**Name:** Files\\Grey Literature\\Case Study\\Hello

¶1: Hello (company)

|  |
| --- |
| ¶2: **Hello** |

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| --- | --- |
| ¶3: **[Type of business](https://en.wikipedia.org/wiki/Types_of_business_entity)** | ¶4: [Technology](https://en.wikipedia.org/wiki/Technology), [Sleep tracking](https://en.wikipedia.org/wiki/Sleep_tracking) |
| ¶5: **Founded** | ¶6: August 28, 2012 |
| ¶7: **[Dissolved](https://en.wikipedia.org/wiki/Dissolution_(law))** | ¶8: June 2017 |
| ¶9: **Headquarters** | ¶10: [San Francisco](https://en.wikipedia.org/wiki/San_Francisco), California, US[[1]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-auto-1) |
| ¶11: **CEO** | ¶12: James Proud |
| ¶13: **URL** | ¶14: [hello.is](https://web.archive.org/web/20170128224832/https:/hello.is/) at the [Wayback Machine](https://en.wikipedia.org/wiki/Wayback_Machine) (archived January 28, 2017) |
| ¶15: **[Native client(s) on](https://en.wikipedia.org/wiki/Computing_platform)** | ¶16: [iOS](https://en.wikipedia.org/wiki/IOS), [Android](https://en.wikipedia.org/wiki/Android_(operating_system))[[2]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-2) |

¶17: **Hello** was an American [technology company](https://en.wikipedia.org/wiki/Technology_company) that sold [sleep tracking devices](https://en.wikipedia.org/wiki/Sleep_tracking) and a sleep tracking [application](https://en.wikipedia.org/wiki/Application_software) to help monitor [sleep](https://en.wikipedia.org/wiki/Sleep).[[1]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-auto-1)[[3]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:6-3) The company was founded in August 2012 and shut down in June 2017.

¶18: History

¶19: Hello was founded on August 28, 2012[[4]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:0-4)[[5]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:5-5) by [Thiel Fellow](https://en.wikipedia.org/wiki/Thiel_Fellowship) and [CEO](https://en.wikipedia.org/wiki/CEO) James Proud.[[6]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-6)[[7]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:1-7)

¶20: A successful [Kickstarter](https://en.wikipedia.org/wiki/Kickstarter) campaign from Hello in 2014 raised $2.4 million from more than 19,000 backers, making it one of the most successful Kickstarter campaigns of all time.[[8]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-8)[[9]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:3-9)[[10]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-10) A preliminary financing round from [Silicon Valley](https://en.wikipedia.org/wiki/Silicon_Valley) backers raised another $10.5 million.[[9]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:3-9)[[11]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:4-11) In June 2015, the company raised $40 million in a financing round from [Temasek Holdings](https://en.wikipedia.org/wiki/Temasek_Holdings) and Hello was valued between $250 million and $300 million at the time.[[11]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:4-11) Other backers included [Facebook Messenger](https://en.wikipedia.org/wiki/Facebook_Messenger) chief David Marcus, Facebook's [virtual reality](https://en.wikipedia.org/wiki/Virtual_reality) [vice president](https://en.wikipedia.org/wiki/Vice_president) [Hugo Barra](https://en.wikipedia.org/wiki/Hugo_Barra), Facebook executive Dan Rose, former [Twitter](https://en.wikipedia.org/wiki/Twitter) [CEO](https://en.wikipedia.org/wiki/CEO) [Dick Costolo](https://en.wikipedia.org/wiki/Dick_Costolo), and [Spotify](https://en.wikipedia.org/wiki/Spotify)'s head of special projects, Shakil Khan.[[3]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:6-3)[[5]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:5-5)

¶21: **Sense**

¶22: Hello spent over a year developing a [wearable](https://en.wikipedia.org/wiki/Wearable_technology) sleep tracking device, but the company ultimately decided on creating a bedside device instead because Proud thought customers would be more likely to keep using the product.[[3]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:6-3)[[5]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:5-5)

¶23: Hello released their sleep tracker, Sense, on February 24, 2015;[[12]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-12) 21,000 units were sold during its launch.[[13]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-13) The Sense product includes a bedside device, a "Sleep Pill" that tracks a user's sleep by clipping onto a [pillow](https://en.wikipedia.org/wiki/Pillow), and a sleep tracking app.[[3]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:6-3)[[14]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:2-14) Sense has sensors that track temperature, light, sound and allergen particle data[[14]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:2-14) and can also play sounds to help the user fall asleep.[[15]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-15) The product gives the user a sleep score every night and wakes the user up at the right point in their [sleep cycle](https://en.wikipedia.org/wiki/Sleep_cycle).[[14]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:2-14) On November 1, 2016, the firm released a voice enabled version of the Sense sleep tracker.[[16]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-16)[[17]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-17)

