

## PILLOW PROBLEMS

- 1 OVERWHELMING OFFLINE EXPERIENCE
- 2 CONFUSING ONLINE EXPERIENCE
- 3 THE RIGHT PILLOW CAN DRAMATICALLY BETTER YOUR SLEEP
- 4 BUT THE RIGHT PILLOW CAN BE SO HARD TO FIND



## CUSTOMER LOVE

★★★★★ (4.8/5)

Based on 570 reviews

I received my pillow yesterday just in time for recovery from my surgery and can't tell you I don't know what I would do without @plutopillow it

My first night with Pluto was amazing! I feel like I actually got a great night's sleep AND the next pain usually wake up with even less!

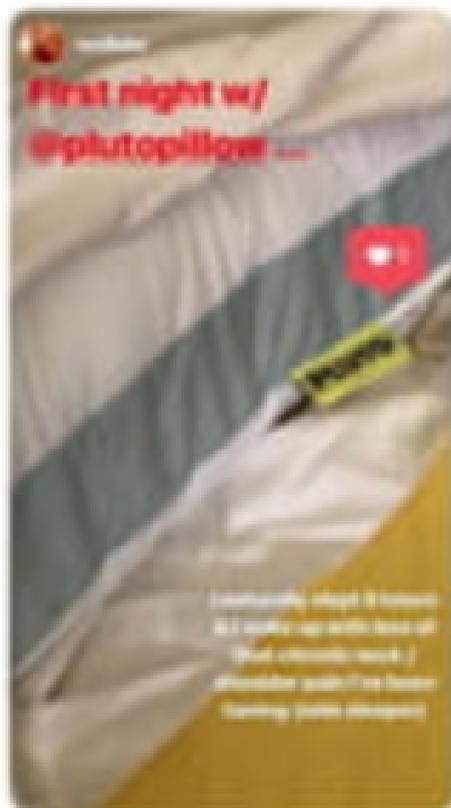
Usually I wake up several times a night to adjust or flip my regular pillow but last night with the Pluto I literally did not wake up to adjust ONE TIME! I only woke up once to take my pain meds and then went right back to sleep. From someone who has struggled her whole life with sleep issues, THANK YOU! Your product is impacting my life for the better. 🙏

I normally sleep 8 hours  
I'll wake up with less of  
that chronic neck /  
shoulder pain I've been  
having since surgery

80



3



# TEAM



U.S. Discount Center Corp.

Susana Stanley, co-founder and CEO - founded/built/bought toilet paper brand, Kopp, which went on to become the #1 selling brand on both sides of Amazon. She has also launched and scaled Smart Shopper, a discount retail destination, leveraging her former goods supplier relationships to launch Pluto.



Kevin Li, co-founder and CTO, was previously an operations manager at ePCOL, a consumer electronics distributor with customers such as Newegg, Fry's, Menards, and HDX. Managed one of the largest flash memory sellers on Amazon.

