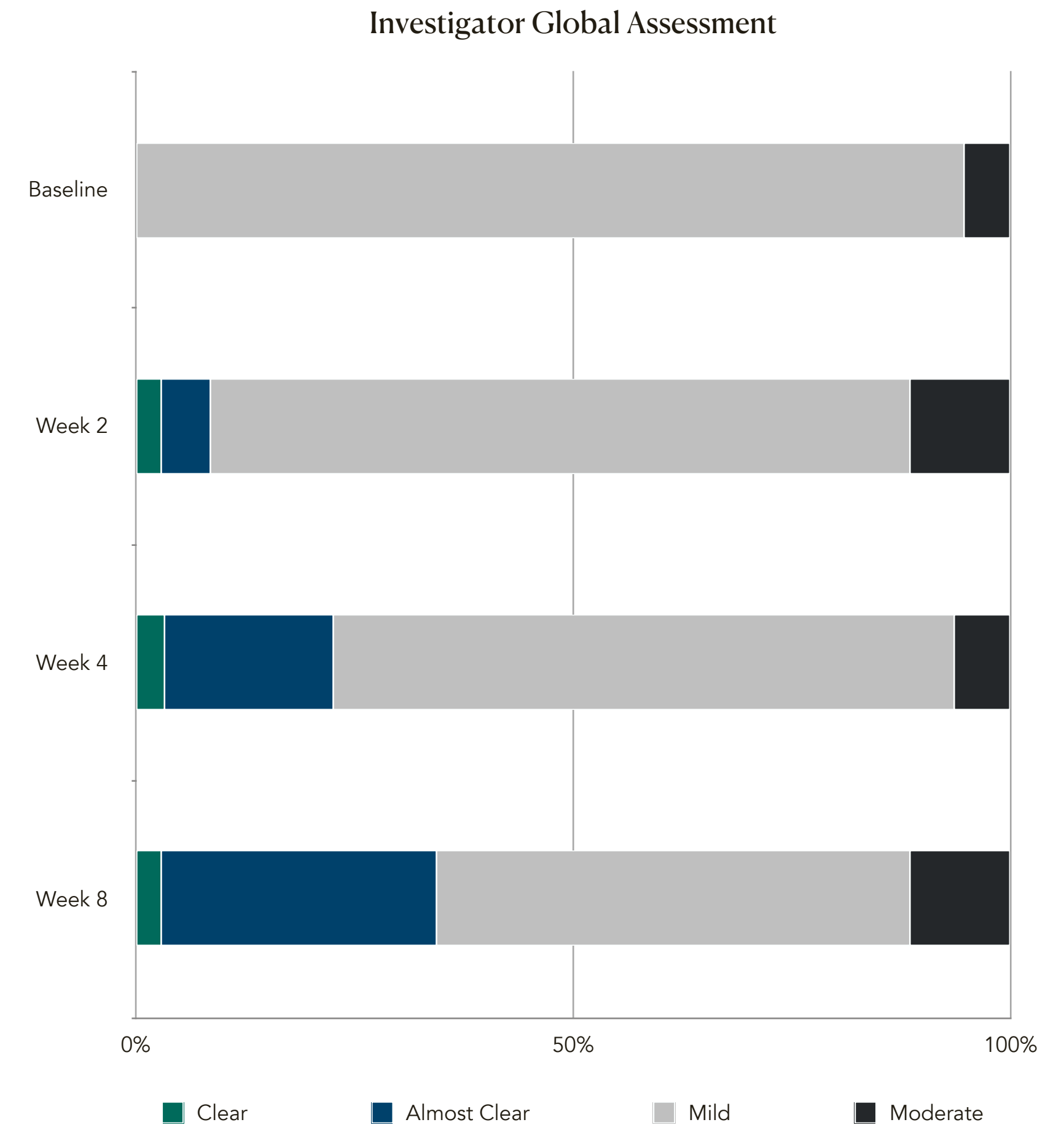


## Use of a Silklike Bedding Fabric in Patients with Atopic Dermatitis

The Department of Dermatology, School of Medicine at Wake Forest University conducted an 8-week clinical trial involving patients with mild eczema and/or psoriasis.

