

WHOOP®

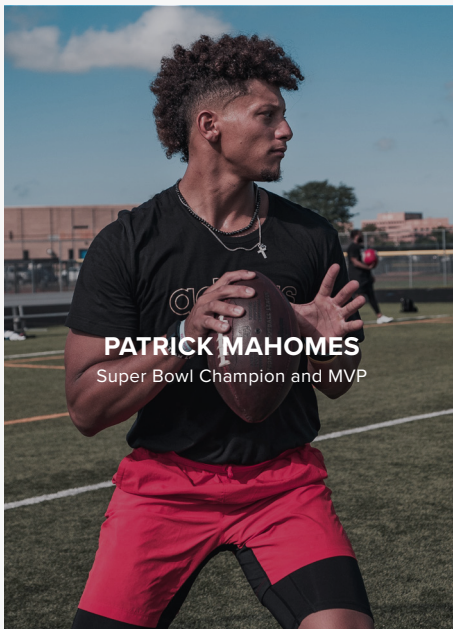


WHAT IS WHOOP:

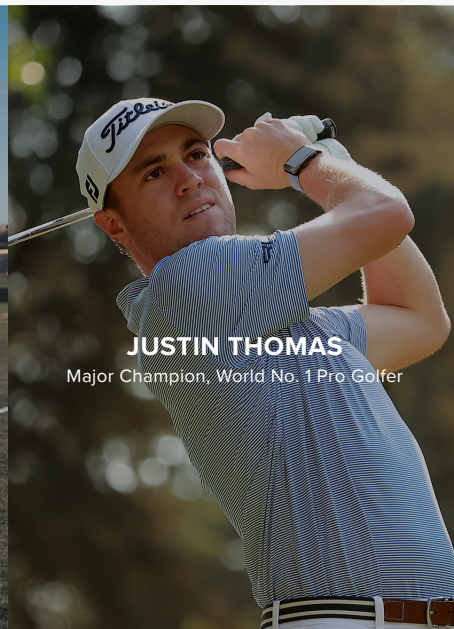
WHOOP is a tool that allows individuals to unlock their greatest potential so they can perform at their highest level. As individuals, we understand that our bodies are constantly evolving. WHOOP provides personalized insights to help you maintain and balance your recovery, strain, and sleep. It is an essential tool for people who want to understand how individual lifestyle behaviors can impact performance.

WORN BY THE BEST

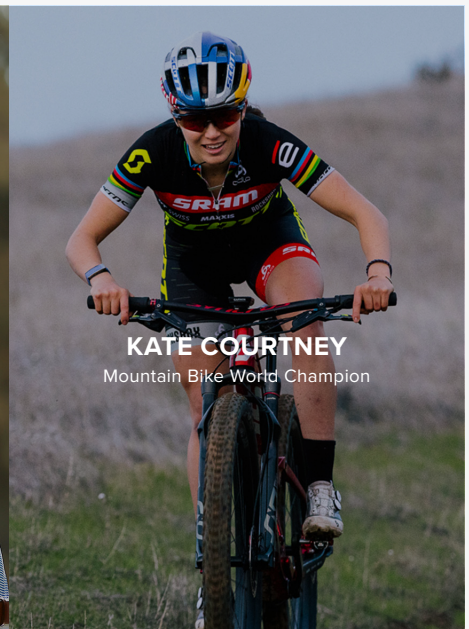
From NFL and PGA players to pro cyclists and coaches, the best athletes and trainers in the world get a competitive advantage with WHOOP. And so can you.



PATRICK MAHOMES
Super Bowl Champion and MVP



JUSTIN THOMAS
Major Champion, World No. 1 Pro Golfer











KATE COURTNEY
Mountain Bike World Champion

WHAT BENEFITS WILL I GET FROM WHOOP:

WHOOP members show significant behavioral changes after they have been wearing WHOOP for as little as one month. Some of the most common changes include longer sleep duration (an average of 41 minutes), better sleep quality (i.e. more REM and Slow Wave Sleep), more frequent exercise sessions per month, and less risk for injuries that occur from overexertion or overtraining.

