



## **Headspace Fact Sheet**

### **About Headspace**

- Founded in 2010 by Andy Puddicombe and Rich Pierson, Headspace is a global leader in meditation and mindfulness through its meditation app and online content offerings.
- Headspace is backed by co-founder Andy Puddicombe's deep knowledge of the time-honored tradition and practice of meditation, coupled with his expertise at translating those learnings into modern day applications.
- Headspace has nearly 40M members across 190 countries.

### **Headspace History**

- 1994-2004: Co-founder and voice of Headspace Andy Puddicombe spends 10 years training in some of the great Buddhist centers of learning across Asia.
- 2010: Headspace first launches as an events company after Andy Puddicombe and Rich Pierson connect in London and create Headspace.
- January 2012: Headspace launches its first version of the app in the Headspace app
- June 2012: Andy Puddicombe publishes his first book, "Headspace Guide to Meditation and Mindfulness," which has since been translated into 10 languages and is sold across 25 countries
- 2013: Headspace moves its headquarters from London to Santa Monica, California.
- July 2014: Headspace launches a V2 of the app.
- June 2017: The New Headspace launches after years in development. It features a whole new look and feel, new animations, and even more content.
- 2017: Headspace launches voice skills on Amazon Alexa and Google Assistant.
- June 2018: Headspace announces 30M members and 1M paying subscribers, along with the creation of new digital health subsidiary, Headspace Health.

### **How It Works**

- Download the Headspace app for free from the Apple App Store or Google Play Store
- You can start learning to meditate right away with Headspace's free Basics pack and other bite-sized minis.
- To unlock additional content, paid subscription options are available which offer hundreds of meditations for everything from stress to sleep.

### **Subscription Models**

- \$12.99/mo (paid monthly)
- \$95.88 (paid annually)
- \$167.67 (two-year)
- \$399.99 (lifetime - one time payment)

### **Headspace Partnerships and B2B Offering**

- More than 300 companies offer Headspace to their employees as a health and wellness benefit including Google, LinkedIn, GE and Unilever.
- Headspace has partnered with Nike to offer Audio Guided Runs on the Nike Run Club app, and the NBA to give Headspace access to all teams and employees.
- Headspace offers voice skills on Amazon Alexa and Google Assistant
- More than 800M airline passengers annually have access to Headspace meditations through our in-flight entertainment program across 11 airlines (e.g. Delta, Virgin Atlantic, Jet Blue, etc.)

### **Headspace Science**

- Headspace is backed by science and is one of the only meditation apps committed to advancing the field of mindfulness meditation through clinically-validated research on our product.
- In 19 published studies in some of the leading mindfulness peer-reviewed journals, Headspace has been shown to have favorable outcomes of interventions including [reduced stress](#), [improved focus](#), [increased compassion](#), and [decreased aggression](#).

### **Headspace Health**

- In June 2018, digital health subsidiary, Headspace Health, was announced.
- Headspace Health is pioneering new ways to incorporate the Headspace meditation experience into digital medicine.
- Headspace Health is on-track to deliver the world's first prescription meditation app in 2020 when the company anticipates its first product in a portfolio of newly developed, clinically-validated and FDA-cleared meditation programs specifically designed to treat a broad range of stress-related chronic diseases.

### **Website + Social Media**

[www.headspace.com](http://www.headspace.com) / [Facebook](#) / [Twitter](#) / [Instagram](#)