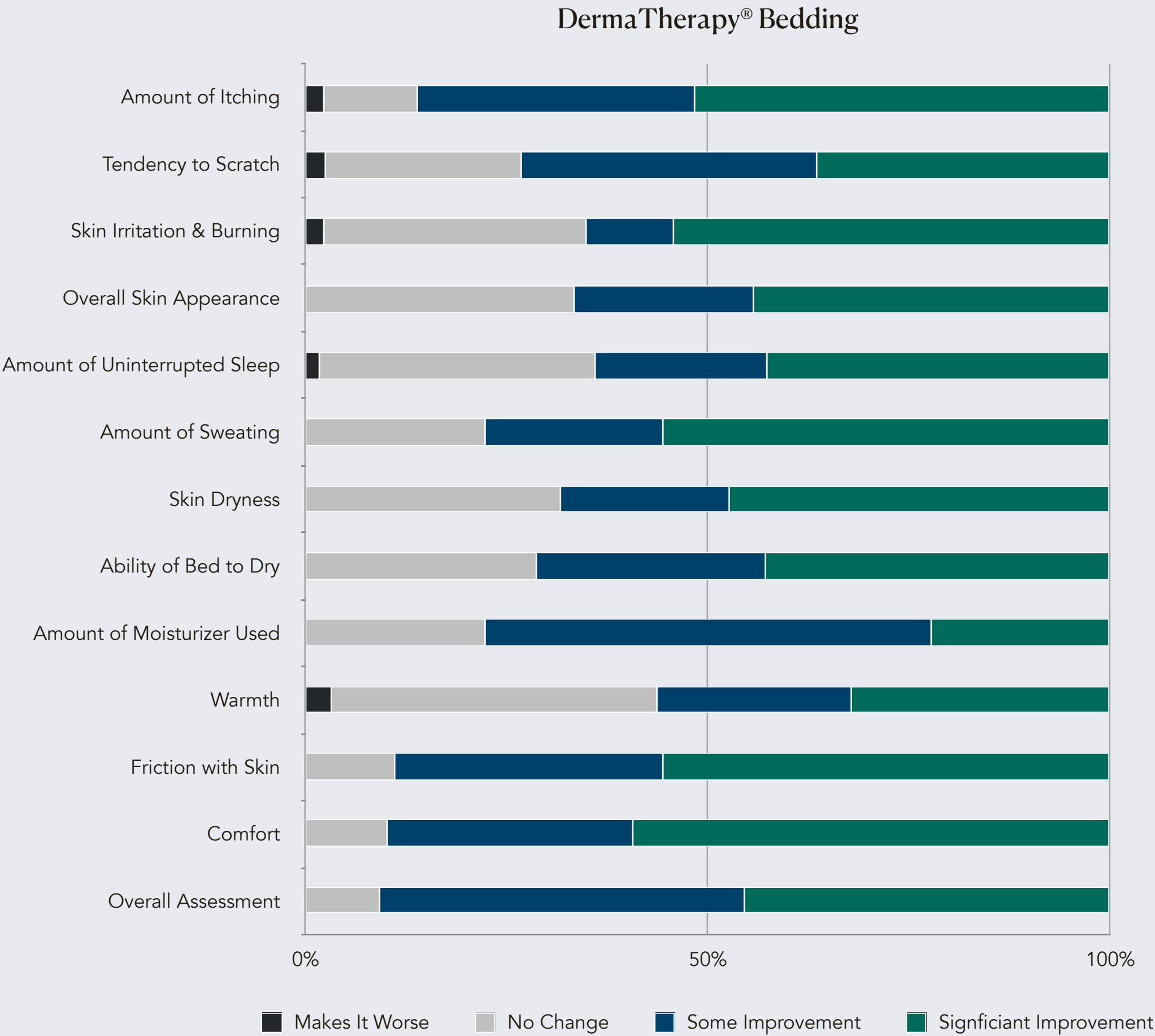
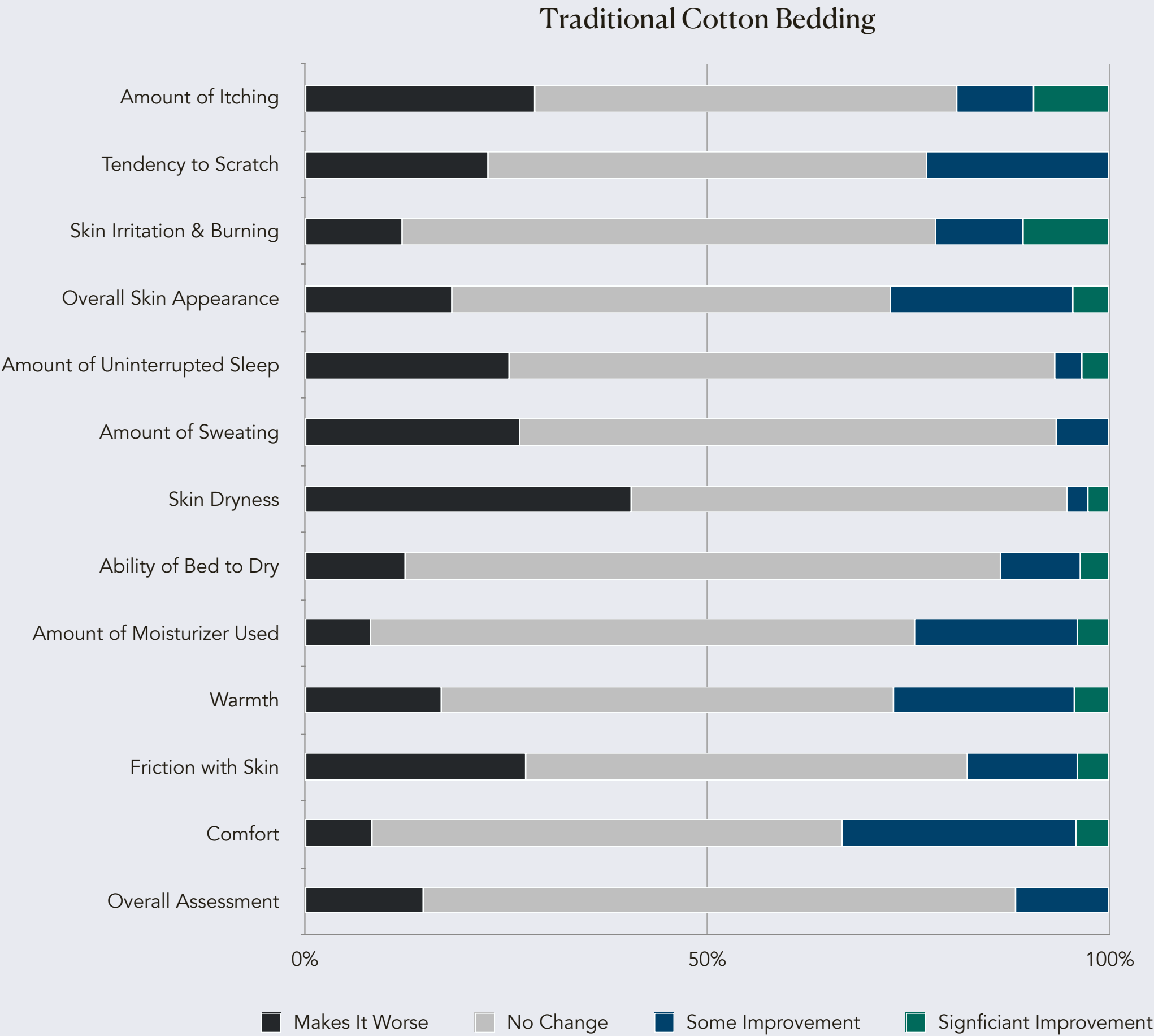
Compared to their current cotton bedding, participants saw:

