

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 journey:

- Search Interface:** The first 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 second screenshot shows a map of the Newport Beach area with several red location pins indicating available properties.
- Property Listings:** The third screenshot displays a grid of property cards. Two visible listings are 'Oceanfront Apartment- ON THE BEACH' for \$199 and 'Steps to the sand and best surf!' for \$145.
- Detailed Listing:** The fourth screenshot is a detailed view of the 'Oceanfront Apartment- ON THE BEACH' listing. It features a large photo of the beachfront balcony, the host's name 'Marco', and a table of pricing details.

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

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

1st TO MARKET

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

HOST INCENTIVE

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

LIST ONCE

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

EASE OF USE

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

PROFILES

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

DESIGN & BRAND

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

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