

Secrets to a Great Pitch

February 1, 2025

Agenda

4:00-4:05pm Quick intros

4:05-4:15pm Anatomy of a 5-min pitch (slides)

4:15-4:45pm Group review a real pitch (recorded)

4:45-5:00pm Q&A and Final Thoughts

All Good Pitches Are Telling a Story

- #1 goal of the 5-minute pitch: just enough info to get them interested in speaking with you
- Make each slide matter. If it's not serving a clear purpose, you probably don't need it.

Basic structure:

- Intro
- Problem
- Solution
- Market
- Business Model
- GTM
- Competition
- Traction
- Team
- Funding/Ask

Example pitch deck from AirBnB (\$600k seed, now worth > \$80B)

Company Name

Catchy tagline that conveys the essence of your biz



Book rooms with locals, rather than hotels.

Problem

- **Clearly describe the problem your target customers are facing**
 - **make the audience feel the problem**
- **Use statistics or examples to highlight the significance of the problem**

Price is a 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.

Solution

- Explain your product or service and how it solves the problem
- Highlight key features and benefits

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

Market Opportunity

- Define your target market /audience
- Provide market size, growth potential, and trends
- Show why it's an attractive opportunity for investors

Couchsurfing.com

660,000

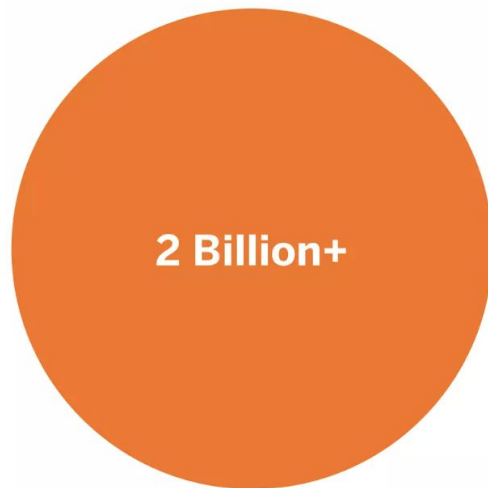
total users²

Craigslist.com

50,000

temporary housing listings per
week in the US. 07/09 – 07/16²

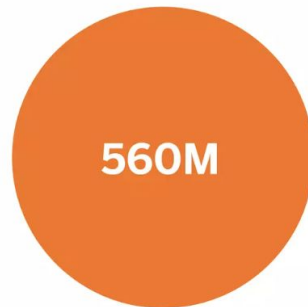
(1) www.couchsurfing.com
(2) www.craigslist.org



TRIPS BOOKED (WORLDWIDE)

Total Available Market

source: Travel Industry Association of America &
World Tourism Organization



BUDGET&ONLINE

Serviceable Available Market

source: comScore



TRIPS W/AB&B

Share of Market

15% of Available Market

Product

- Show, don't just tell
- Clearly convey what your product is and how it works
- Simple visual or demo