## Investors:



Charlie Cheever  
Founder of QUORA



Tracy Lawrence  
CEO of CHEESE



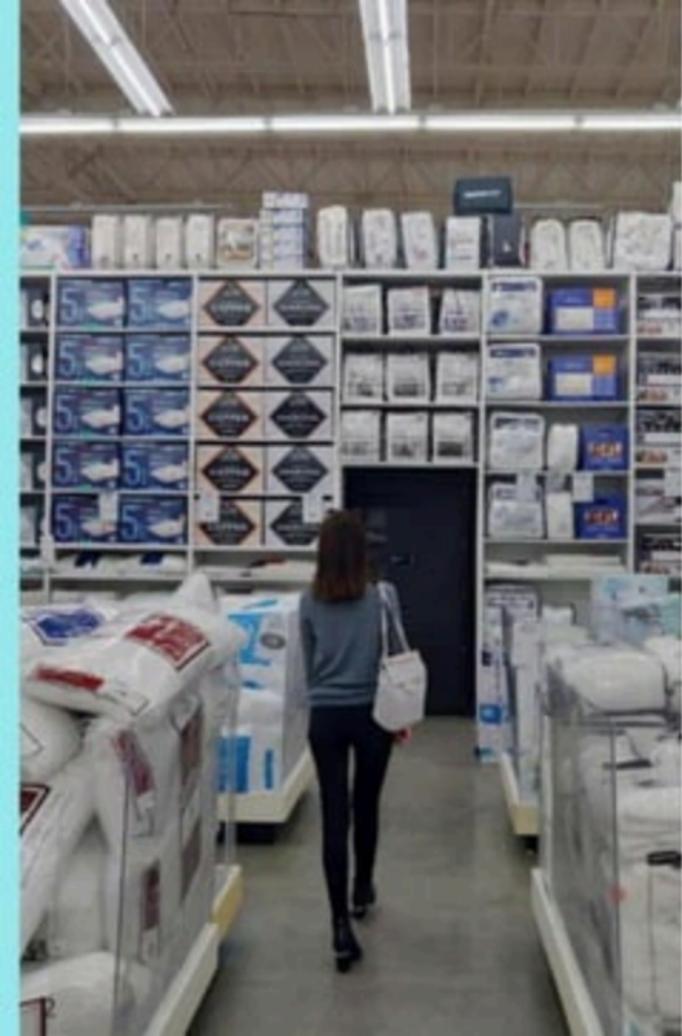
Matt Munson  
Founder of Twenty20



500 Startups  
March 26

## PILLOW PROBLEMS

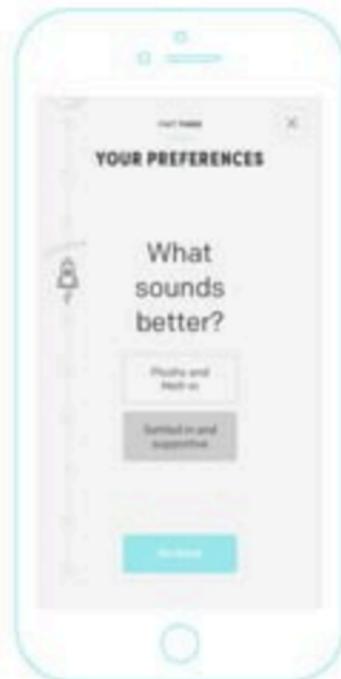
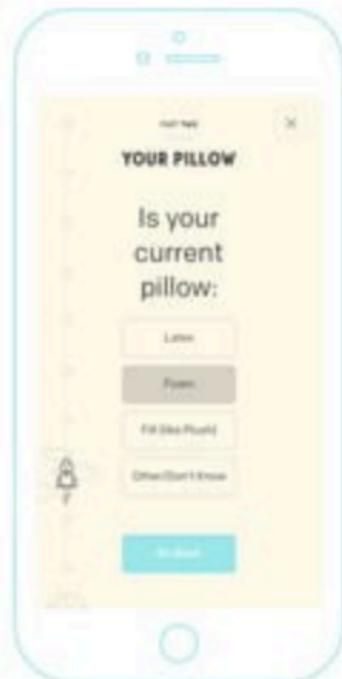
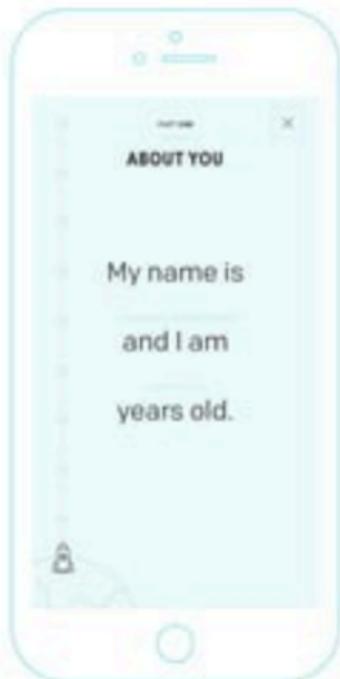
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## WHAT WE KNOW

- 80% OF SHOPPERS ARE MORE LIKELY TO BUY FROM A COMPANY THAT OFFERS PERSONALIZED EXPERIENCES.\*
- CONSUMERS ARE INVESTING MORE MONEY INTO HIGHER PRICED PREMIUM PRODUCTS TO GET BETTER SLEEP.
- PILLOWS ARE THE SECOND MOST REPLACED ITEM IN THE BEDROOM.

# ENTER PLUTO PILLOW



## MODULAR HYBRID DESIGN

Over 35 possible pillow variations\*.  
Other brands have at most 3-5 SKUs.

