



MATYA[®]

Let's make sleep matter.

МАТЯ.



МАТЯ.



Großglockner

3798m

**1.4 million
mattresses end up
as waste in Austria
every year.**

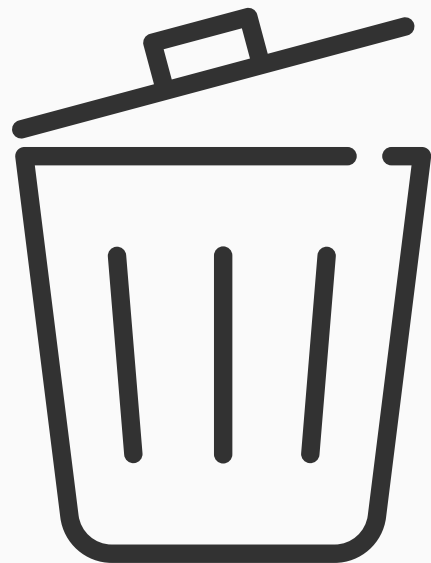
МАТЯ.





**That's equivalent to
81x
the Großglockner,
Austria's highest
mountain.**

Linear
Economy



Sortieren von Hunderten von Tonnen Kleidung in einer stillgelegten Fabrik für eine soziale Mission namens Clothing the Loop in Kambodscha
(c) Francois Le Nguyen / Unsplash

Linear
Economy

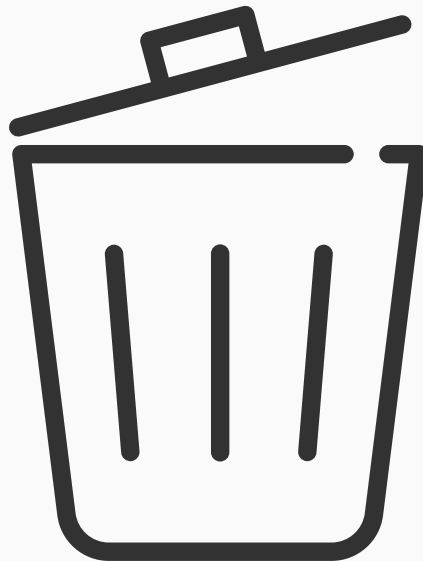


Recycling
Economy

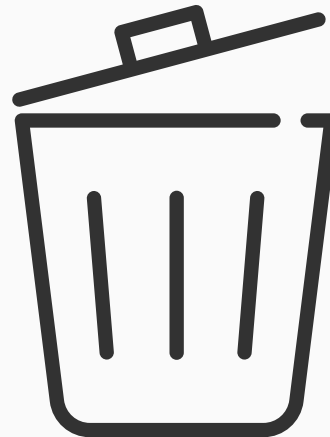


PET Flaschen gesammelt für Recycling im Fluss Tisza in Ungarn
(c) Mihály Köles / Unsplash

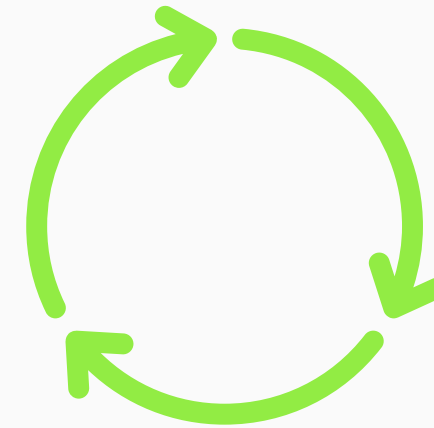
Linear
Economy



Recycling
Economy



Circular
Economy



МАТЯ®
Let's make sleep matter.



Mattresses are a cost burden for hotels.



Hotels need to reduce CO2 by **66%** per room by **2030**

INTERNATIONAL TOURISM PARTNERSHIP



Mattress purchasing and end of life disposal costs significant time and money.



Hotels must stand out in a competitive market and ensure high quality sleep experiences for guests.



Incoming waste and sustainability regulations are confusing and costly.

Sleep & Hotel Guests



78% of guests who experience high sleep quality will "definitely" return.