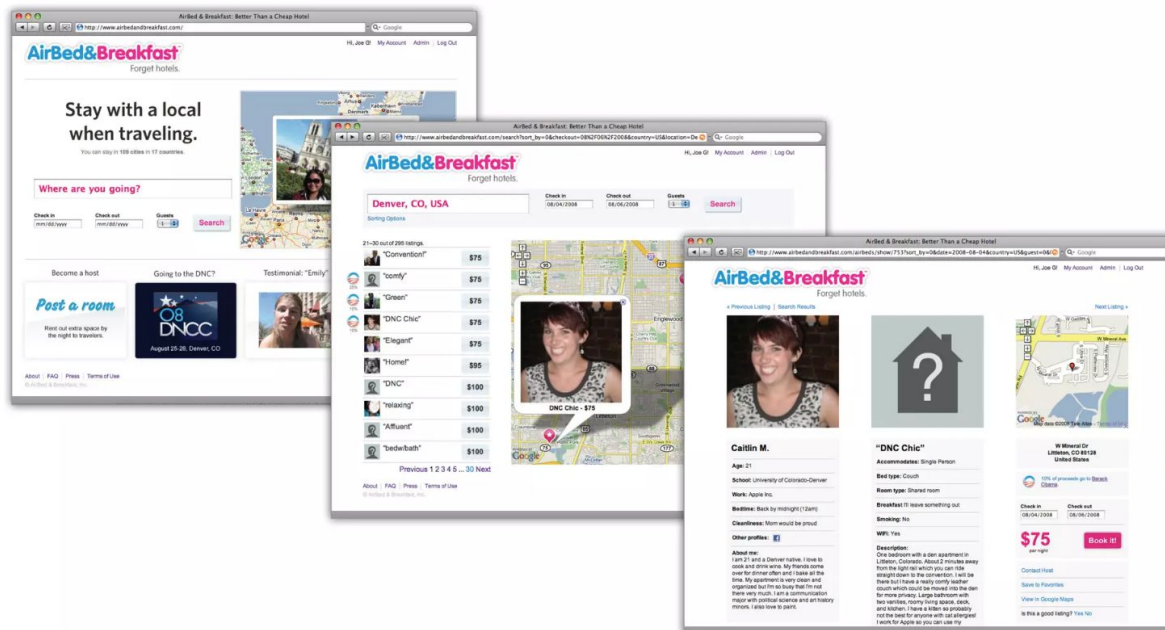
SEARCH BY CITY



REVIEW LISTINGS



BOOK IT!



Business Model

- Explain how your company makes money
- Outline pricing strategy and revenue streams

We take a 10% commission on each transaction.



Go-to-Market Strategy

- Describe how you will reach customers and drive sales
- Include distribution channels, marketing tactics, and sales approach

Adoption Strategy

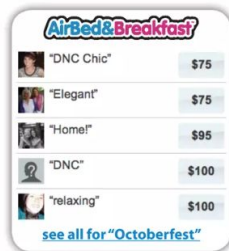
8

EVENTS

target events monthly

- Oktoberfest (6M)
- Cebit (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- Mardi Gras (800,000)

with listing widget



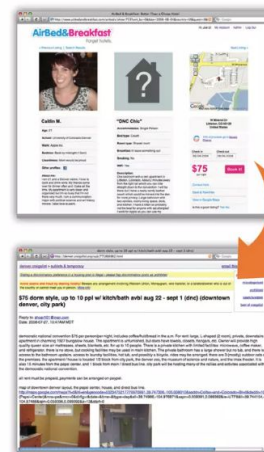
PARTNERSHIPS

cheap / alternative travel



CRAIGSLIST

dual posting feature



Competition

- Identify key competitors & differentiate your solution.
- Examples:

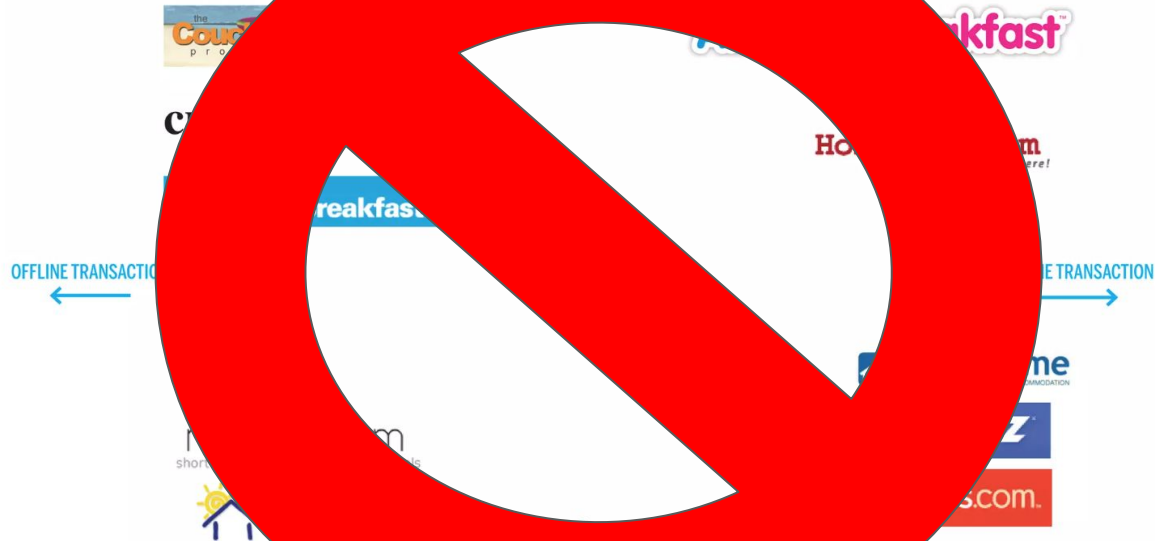
CRM COMPARISON MATRIX		Salesforce Sales Cloud	Oracle CRM On Demand	Soy Infront Edge Rx	Goldmine CRM	Interactive Medica CRM	Veeva CRM
DIMENSIONS							
Interoperability and Integration		●	●	●	●	●	●
Integration with other software systems (Google Apps or SAP)		●	●	●	●	●	●
Mobile Device Support		●	●	●	●	●	●
Is it included or an extension module is required?		●	●	●	●	●	●
Regulatory Compliance			●	●		●	●
Does it conform to HIPAA and other privacy requirements?			●	●		●	●
Communication Channels		●		●	●	●	●
Can it flexibly record different types of communication?		●		●	●	●	●
Role Support		●	●	●			●
Can it support different types of users?		●	●	●			●
Ease of Reporting		●	●	●	●	●	●
Is it easy to record interaction after a sales call?		●	●	●	●	●	●
Data Cleansing		●			●		
Does it have built-in checks for data consistency?		●			●		
Offline Access		●	●	●		●	●
Can data be accessed without an internet connection?		●	●	●		●	●
e-Detailing		●	●	●	●		●
Does it support marketing activities?		●	●	●	●		●
Sharing Information		●		●		●	●
Does it allow sales rep to share information across a team?		●		●		●	●