**1 INNER FOAM CORE FOR THE BEST SUPPORT**

Core firmness, thickness, other properties depend on customer data

**2 PLUSH OUTER COVER FOR THAT FAMILIAR PLUSH FEELING**

Number of fibers, fiber thickness and outside material also depend on customer data

\*Patented

**FAST  
COMPANY**

**BUSINESS  
INSIDER**

**Forbes**

**COSMOPOLITAN**

*Esquire*

PLUTO

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## TRACTION

- 1 LAUNCHED IN 2018
- 2 OVER 570 REVIEWS, 4.8 STARS
- 3 FEATURED IN FORBES, FAST CO, BUSINESS INSIDER.  
MORE THAN 30 ARTICLES IN PUBLICATIONS (NO AGENCIES)

## CUSTOMER LOVE

★★★★☆ (4.8/5)

Based on 570 reviews

I received my pillow yesterday just in time for recovery from my surgery and can I just tell you I don't know what I would do without it!!!! LOVE it

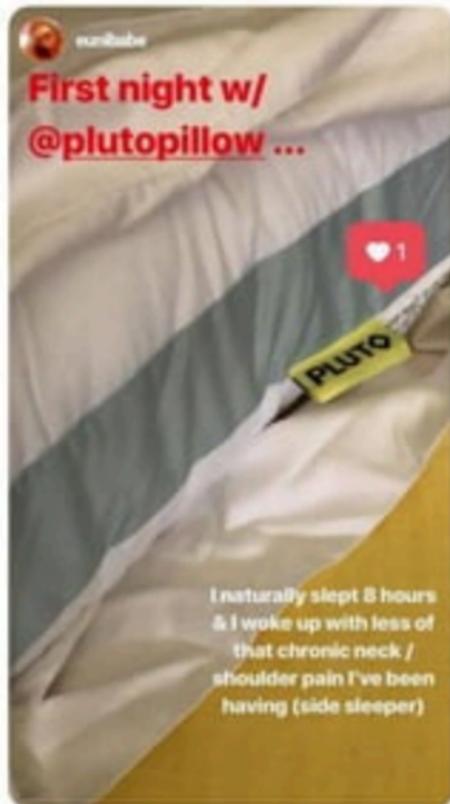
My first night with Pluto was amazing! I feel like I actually got a great night's sleep AND the neck pain I usually wake up with wasn't there!

Usually I wake up several times a night to adjust or flip my regular pillows but last night with the Pluto I literally did not wake up to adjust ONE TIME! I only woke up once to take my pain meds and then went right back to sleep. From someone who has struggled her whole life with sleep issues, THANK YOU! Your product is impacting my life for the better. ♥

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30 DAY NPS

SHARE GRAPH



# EARLY MARKET VALIDATION

[www.plutopillow.com/pages/press](http://www.plutopillow.com/pages/press)

THIS STARTUP MAKES  
COMPLETELY  
PERSONALIZED PILLOWS  
THAT FIT YOUR EXACT  
SLEEPING NEEDS

"Having tested a variety of pillows in the past, I could tell immediately that no other pillow comes close."

**BUSINESS  
INSIDER**

MILLENNIAL-OWNED  
PLUTO PILLOW  
WANTS TO KNOW WHAT  
YOU'RE DOING IN BED

"Buyers take an online survey that asks about their sleeping position, current mattress, heat preferences and more, and Pluto Brand builds a custom pillow based on the user's information."

**Forbes**

MY SEARCH FOR  
THE MOST PERFECT  
PILLOW ON THE PLANET  
HAS ENDED

"So when Pluto came onto the scene earlier this year offering custom-made pillows well under \$100, I was ALL IN."

**bravo**

Over 30 articles earned through DIY approach (email pitches). \$0 spent on PR agency.

# TEAM



Kora



U.S. Discount Center Corp.

Susana Saeliu, co-founder and CEO - founded bamboo toilet paper brand, Kora, which went onto become the #1 selling bamboo bath tissue on Amazon. She has also launched and scaled Smart Shopper, a discount retail destination, leveraging her home goods supplier relationships to launch Pluto.



ePOX international  
Progressive Interest

MEMORY  
WHIZ

USECOZONE

SAWI  
Power the Future

Kevin Li, co-founder and CTO, was previously an operations manager at ePOX, a consumer electronics distributor with customers such as Newegg, Fry's, Menards, and HSN. Managed one of the largest flash memory sellers on Amazon.

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## Investors:



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Matt Munson  
Founder of Twenty20



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## TAKEAWAYS

- THE CURRENT PILLOW BUYING PROCESS IS DIFFICULT AND CONFUSING.
- THROUGH CUSTOMIZATION, DATA, AND OUR BRAND, WE'RE CHANGING THE WAY THE INDUSTRY THINKS ABOUT A HIGHLY PERSONAL PRODUCT THAT EVERYONE NEEDS.
- HIGHLY LOYAL CATEGORY
- WITH CURRENT CONSUMER BEHAVIOR SHIFTS, IT'S NOW THE PERFECT TIME TO REINVENT A CATEGORY AND DOMINATE THE PILLOW MARKET.