HOW DOES WHOOP DRIVE POSITIVE BEHAVIORAL CHANGE?

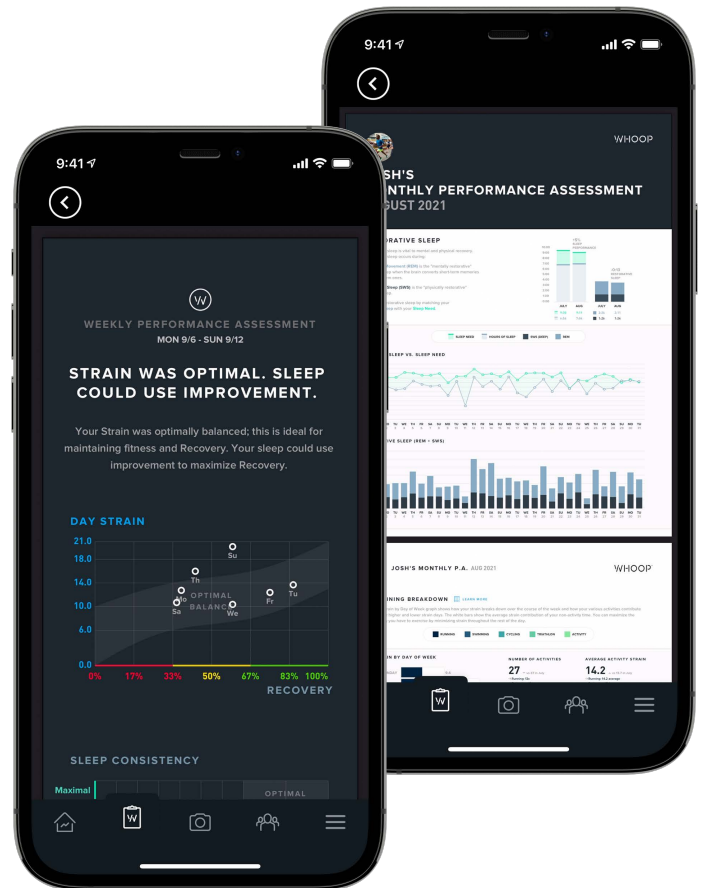
The WHOOP app is your personalized digital fitness and health coach where you'll get access to real-time sleep, strain, recovery, and health insights. The app has been proven to help millions of WHOOP members dramatically improve their habits and, therefore, their health.

-  Increase in sleep duration and quality
-  Decrease in reported stress levels
-  Balanced recovery and training
-  Reduction in alcohol consumption
-  Increase in exercise intensity & duration
-  Reduction in screen time before bed
-  Minimizing the effects of travel
-  Improvements to cardiovascular health

WHAT TO EXPECT IN YOUR FIRST DAYS ON WHOOP

WHAT HAPPENS DURING MY FIRST WEEK ON WHOOP?

During the first four days, please wear your WHOOP at all times so it can accurately calibrate to your unique physiology. After four days, you will receive your first Recovery score which is the personalized measure of how ready you are to take on Strain. Your WHOOP will continuously calibrate to you even after you receive your first Recovery score. Make sure to keep WHOOP on and charged to ensure you receive the most accurate data.



WHAT SHOULD I EXPECT IN THE FIRST MONTH?

You will unlock your first Weekly Performance Assessment after 14 days on WHOOP. You can find this in the main menu and will be able to see your Training State, Sleep Status, and Sleep Performance compared to other WHOOP members similar to you. You will receive a new assessment each week.

UNDERSTANDING WHOOP METRICS: STRAIN, RECOVERY, SLEEP

WHAT IS STRAIN?

Strain is a measure of cardiovascular load or how hard your heart is working throughout the day, calculated on a scale of 0 to 21. **Non-workout Strain**, such as household chores or even psychological stress, can add up over the course of a day in addition to intentional **workout Strain**. These strain values are combined to give a total **Day Strain** score and will both impact your Recovery the next day.