¶24: **Shut down**

¶25: While trying to look for a buyer, Proud announced on June 12, 2017 in a blog post on [Medium](https://en.wikipedia.org/wiki/Medium_(website)) that Hello would be shutting down[[1]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-auto-1)[[7]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:1-7)[[18]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-18) and the company laid off most of their employees that same day.[[5]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:5-5) Hello was also reportedly unable to pay its bills.[[9]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:3-9) The company said they were in talks with [Fitbit](https://en.wikipedia.org/wiki/Fitbit) for them to acquire the company, but failed to reach a deal.[[5]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:5-5) According to *[BBC News](https://en.wikipedia.org/wiki/BBC_News)* and *[Buzzfeed News](https://en.wikipedia.org/wiki/BuzzFeed_News)*, **Hello shut down due to a lack of consumer demand for Sense,** unenthusiastic reviews for the product, and competition from bigger brands.[[3]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-:6-3)[[19]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-19)

¶26: Although Hello shut down in June 2017, the company's website, Hello.is, remained online until January 2018.[[20]](https://en.wikipedia.org/wiki/Hello_(company)#cite_note-20)

¶27: References

* 1. ¶28: ^ [Jump up to:](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-auto_1-0)***[a](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-auto_1-0)*** ***[b](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-auto_1-1)*** ***[c](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-auto_1-2)*** *Lynley, Matthew (2017-06-12). ["Sense sleep tracker maker Hello is shutting down"](https://techcrunch.com/2017/06/12/sense-sleep-tracker-maker-hello-is-winding-down-and-looking-for-a-buyer/). [TechCrunch](https://en.wikipedia.org/wiki/TechCrunch). Retrieved 2018-11-26.*
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  5. ¶32: ^ [Jump up to:](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-:5_5-0)***[a](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-:5_5-0)*** ***[b](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-:5_5-1)*** ***[c](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-:5_5-2)*** ***[d](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-:5_5-3)*** ***[e](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-:5_5-4)*** *Primack, Dan; Kokalitcheva, Kia (June 12, 2017). ["Sleep monitoring startup Hello is seeking a savior"](https://www.axios.com/sleep-monitoring-startup-hello-is-seeking-a-savior-1513302935-13db47a1-452e-4100-beea-def7d8a5ec60.html). Axios. Retrieved November 27, 2018.*
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  7. ¶34: ^ [Jump up to:](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-:1_7-0)***[a](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-:1_7-0)*** ***[b](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-:1_7-1)*** *Marwan, Samar. ["Peter Thiel Fellow James Proud Shuts Down Sleep Tracking Startup, Hello"](https://www.forbes.com/sites/samarmarwan/2017/06/13/thiel-fellow-james-proud-shuts-down-sleep-tracking-startup/#5a812acfc5d4). Forbes. Retrieved 2018-11-27.*
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  11. ¶38: ^ [Jump up to:](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-:4_11-0)***[a](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-:4_11-0)*** ***[b](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-:4_11-1)*** *["Sense Sleep Tracker Maker Hello Valued Between $250M And $300M In Latest Funding Round"](https://techcrunch.com/2015/06/15/sense-sleep-tracker-maker-hello-valued-between-250m-and-300m-in-latest-funding-round/?_ga=2.258904522.1332495095.1543165936-1303190464.1542387919). TechCrunch. Retrieved 2018-11-26.*
  12. ¶39: **[^](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-12)** *["This 23-Year-Old Is Taking on Nike and Apple With a Crowdfunded Sleep Tracker"](https://www.wired.com/2015/02/23-year-old-taking-nike-apple-crowdfunded-sleep-tracker/). WIRED. Retrieved 2018-11-27.*
  13. ¶40: **[^](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-13)** *["Meet the scientist who dreams of fixing your sleep"](https://www.washingtonpost.com/news/speaking-of-science/wp/2016/09/14/meet-the-scientist-who-dreams-of-fixing-your-sleep/). [Washington Post](https://en.wikipedia.org/wiki/Washington_Post). Retrieved 2018-11-26.*
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  16. ¶43: **[^](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-16)** *["Hello's 'Sense' sleep sensor gets voice controls"](https://www.engadget.com/2016/11/01/hello-sense-sleep-sensor-voice-controls/). Engadget. Retrieved 2018-12-01.*
  17. ¶44: **[^](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-17)** *["Hello launches a voice-enabled Sense bedside sleep tracker for $149"](https://techcrunch.com/2016/11/01/hello-launches-an-updated-voice-enabled-sense-bedside-sleep-tracker-for-149/?_ga=2.36458976.1332495095.1543165936-1303190464.1542387919). TechCrunch. Retrieved 2018-11-26.*
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  20. ¶47: **[^](https://en.wikipedia.org/wiki/Hello_(company)#cite_ref-20)** *["Hello"](https://web.archive.org/web/20180101033731/https:/hello.is/). Hello. 2018-01-01. Archived from [the original](https://hello.is/) on 2018-01-01. Retrieved 2018-12-08.*