● Partially Supported ● Fully Supported

	<i>Pinterest</i>	<i>Telly</i>	#waywire	interest
User Friendly	✓	✗	✗	✓
Privacy	✓	✗	✗	✓
Keyword follow	✗	✗	✗	✓
Playlist follow	✗	✗	✗	✓
Video Bookmarks	✓	✓	✓	✓
Video Autonext	✗	✓	✓	✓
Video Shuffle	✗	✗	✗	✓

Competition

9



Competitive Advantages

10

1st TO MARKET

for transaction-based temporary housing site

HOST INCENTIVE

they can make money over couchsurfing.com

LIST ONCE

hosts post one time with us vs. daily on craigslist

EASE OF USE

search by price, location & check-in/check-out dates

PROFILES

browse host profiles, and book in 3 clicks

DESIGN & BRAND

memorable name will launch at historic DNC to gain share of mind

Traction

- Achievements to date and future milestones.

"AirBed & Breakfast is a fun approach to couch surfing."



www.webware.com

"Think of it as Craigslist meets Hotels.com, but a lot less creepy."



www.joshspear.com

"A cool alternative to a boring evening in a hotel room."



www.mashable.com

"AirBed's fee-based service could help alleviate concerns about quality of accommodations."



www.springwise.com

User Testimonials

13

"AirBed&Breakfast
freaking rocks!"

Josue F, Washington, DC



"I found something in
my price-range, and that's
what really enabled me
to come to the conference."

Jason R, Atlanta, GA



"A complete success.
It is easy to use and it
made me money."

Emily M, Austin, TX



"It's about the ideas,
the interactions, the
people. You don't get
that in a hotel room."

Dan A, Ontario, Canada



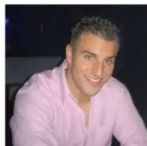
Team

- Profiles of the founding team and key employees and advisors



Joe Gebbia, User Interface & PR

Entrepreneur and designer. Holds a patent for his product, CritBuns®. A graduate of the Rhode Island School of Design (RISD), has dual BFA's in graphic design and industrial design.



Brian Chesky, Business Development & Brand

Founder of Brian Chesky, Inc, industrial design consultant. A graduate of the Rhode Island School of Design (RISD), has a BFA in industrial design.



Nathan Blecharcyk, Developer

Created Facebook Apps "Your neighbors" (75,000 users) and "Rolodextrous", recently launched "Identified Hits". A graduate of computer science Harvard, Nate has worked at Microsoft, OPNET Technologies, and Batiq.

Michael Seibel, Advisor

Michael is the CEO and co-founder of www.justin.tv, a San Francisco based venture funded start up that delivers live video to the internet.

Funding / Ask

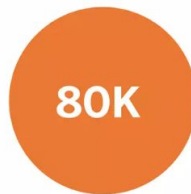
- Clearly state the amount of funding needed
- Explain what meaningful milestone you'll achieve

We are looking for 12 months financing to reach 80,000 transactions on AirBed&Breakfast.



ANGEL ROUND

initial investment opportunity



TRIPS W/AB&B

avg \$25 fee



\$2M

REVENUE

over 12 months

Closing

- Thank the audience for their time
- Include contact information for follow-up inquiries

Dreamit Doses Videos by Steve Barsh

How to Identify Your Most Dangerous Assumptions and De-Risk Your Startup Idea

Why and How to Make Sure You Are An Order of Magnitude Better

How to Correctly Talk about Competition

How to Correctly Calculate Your Total Addressable Market (TAM)

How to Come Up With a Great Go-to-Market Strategy

How to Demo Like a Rockstar

How to Talk About Your Traction

How Much Should You Raise?

How to End with Your Vision

How to do a Flashback Pitch Deck

Managing Your Investor Ask

How to Make Sure You are Telling a Great Story

Any Questions?

Group Review of a Pitch

Take notes on each of these components

- Problem
- Solution
- Traction
- GTM
- Market
- Business Model
- Competition
- Team
- Funding/Ask



IN
INCEPTION
STUDIO

Cohort 13 Demo Day

Sept 29, 2024