J.D. Power 2019 study: Sleep quality is one of the most important factors for guest satisfaction and brand loyalty



Booking.com: 70% of guests who sleep well are more likely to recommend the hotel.



The likelihood of positive online reviews increases by 25% with good sleep.



Unsere Mission

Mit unserer kreislaufwirtschaftlichen Matratzenlösung sparen Hotels **Geld** und **CO2**, während sie gleichzeitig ihren Gästen einen erstklassigen Schlaf bieten und dazu beitragen, die Verschwendung von Matratzen zu beenden.



SINCE 2022



SINCE 2023



SINCE 2024

Our Solution today:



A premium mattress.



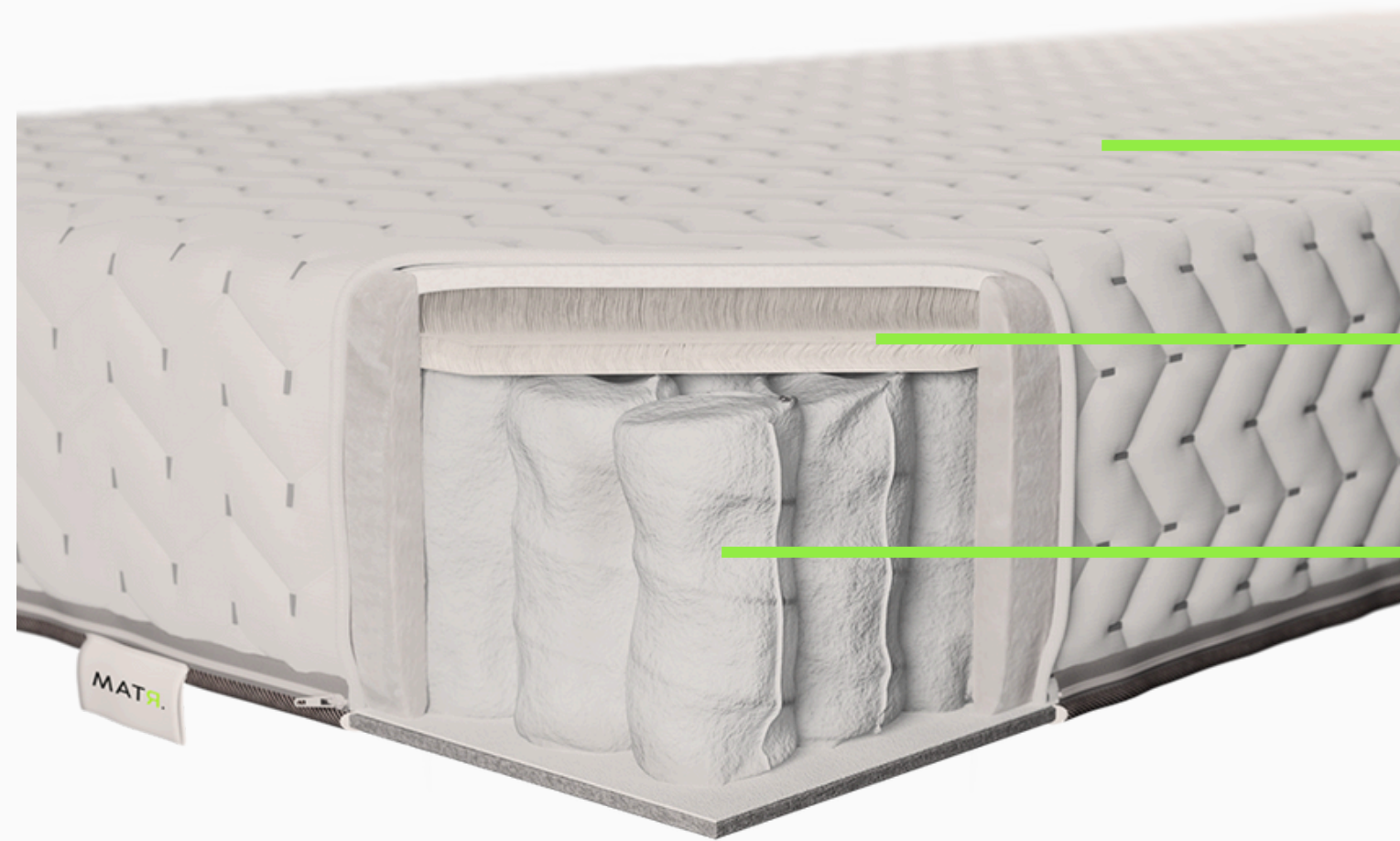
Efficient management.