¶48: [Categories](https://en.wikipedia.org/wiki/Help:Category):

* ¶49: [Technology companies established in 2012](https://en.wikipedia.org/wiki/Category:Technology_companies_established_in_2012)
* ¶50: [Technology companies disestablished in 2017](https://en.wikipedia.org/wiki/Category:Technology_companies_disestablished_in_2017)

¶51:

**¶52: #1 – Lack of consumer demand - CB-Insights Top 9 Reasons Hardware Startups Fail**

¶53: Creating products that are interesting but do not serve a clear market need was identified as the number one reason for failure of consumer hardware startups, given that it was a problem identified in a notable 39% of cases. Startups often create innovative products attracting investors and buzz, but many fail to gain market of paying customers for their product.

¶54:

¶55: Daly City, California-based Hello, which was once valued at $250M, shut down operations earlier this year as it struggled in a dynamic market. Its product, a beautifully designed smart sleep sensor called Sense, created buzz in tech circles as a desktop sleep monitor, which included a speaker and smart assistant, in a market dominated by wearables. Hello stated that their goal was to make sure users get to optimal sleep environments, but with the launch of smart home devices from tech giants Amazon and Google that offered significantly more functionality at a similar price point, **Hello struggled to find a market for Sense.**

¶56:

¶57:

¶58:

**¶59: Goodbye, Hello.**

¶60: [Jun 12, 2017·2 min read](https://medium.com/@hello/goodbye-hello-c62ea1f58d13?source=post_page-----c62ea1f58d13-----------------------------------)

¶61:

¶62: It’s with a heavy heart that I share with you the news that Hello will soon be shutting down. The past few weeks we have been working hard to find the right home for Sense and we are still focused on that. There will be lots of questions to which I don’t currently have the answers. As soon as I know, I will update everyone. I am sorry for not being able to answer every question immediately, but I will endeavor to do so as fast as possible.

¶63: 

¶64: I am incredibly thankful of what the whole team built with Sense, but I am even more honoured to have worked withthe team that we built at Hello. I couldn’t have asked to have worked with a more talented group of people and will miss that more than anything. I am also eternally grateful for everyone who has ever used and loved Sense. It was my honour to be able to build something that you welcomed into your lives.

¶65: When we first launched Sense, sleep was one of the most neglected part of our lives. Three years later, for many, it is now rightly recognised as perhaps the most important pillar of our health and wellness, alongside exercise and diet. I am incredibly happy that we were able to play a small part in changing the conversation around sleep.

¶66: The past few months have been incredibly tough, especially on the team of Hello. For that I’m incredibly sorry.

¶67: I would like to thank all of our customers, investors, partners, and team for supporting us through this journey. Hello has been my whole life for five years and I couldn’t have asked for a better group of people to have travelled with.

¶68: James

¶69: **Will Sense shut down?**

¶70: We are still unsure, but working hard to ensure that it does not.

¶71: **Will I be able to export all of my data from Sense and/or delete my account?**

¶72: Yes, an email will go to everyone by the end of the week with instructions.

¶73: **Will I be able to get a refund?**

¶74: If you purchased Sense directly from Hello, you we will not be able to refund. If you purchased Sense from a third party, you will be covered by their individual return policy.

¶75:

¶76:

**¶77: Startup Failure Post-Mortems 2017 Third Update (10/31/17)**

### ¶78: Hello ¶79: Title: [Goodbye, Hello.](https://medium.com/@hello/goodbye-hello-c62ea1f58d13) ¶80: Title Link: <https://medium.com/@hello/goodbye-hello-c62ea1f58d13>

### ¶81: Product: [Hello](https://www.cbinsights.com/company/hello)‘s Sense smart sleep sensor ¶82: Product Link: <https://www.cbinsights.com/company/hello>

¶83: It’s with a heavy heart that I share with you the news that Hello will soon be shutting down. The past few weeks we have been working hard to find the right home for Sense and we are still focused on that.

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# ¶86: Hello

¶87: CONSUMER PRODUCTS & SERVICES | Consumer Electronics  
¶88: [hello.is](https://hello.is/)

## **¶89:** Stage

¶90: Dead | Dead

## **¶91:** Total Raised

¶92: $52.92M

## **¶93:** About Hello

¶94: Hello is the developer of Sense, a smart sleep sensor. Sense is a sleep tracking device that measures temperature, humidity and ambient light.

## **¶95:** Hello Headquarter Location

¶96: 1660 17th Street

¶97: Daly City, California, 94017,

¶98: United States

¶99: 415-937-2303

¶100:

# ¶101: Goodbye, Hello.

¶102: By Hello,  
¶103: Link: <https://medium.com/@hello/goodbye-hello-c62ea1f58d13>

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