- Statistically significant improvements & reduced severity of atopic dermatitis & itchiness.
- Improved skin appearance.
- Improved skin moisture.
- Better uninterrupted sleep.



**FIGURE 2.** Investigator Global Assessment severity score shows overall decrease in severity of disease at completion of study

# “Quality of Life” Assessment





**In comparison with regular cotton sheets, the use of DermaTherapy® linens produced the following results in a Quality of Life (QOL) survey of 14 mothers of children suffering from eczema, psoriasis, or atopic dermatitis:**

- 100% reported that DermaTherapy® sheets dried better (quicker).
- 92.3% reported an overall improvement in their child's skin condition.
- 85.7% reported that their children were more comfortable.
- 85.7% reported a decrease in the amount of friction with the skin when their child moved around in bed.
- 85.7% reported an increase in the amount of moisture retained by the skin (less incidence of dry skin).
- 76.9% reported a reduction in the amount of moisturizer used.
- 46.2% reported an improvement in temperature control and 92.3% reported a reduction in the amount of sweating.





# Acne



**Cotton pillowcases are notorious for accumulating harmful bacteria and retaining moisture that causes inflammation and breakouts.**

**Soothing pillowcases crafted from DermaTherapy® fabric technology have been clinically proven to reduce inflammatory acne by over 49% compared to traditional cotton pillowcases.**

**Pillowcases with DermaTherapy® fabric technology offer:**

- Hypoallergenic Sleeping Experience.
- Wicking Technology.
- Antimicrobial Finish.



