

# Welcome

1

# AirBed&Breakfast

Book rooms with locals, rather than hotels.

This is a PowerPoint reproduction of an early AirBnB pitch deck via Business Insider @  
<http://www.businessinsider.com/airbnb-a-13-billion-dollar-startups-first-ever-pitch-deck-2011-9>

**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

630,000

on temporary housing site  
couchsurfing.com

17,000

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

# Market Size

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

# Product

6

SEARCH BY CITY —————> REVIEW LISTINGS —————> BOOK IT!

The collage illustrates the Airbnb user experience:

- Search Interface:** The top-left screenshot shows the Airbnb search bar with 'Newport Beach, CA' entered. It includes filters for dates, room type (Entire Place, Private Room, Shared Room), and price range (\$10 to \$1000+).
- Map View:** The top-middle screenshot shows a map of the Newport Beach area with several red location pins indicating available properties.
- Property Listings:** The bottom-left screenshot shows a grid of property listings. Two visible listings are 'Oceanfront Apartment- ON THE BEACH' for \$199 and 'Steps to the sand and best surf!' for \$145.
- Detailed Listing:** The rightmost screenshot is a detailed view of the 'Oceanfront Apartment- ON THE BEACH' listing. It features a large photo of the beachfront, the host's name 'Marco', and a table of costs.

\$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](#) [LinkedIn](#) [Email](#)

# Business Model

7

We take a 10% commission on each transaction.



# Market Adoption

8

## 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

9



craigslist



AFFORDABLE



AirBed&Breakfast



OFFLINE TRANSACTION



ONLINE TRANSACTION



EXPENSIVE



# Competitive Advantages

10

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

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consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

## HOST INCENTIVE

Lorem ipsum dolor sit amet,  
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Integer nec odio. Praesent  
libero.

## LIST ONCE

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

## EASE OF USE

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Integer nec odio. Praesent  
libero.

## PROFILES

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libero.

## DESIGN & BRAND

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libero.

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**Did you enjoy this deck?**

Read my blog post on  
“The Pitch Deck”

<http://pitchdeckcoach.com/pitch-deck>