Unlike counting steps, Strain is personalized and accounts for differences in fitness levels and ability, meaning that two people who complete an identical workout could get very different strain scores based on the relative difficulty of that workout for each individual. Strain is also a non-linear metric, meaning the higher your strain, the more difficult it is to accumulate further strain.

 [Strain Video](#)

WHAT IS RECOVERY? HOW DO I INTERPRET MY RECOVERY SCORE?

Recovery is a personalized measure of how ready your body is to take on Strain, calculated each day.

The WHOOP recovery score ranges from 0-100% and is based on a three color scale: red, yellow, green.

A **RED** recovery score ranges from **0-33%** and indicates that you may want to consider taking it easy that day, as your body needs more rest or you may risk an injury.

A **YELLOW** recovery score ranges from **34-66%** and suggests that you are in an average stage of readiness.

A **GREEN** recovery score is **67%+** and is an indication that your body is primed to perform.

 [Recovery Video](#)

WHOOP SLEEP - WHAT IS TRACKED AND HOW TO IMPROVE IT?

Every night, WHOOP quantifies how much sleep you are going to need in order to give your body the best possible chance of recovering. This **Sleep Need** value is calculated each night using a number of factors, including your baseline sleep need, any recent strain that you have taken on, and sleep debt that you have accumulated. **Sleep Performance** is a measure of the time that you actually slept vs how much sleep you needed (Hours of Sleep vs. Sleep Need).

WHOOP auto-detects your sleep and wake times each day, and also calculates a number of key metrics including **Sleep Quality** (time in each stage of sleep), **Sleep Efficiency** (time in bed vs actual hours of sleep), and **Sleep Consistency** (regularity of sleep/wake times).

You can improve your overall Sleep Performance, Quality, Efficiency, and Consistency by spending more time in bed or by being intentional about sticking to a regular sleep/wake schedule. Other factors such as sleep environment and pre-bed routines will also affect your sleep metrics.

 [Sleep Video](#)

UNDERSTANDING OTHER DATA WHOOP TRACKS: RHR, HRV, RESPIRATORY RATE

RHR, HRV, and Respiratory Rate are all factored into the WHOOP Recovery score and are located in the Recovery section of the app. By swiping DOWN, you can view your trends for the past week.



WHAT IS RESTING HEART RATE (RHR)?

Resting Heart Rate (RHR) is a measure of your average heart beats per minute (bpm) while your body is in a state of complete rest. It is a useful metric for monitoring your fitness level and overall health. When your resting heart rate goes down, it means that each heart beat is more effective. A lower resting heart rate is typically an indication of a strong heart muscle that can pump out a greater amount of blood with every beat so it does not have to beat as frequently.

WHOOP measures your Resting Heart Rate each night during your last period of Slow Wave (deep) Sleep, when your body is in its most restful state. This allows a controlled and consistent reading. You can track your Resting Heart Rate in the app and note behaviors that may impact your RHR in the Journal.

WHAT IS HEART RATE VARIABILITY (HRV)?

Heart Rate Variability (HRV) is the measure of the time in between successive heartbeats. It is literally the variance in time between the beats of your heart. If your heart rate is 60 beats per minute, it's not actually beating once every second. Within that minute there may be 0.9 seconds between two beats and 1.15 seconds between two others. The greater this variability is, the more "ready" your body is to execute at a high level.

HRV is a highly individual metric that can fluctuate a lot based on the daily state of the autonomic nervous system. There is no such thing as a "good" or "bad" HRV although you are likely to feel better on days with higher HRV relative to your personal baseline. An individual's HRV is determined by fitness, age, gender, genetics, health, and environmental conditions. Following your own personal trend in HRV is a good way to see if your health and fitness is improving.

