



HEADSPACE®

The Story

It's hard to talk about Headspace without talking about Andy Puddicombe. So let's start there. In his early twenties, Andy cut his Sports Science degree short to become a Buddhist monk. For over 10 years, his meditation training took him across the world to Nepal, India, Burma, Thailand, Australia and Russia. Eventually, he was ordained at a Tibetan monastery in the Indian Himalayas.

After completing his monastic commitment, Andy returned to the UK with the huge-yet-simple goal of teaching meditation and mindfulness to as many people as possible. To demystify the mystical, Andy set up a meditation consultancy and began working with politicians, athletes (that sports science background finally came in handy), and business leaders.

That's when Andy met Rich Pierson, who needed help dealing with the stress of the advertising world. Before long, Andy and Rich were skill-swapping meditation for business advice. That's when Headspace was born.

Headspace was officially launched in 2010 as an events company, but attendees wanted to take what they learned home with them. Andy, Rich, and a small team decided to make Andy's techniques available online so more people could experience the benefits of meditation anytime, anywhere. And that blossomed into the Headspace you see today: guided meditations, animations, articles and videos, all in the distinct Headspace style.

Headspace has one mission: to improve the health and happiness of the world. And with 20 million users in more than 190 countries, we're well on our way. Headquartered in Santa Monica, California, we also have offices in San Francisco and London.



HEADSPACE®



What is Headspace?

With 20 million downloads across 190 countries, the Headspace app features the voice of Andy Puddicombe, a former Buddhist monk. Each day, it delivers a new guided meditation based on teachings that Puddicombe learned during the 10 years he spent studying meditation and mindfulness in monasteries across Asia. Each of the packs is supported by a host of content, including animations, articles and videos in the playful, quirky style that has made Headspace instantly recognizable. Along with daily meditations, Headspace also offers meditation Singles for users short on time and SOS sessions to support subscribers in those meltdown moments.

The first series, The Basics, is completely free and teaches the basics of meditation and mindfulness. After that, via subscription, Headspace offers more than 550 hours of original content tailored to the specific needs of each user. Meditation has been proven to help with everything from dealing with stress or anxiety to eating healthier and sleeping better.

Our mission

Headspace was created to improve the health and happiness of the world. We aim to do this by using science and technology to make meditation simple and accessible to anyone.

The science behind Headspace

Vital to Headspace's mission is our proprietary scientific research. The science team is working tirelessly to drive and deliver an external program of mindfulness meditation research within world-class institutions globally as well as build the scientific evidence and credibility of Headspace within the healthcare environment.

Notable Publicity

- Andy Puddicombe's [TED Talk](#) has received nearly 8 million views to-date
- Andy was featured on [The Tonight Show with Jimmy Fallon](#), [The Ellen Degeneres Show](#) in March 2017, [EXTRA](#) in May 2017 and has been featured on [NBC's TODAY Show](#) numerous times, most recently in January 2017
- Headspace was named one of [Fast Company's Most Innovative Companies of 2017](#)
- For a full list of notable press, see our [Press & Media page](#)
- In 2016, Andy was the closing keynote speaker at [SXSW Interactive](#), a bill he shared with President Barack Obama
- Rich Pierson appeared as a featured guest on [NBC Nightly News](#) in December 2016 in a story about the rise of meditation

Headspace books by Andy Puddicombe

- *The Headspace Guide to Meditation and Mindfulness* is available in 25 countries in 10 languages
- *The Headspace Guide to a Mindful Pregnancy*
- *The Headspace Guide to Mindful Eating*

“Andy Puddicombe is doing for meditation what Jamie Oliver has done for food.”

New York Times

**The
New York
Times**

“As mindfulness continues to grab more public mindshare, Headspace is positioning itself as a modern, tech-savvy way into the practice.”

Fast Company

**FAST
COMPANY**

Headspace partnerships

Headspace is constantly looking to bring the benefits of meditation into unconventional spaces through unique partnerships.

- We have partnered with nine airlines, including Air Canada, British Airways, Cathay Pacific, Delta Air Lines, JetBlue Airways, United Airlines, Virgin Atlantic, Air New Zealand, and VistaJet to bring Headspace (including our Fear of Flying meditation) to onboard passengers
- Google and LinkedIn are among our more than 100 corporate partners we provide Headspace subscriptions to for their employees as either a complimentary or discounted benefit
- We began working with British Olympic athletes and team psychologists prior to London 2012, and then spent many years leading up to Rio 2016 collaborating on content designed to improve the performance and wellbeing of athletes at the Olympic Games
- In 2016, Headspace and Spotify partnered to offer bundled subscriptions and combined logins in Sweden, Norway, Finland, Denmark, the U.K. and the Netherlands



Headspace Executive Bios



Andy Puddicombe
Co-Founder

Andy Puddicombe is a co-founder of Headspace. In his early twenties, midway through a Sports Science degree and a very typical student life, Andy made the radical decision to give it all up and set off to Asia to become a Buddhist monk. He spent a decade studying meditation and mindfulness, ordaining in both the Burmese and Tibetan traditions.

In 2004, Andy returned to the UK with just one goal in mind: to demystify meditation and make it accessible to all. Following years of private practice, and a chance meeting with co-founder Rich Pierson, Headspace launched in 2010. The Headspace app followed in 2012.

Follow Andy on Twitter: [@andypuddicombe](#)



Rich Pierson
Co-Founder and CEO

Rich Pierson is a co-founder and CEO of Headspace. As the former head of business development for the creative agency BBH, Rich worked on many of the world's leading brands and has been instrumental in bringing countless new and exciting concepts to market.

In 2010, with a strong personal interest in mindfulness, Rich got together with meditation expert, Andy Puddicombe, to launch Headspace. The mission was simple: to demystify meditation and to make it accessible, relevant and creatively engaging.

Based in Santa Monica, California, Rich is the driving force behind many of Headspace's most exciting innovations: from partnerships with brands like Virgin Atlantic and Spotify, to the recent launch of Headspace for Sports. Rich continues to work tirelessly in the pursuit of Headspace's vision: to improve the health and happiness of the world.

Follow Rich on Twitter: [@richardpierson](#)