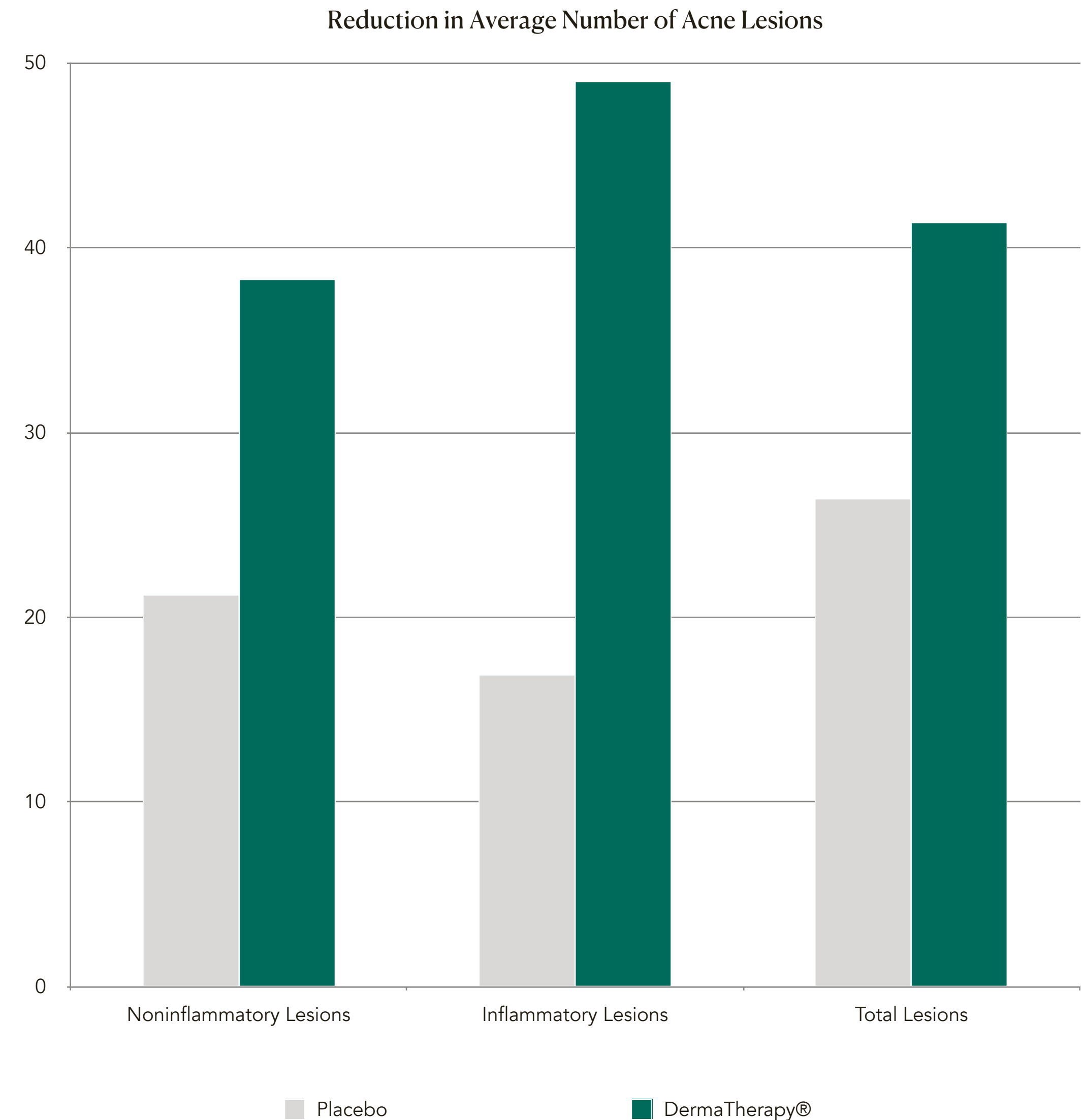


# Acne Clinical Trial

The Department of Dermatology, School of Medicine at Wake Forest University completed a 12-week clinical trial involving participants who had facial acne.

Both standard pillowcases and DermaTherapy's® medical-grade pillowcases were used by patients. Compared to standard pillowcase users, participants who used pillowcases with DermaTherapy® technology experienced:

- 49% reduction in inflammatory lesions.
- 40% fewer non-inflammatory spots.
- 35% less facial friction.





# Night-sweats / Menopause

# Night-sweats / Menopause Clinical Studies

The only bedding clinically proven to improve sleep quality for people suffering from night sweats, hot flashes, or menopause.

The unique DermaTherapy® microfiber technology helps to cool and dry through a process that transfers heat and moisture away from the skin. When the moisture evaporates, the air becomes cooler via an endothermic process.

Improvements were reported in the following parameters:

Study Parameters	Cotton Bedding	DermaTherapy® Bedding
Ability to get sleep	23%	61%
Amount of uninterrupted sleep	12%	56%
Ability to keep cool	17%	95%
Ability to move freely in bed	28%	89%
Ability to keep dry	17%	82%
Amount of sweating	17%	89%
Effect on performance	11%	45%
Improved comfort	28%	84%
Overall assessment	22%	89%