HRV is a highly sensitive metric and is influenced by a wide range of factors, including training, stress levels, lifestyle choices (i.e diet, nutrition, sleep habits), and changes in biological factors (i.e injury, illness etc.)

Leading exercise physiologists agree that HRV is one of the most useful tools for understanding the body's physiological state and determining optimal training loads.

WHAT IS RESPIRATORY RATE? WHY IS RESPIRATORY RATE IMPORTANT AND HOW DO I TRACK IT?

Your **Respiratory Rate** is the number of breaths or respirations you take per minute (rpm), measured during sleep. While it is true that Respiratory Rate is generally an indicator of cardiovascular fitness, it is also a typically stable metric. On average, the number of breaths per minute is typically 12 to 20 during sleep and does not change much from night to night. When it does change, that change tends to be meaningful.

WHOOP calculates Respiratory Rate from your heart rate data by measuring a natural phenomenon called Respiratory Sinus Arrhythmia, or the cyclical pattern of heart rate fluctuation tied to inhalation and exhalation.

HOW TO TRACK YOUR RESPIRATORY RATE

1. Every morning, open your WHOOP app and navigate to the respiratory rate trend view below the Recovery screen.
2. If your respiratory rate has increased from your typical range by 1 RPM or more, it could be meaningful.*



**WHOOP is not a medical device. Our products and services are not intended to diagnose any disease, and should not be used as a substitute for professional medical advice, diagnosis or treatment.*

WHOOOP 4.0 FEATURES AND METRICS

STRAIN COACH

Strain Coach is your virtual personal trainer which can be found by clicking on the 'W' in the Overview screen. Strain Coach provides target exertion ranges based on how recovered your body is so you know whether you need to push harder, you're overdoing it, or if you've reached your goal. It also makes it easier to measure Strain from the moment you start to the moment you complete a specific workout.



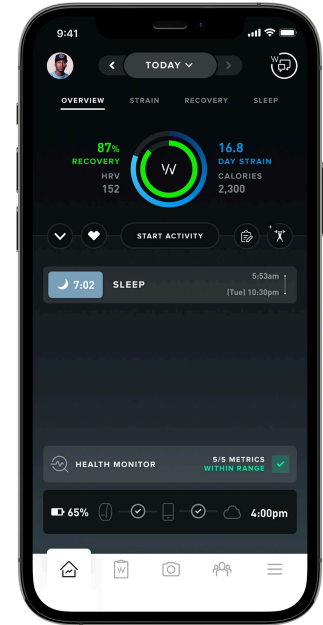
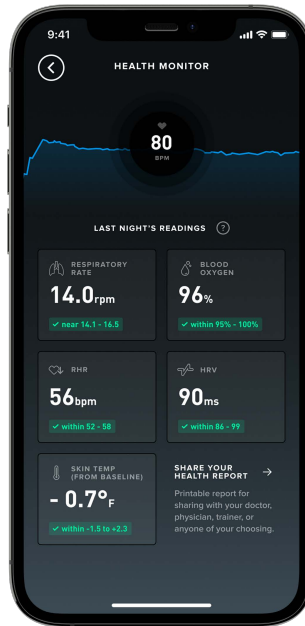
SLEEP COACH WITH HAPTIC ALERTS

The 4.0 Sleep Coach automatically recommends your ideal bedtime based on the amount of sleep you need, the time you need to wake up, and your desired level of performance for the next day. Engineered with haptic feedback, Sleep Coach can send subtle vibrations straight to your WHOOP 4.0, waking you up at an exact time, based on your sleep goal, or when your recovery is in the green. Sleep Coach can be found by clicking on the 'W' in the Overview screen.



HEALTH MONITOR

Health Monitor makes it easier to see and understand your baseline health metrics at a glance. One view will let you see your live heart rate, resting heart rate, heart-rate variability, skin temperature, and blood oxygen levels (SpO2). Notice when your metrics are improving or when you deviate from your personal baseline.