Accessible financing.



The MATR[®] Circular Economy Mattress

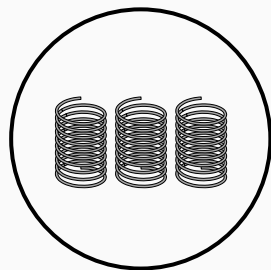


Mattress ticking made from polyester
(washable at 60 degrees)

3 breathable, supportive comfort layers
made from 3D polyester mesh

16cm steel pocket springs made
from steel and polyester

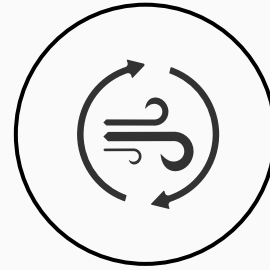
Integrated digital product passport



Edge to edge
pocket spring
core



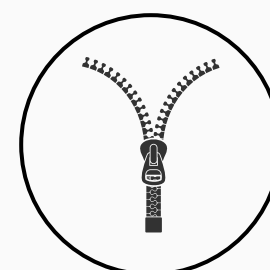
22cm comfort
height



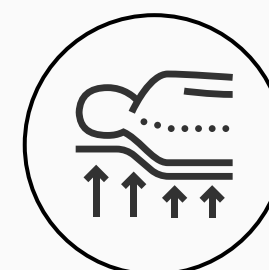