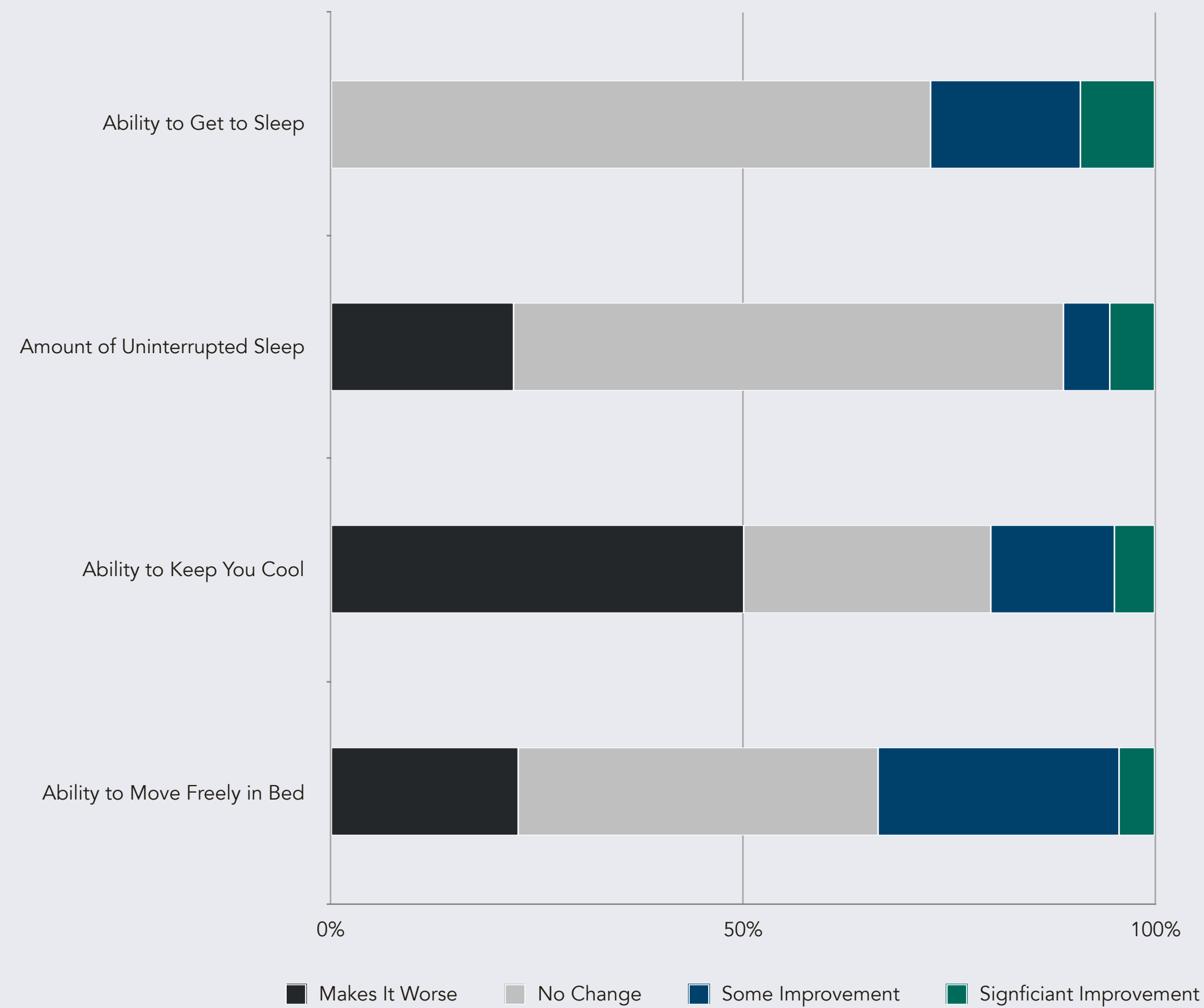


# Insomnia

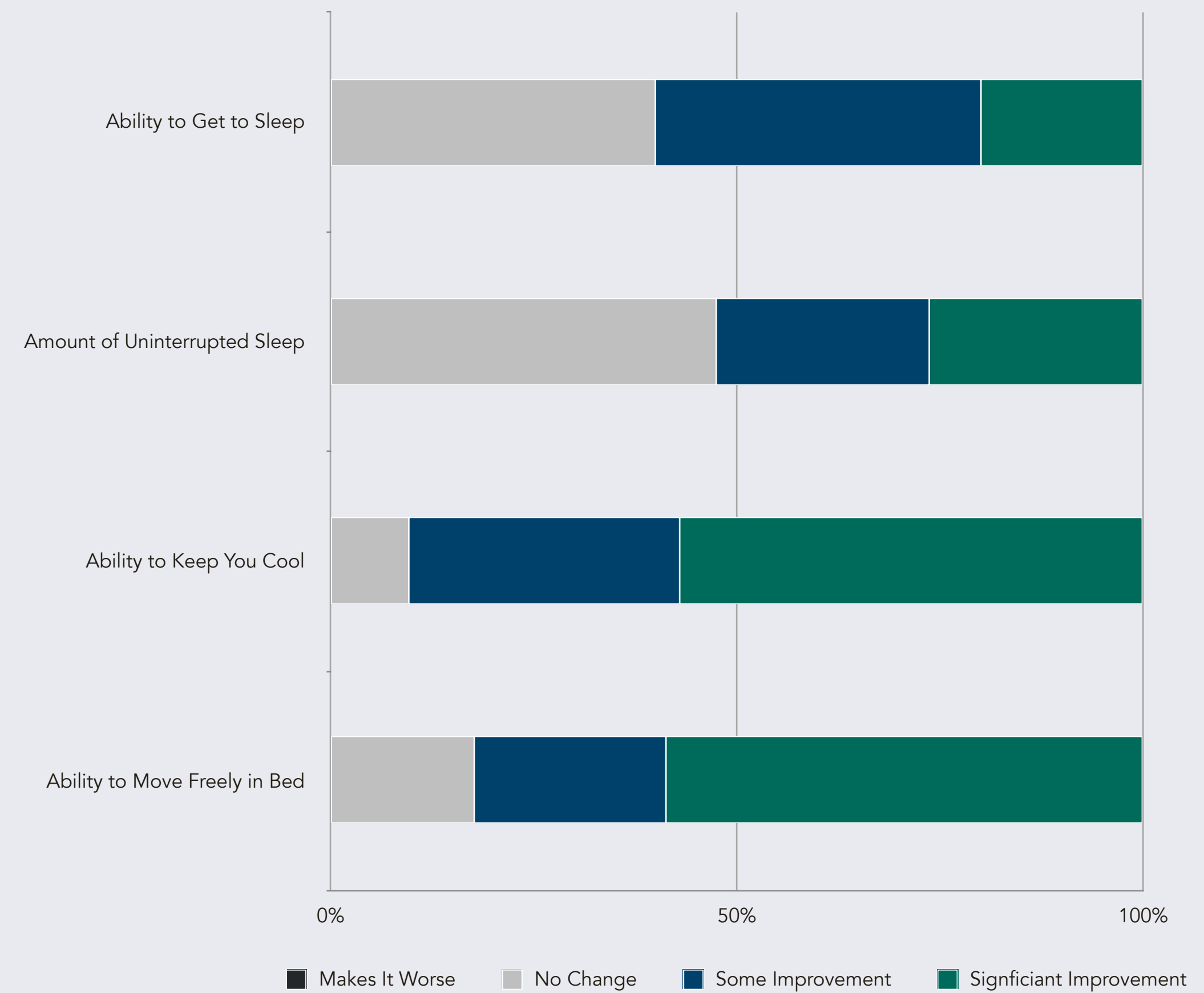
# Insomnia Clinical Studies

DermaTherapy® bedding technology is the world's first and only clinically proven to improve sleep quality by up to 80%.

Assessment of Traditional Cotton Bedding at Baseline



Assessment of DermaTherapy® Bedding After Four Weeks





# Bed Sores / Pressure Sores

**DermaTherapy® bedding technology is recognized by the FDA as a Class I Medical Device for bed sores.**

**When compared with standard hospital bedding for 307 patients at risk of pressure wound development in an acute-care renal unit over a six-month period, DermaTherapy® bedding resulted in:**

- 62% fewer bedsores developed.
- 90% more bedsores resolved.
- 40% fewer bedsores at discharge.
- 11% fewer days in the hospital.





Thank You.

STANDARD BLACK