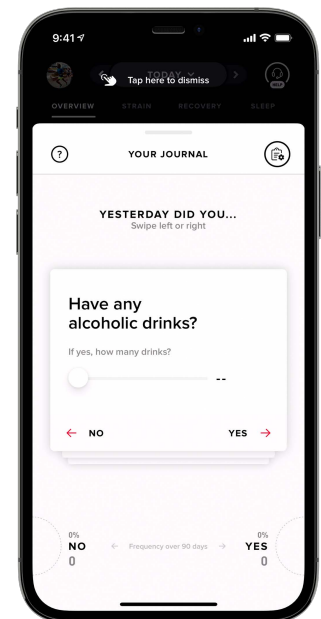
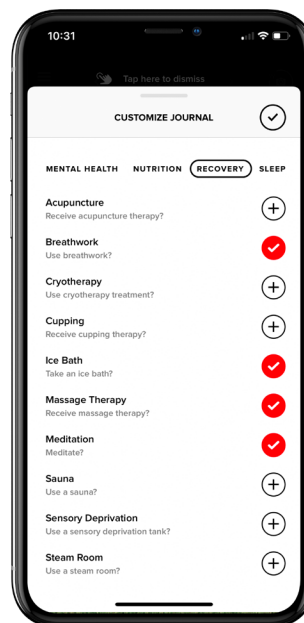


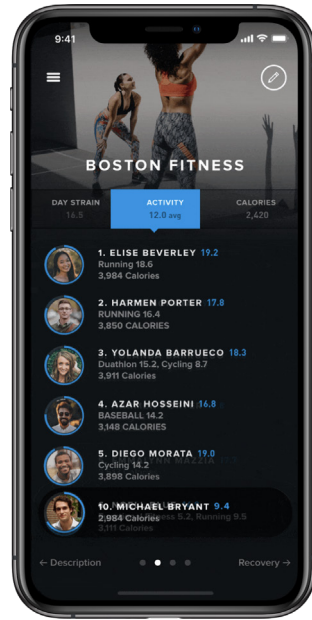
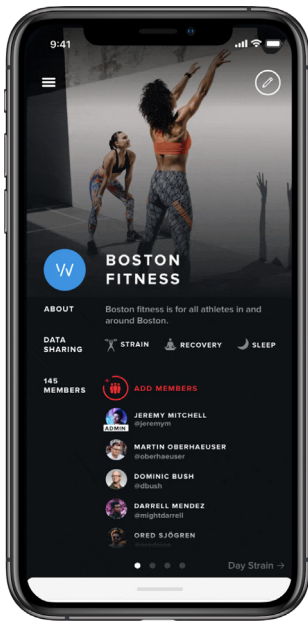
HEALTH REPORT

Export your 30 or 180-day health monitor trends into a downloadable PDF that you can then share with your family, trainer, physician, or coach.

WHOOOP JOURNAL

Users can create personalized surveys to answer each morning by selecting the health and lifestyle questions that are most relevant to them in the WHOOP Journal. When you receive your monthly performance assessment in the app, you'll be able to tell how certain behaviors (such as wearing a sleep mask, taking vitamins, following certain diets) impact your Recovery and overall health.





TEAMS

Create and join WHOOP teams in the WHOOP app. Invite your friends, family, and colleagues to join you, so you can hold each other accountable, share, and compare your Strain, Recovery, and Sleep scores for some friendly competition or encouragement. Plus, the team chat feature lets you text with fellow team members easier.

PERFORMANCE ASSESSMENTS

See how your body changes over time with WHOOP. After 14 days on WHOOP, you will unlock the Weekly Performance Assessment (Weekly P.A.) which analyzes your performance over a single week. After 28 days, you will gain access to the Monthly Performance Assessment which will illustrate your data trends over the previous month or months you've been on WHOOP.



WHOOP WEB APP

Access more detailed information through the WHOOP web app. Discover more in-depth data and see how your performance has changed over a longer period of time than what is displayed in the mobile app. Sign in at app.whoop.com with your WHOOP login.