Excellent
ventilation
and cooling



5-year
guarantee



Removable
cover



3-zones of
body support



Machine
washable at
60°



EU made with
eco design
criteria

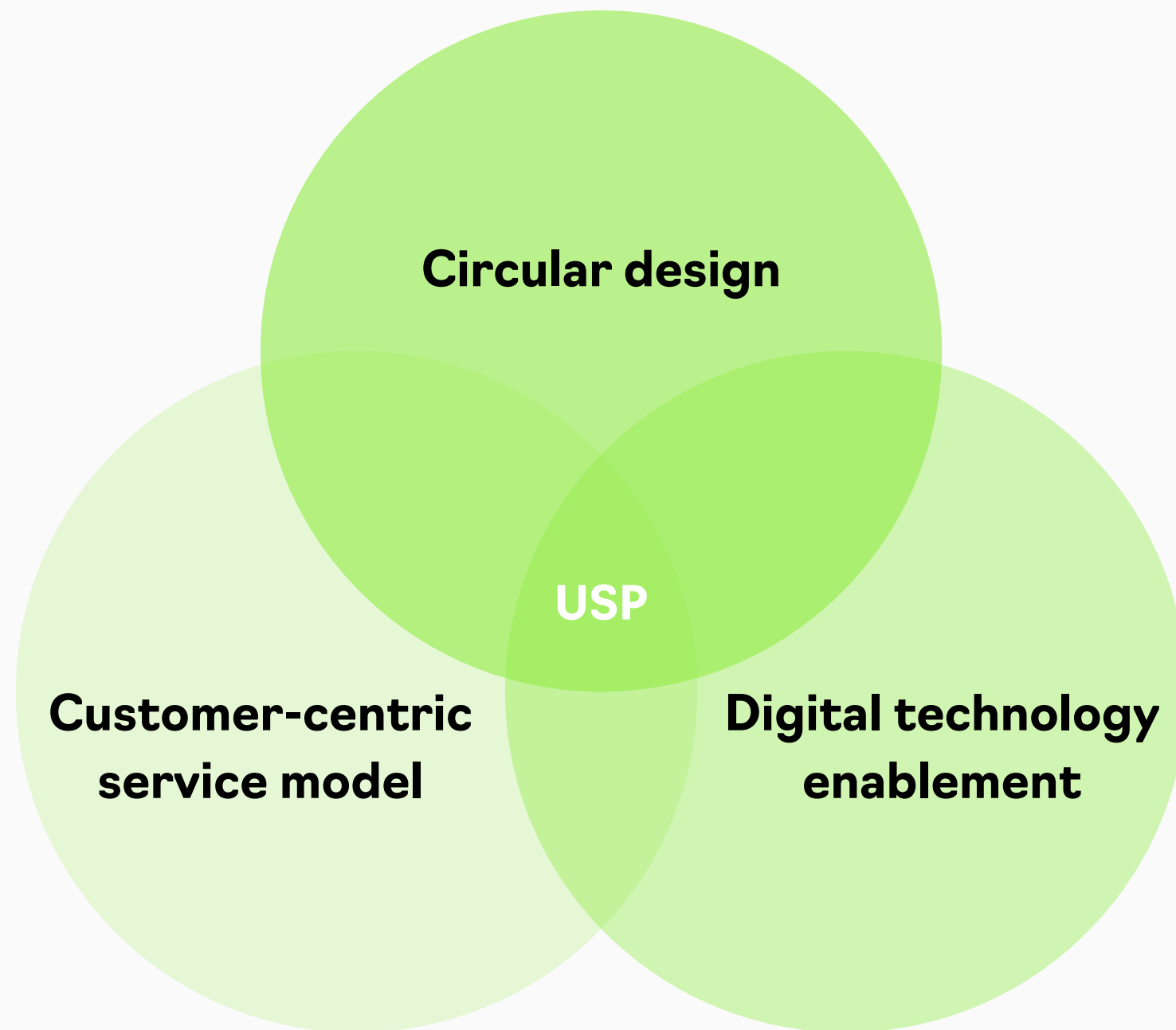


Handmade with
100% green
energy



OUR USP

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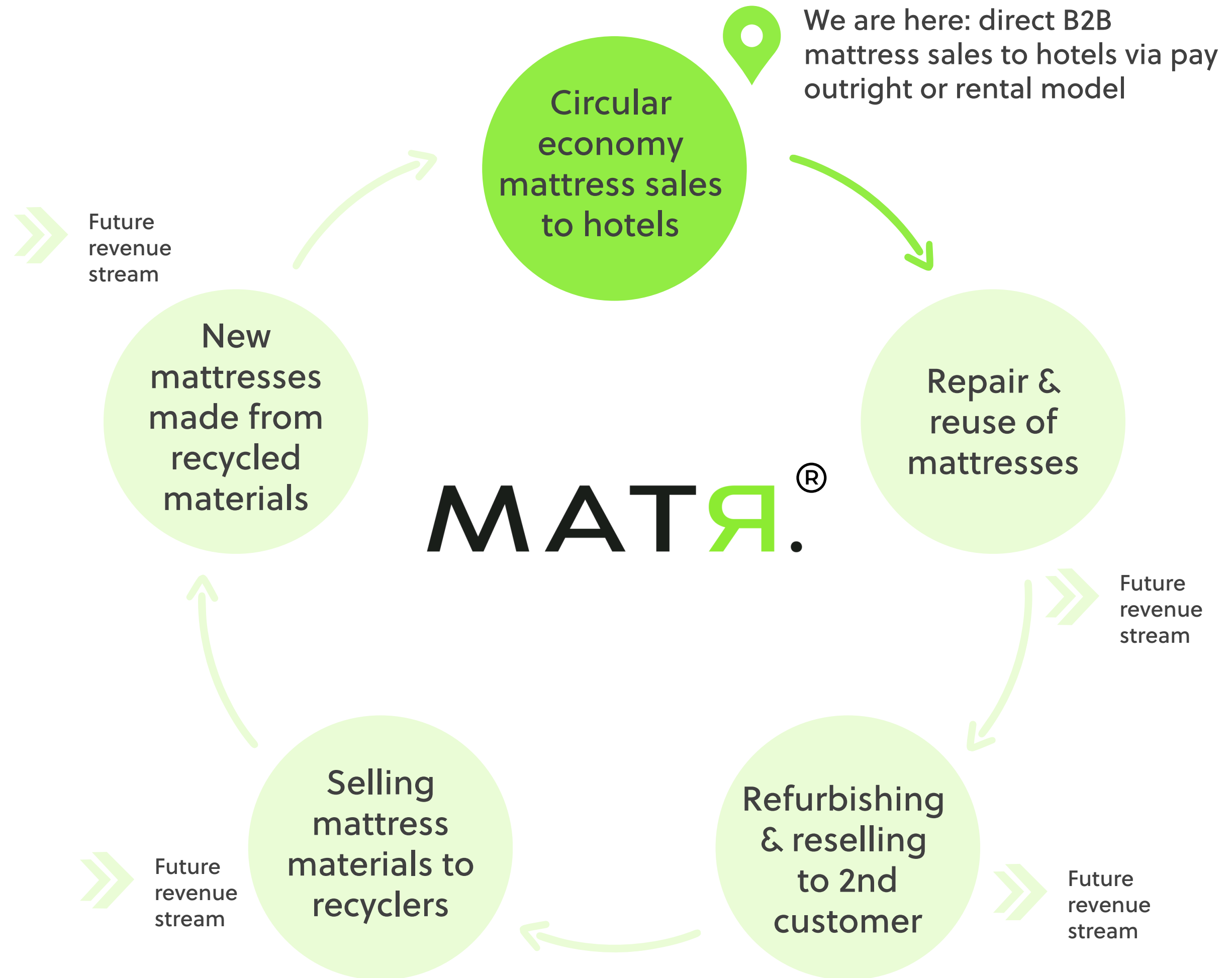
Our mattress based on circular design: made in the EU with EU suppliers, 2 high quality & fully recyclable materials plus a patented adhesive for easy reuse, repair and recycling.

