

## AirBed&Breakfast

Book rooms with locals, rather than hotels.

Price is an important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.

A web platform where users can rent out their space to host travelers to:

**SAVE  
MONEY**

when traveling

**MAKE  
MONEY**

when hosting

**SHARE  
CULTURE**

local connection to the city

Also

630,000

on temporary housing site  
couchsurfing.com

17,000

temporary housing listings on SF  
& NYC Craigslist from 07/09 – 07/16

# Market Size

市场容量

5

1.9 Billion+

**TRIPS BOOKED (WORDLWIDE)**

Total Available Market

532M

**BUDGET & ONLINE TRIPS**

Serviceable Available Market

10.6M

**TRIPS W/AB&B**

Market Share



SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!

The collage illustrates the Airbnb user experience for finding and booking a property. The top-left screenshot shows the search filters for Newport Beach, CA, with options for dates, room type (Entire Place, Private Room, Shared Room), and price range (\$10 to \$1000+). The top-right screenshot shows a map of the Newport Beach area with several red location pins. The bottom-left screenshot shows a grid of search results, including 'Oceanfront Apartment- ON THE BEACH' for \$199 and 'Steps to the sand and best surf!' for \$145. The bottom-right screenshot is a detailed view of the 'Oceanfront Apartment- ON THE BEACH' listing, showing a large photo of the beachfront deck, the host's profile (Marco), and a table with booking details.

\$220		Per Night
Check In	Check Out	Guests
04/14/2015	04/15/2015	1
\$220 x 1 night		\$220
Cleaning fee		\$35
Service fee		\$31
Total		\$286

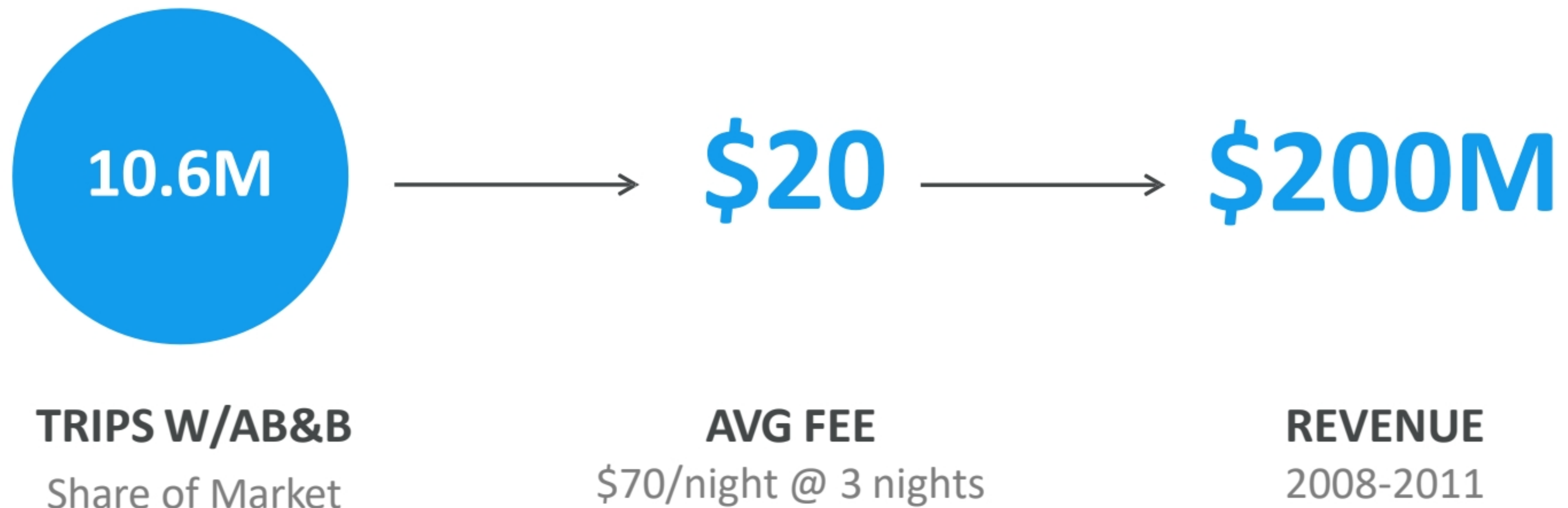
**Request to Book**

Share: Facebook, Twitter, etc.

# Business Model

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We take a 10% commission on each transaction.





# Market Adoption

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## EVENTS

target events monthly

Octoberfest (6M)

Cebit (700,000)

Summerfest (1M)

Eurocup(3M+)

Mardi Gras (800,000)

with listing widget

Widget screenshot

## PARTNERSHIPS

cheap/alternative travel



## CRAIGSLIST

dual posting feature

AirBnB  
screenshot

Craigslist  
screenshot



# Competition

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craigslist



AFFORDABLE



AirBed&Breakfast



OFFLINE TRANSACTION



ONLINE TRANSACTION



EXPENSIVE



hotels.com

# Competitive Advantages

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## 1<sup>st</sup> TO MARKET

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consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

## HOST INCENTIVE

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libero.

## LIST ONCE

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libero.

## EASE OF USE

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Integer nec odio. Praesent  
libero.

## PROFILES

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Integer nec odio. Praesent  
libero.

## DESIGN & BRAND

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libero.