Customer-centric mattress service model: including delivery, installation and take-back, ensuring easy handling, mattress management and interactive guest marketing for hotels.

Digital technology enablement: Digital Product Passport to track and output details on materials used, production, logistics, use and recycling. This provides evidence of our circularity and opens up use cases to further advance our solution.

Business Model

Creating a mattress journey enabled by digital technologies that ends mattress waste whilst creating and sustaining value.



Our Impact

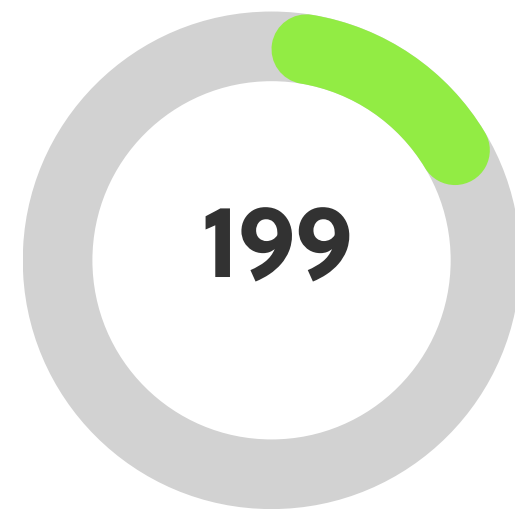
Status quo and future goals

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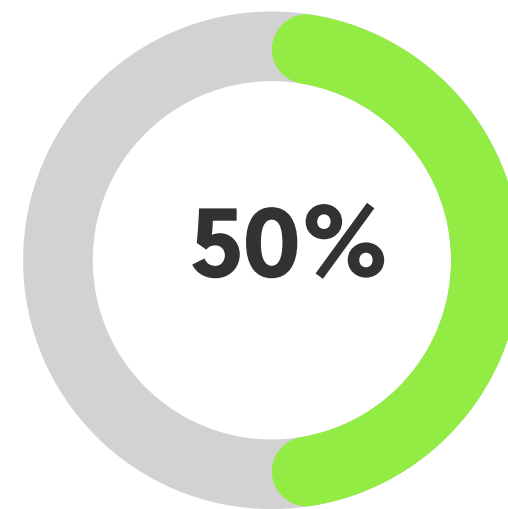
people reached via circular economy awareness efforts.

🎯 Goal = 5,000+ people by 2025



MATR mattresses in the circular economy loop

🎯 Goal = 1,000+ by 2025



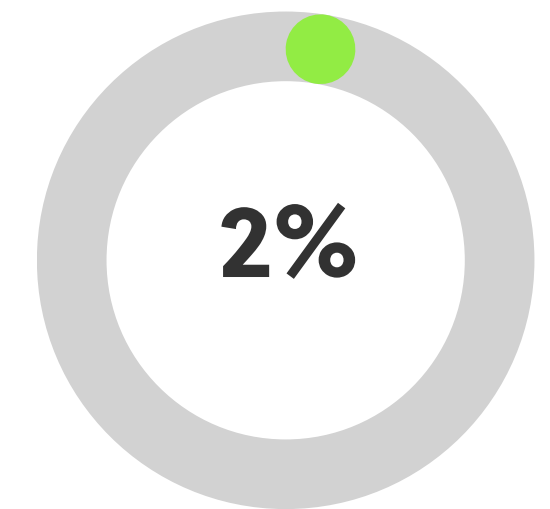
less CO2 per mattress via carbon insetting

🎯 Goal = 80% less CO2 by 2030



MATR hotel customers won

🎯 Goal = 34 by 2025



recycled content used in new mattress production

🎯 Goal = 25% by 2025

SDG's we directly address:



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The team.

Female founded
& international,
with circular economy
& innovation
consulting expertise.



Verena



Chief Dream Officer (co-founder)
Responsibility and expertise: Sales &
finances



Michaela



Chief Sleep Officer (co-founder)
Responsibility and expertise:
Marketing, product & operations



Sophia
Sales and
operations



Anelia
Finance and
marketing



Emil
Digital Product
Manager

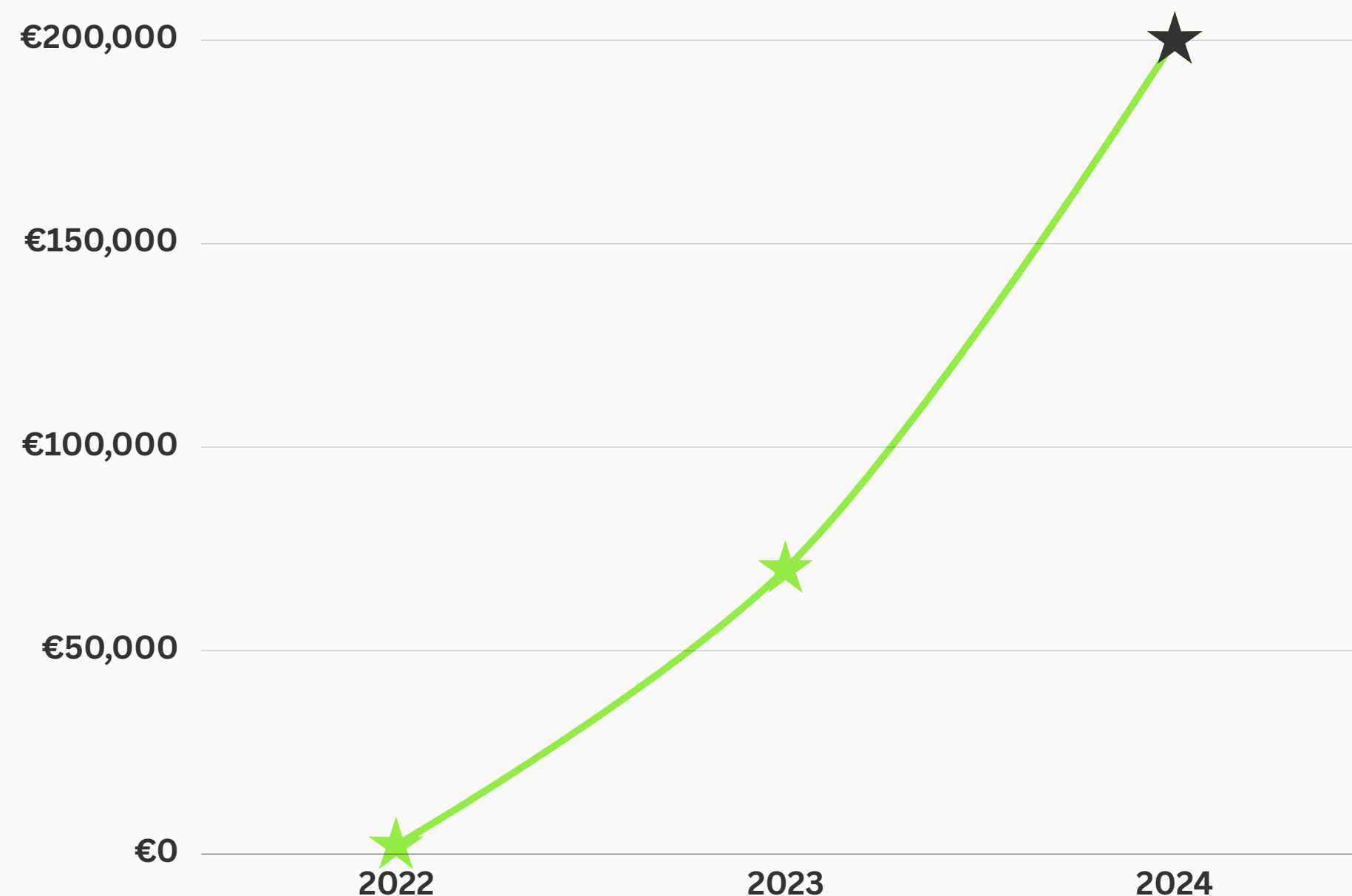


greiner
Corporate Business
Angel investor &
strategic advisor



Our traction.

Since market launch in January 2023



11 paying hotel customers



43 days average sales cycle



On track for **€200k** revenue in '24



First sales in Austria & **Germany**

The MATR[®] brand.

MATR[®].

OUR AWARDS:



Innovative Hospitality
Sustainability Service



Oeko Business Wien
Sustainability Award



United Nations - Austria
winners

Bundesministerium
Klimaschutz, Umwelt,
Energie, Mobilität,
Innovation und Technologie



Young entrepreneur
winners



SME EnterPRIZE 2024
winners

PRESS:

DER STANDARD



Beim Schlafen Gutes tun

Wer seinen Hotelgästen einen wirkungsvollen Schlaf bieten möchte, wird bei MATR fündig. Michalea Stephen und Verena Judy Mayer bieten mit ihrem Start-up kreislaufwirtschaftliche Matratzen an, die 50% weniger CO2 produzieren als herkömmliche Matratzen.

Die Presse

Circularity:
Bessere Produkte
sollen sich besser
rechnen

Matratzen ohne Abfall

In Europa landen jedes Jahr 30 Millionen Matratzen im Müll. Können Matratzen nicht so hergestellt werden, dass kein Abfall entsteht? Diese Frage stellen sich die Unternehmensleiter Verena Judy Mayer und Michalea Stephen - und die Idee zum Start-up MATR wurde geboren. In innovative Matratzenkonzepte für einen richtigen Schlaf ist das Ziel der Jungunternehmerinnen. Eine MATR-Matratze kann zehn Jahre lang benutzt werden. Danach wird sie von der Firma wieder abgeholt und in ihre Einzelteile zerlegt. 89 Prozent der Komponenten werden recycelt und wieder in den Materialkreislauf zurückgeführt. In Zukunft wird die nächste MATR-Matratze daraus entstehen.

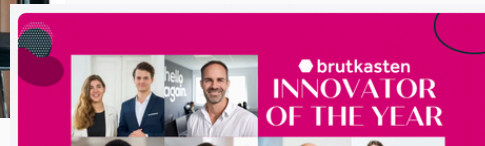


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Forbes



brutkasten



OUR PARTNERS:



Meet our customers.

We are proud to work with pioneering hotels who #makesleepmatter



We're always
open to
innovation and
partnerships.



Hotel collaborations in
Austria and Germany



B2C experts and market
insights



Investors and funding for
future rounds



SUBSCRIBE TO OUR
INVESTOR UPDATES

Together, let's make sleep matter.

CONTACT US.

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Co-CEO & Co-Founder

+43 664 533 9081

www.matr.eco

[#makesleepmatr](https://www.instagram.com/makesleepmatr)

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What our customers say

