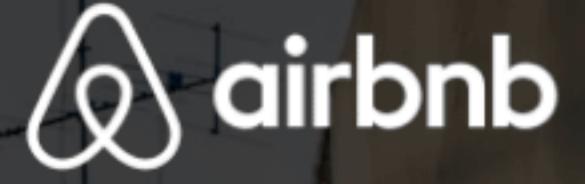




airbnb Pitch Deck

Book rooms with locals rather than hotels



Problem

Price is an important concern for customer 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: 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 Validation

couchsurfing.com

670,000

TOTAL USERS

craigslist.com

17,000

TEMPORARY
HOUSING LISTINGS

In SF & NYC from 7/09 to 7/16



Market Size

2

Billion +

Trips Booked (WorldWide)

Total Available Market

560

Million +

Budget&Online
Serviceable Available Market

84

Million

Trips w/AirBnB
Share of Market

15% of available market

*source: Travel Industry Assn. of America and World Tourism Organization.

**source: comScore



Product



Search by city

Anywhere Anytime 1 guest

Become a Host Help Sign Up Log In

FOR YOU HOMES EXPERIENCES PLACES

Experiences See all >



\$36 & Salvage food and Enjoy amazing home-style dishes!

★★★★★ 17 reviews



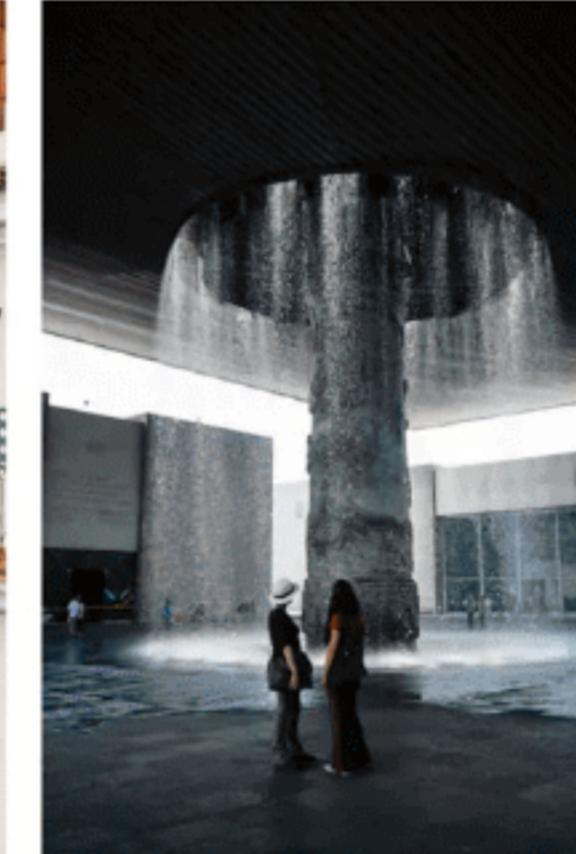
\$117 Rome's secret gardens unveiled during floral class

★★★★★ 16 reviews



\$48 Live and eat in Lisbon like local people do

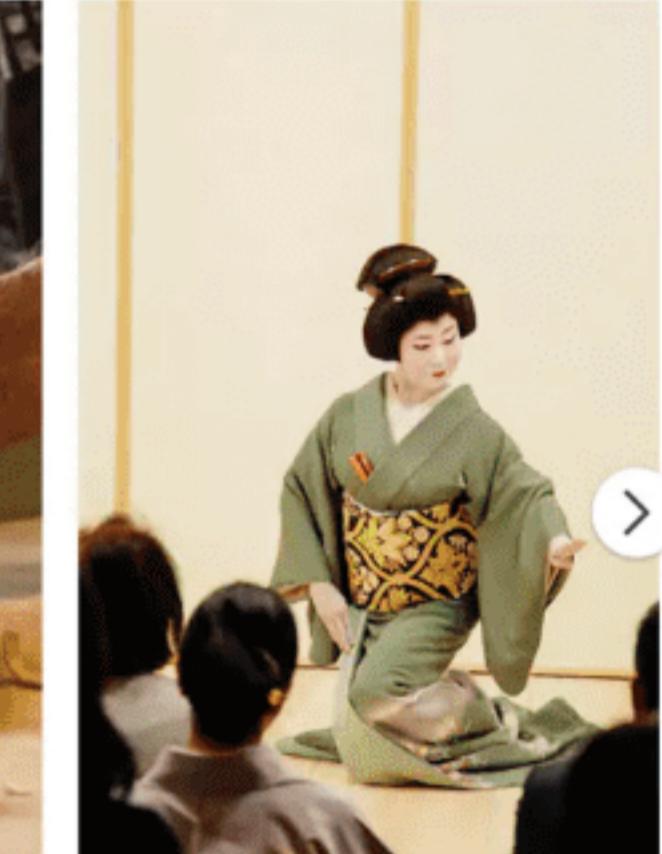
★★★★★ 2 reviews



\$45 National Museum from eye's of an archeologist



\$126 Make your own timber bodysurfing handplane!



\$50 & Wearing Yukata by yourself and do japanese dance.

See all >

Homes



Review listings

Los Angeles Anytime 1 guest

Become a Host Help Sign Up Log In

FOR YOU HOMES EXPERIENCES PLACES

Room type ▾ Price range ▾ Instant Book ▾ Refund policy ▾ More filters ▾

\$125 Private Pool House with Amazing Vie...
Entire home/apt · 1 bed
★★★★★ 83 reviews

\$225 Ocean View Malibu Hideaway
Entire home/apt · 3 beds
★★★★★ 89 reviews

\$129 Sweetest Cottage in Venice Beach
Entire home/apt · 2 beds
★★★★★ 392 reviews

\$130 MY LITTLE PARIS IN LOS ANGELES

\$125 TOP OF THE HILL ACRES

\$175 Licensed luxurious guesthouse with Pa...

Map showing price overlays for various locations in Southern California, including Malibu, Topanga State Park, Calabasas, Simi Valley, San Fernando, Burbank, Pasadena, and Long Beach.

Book it!



[View Photos](#)

\$375 per night

Check In mm/dd/yyyy Check Out mm/dd/yyyy

Guests 1 guest

Book

100% refundable · You won't be charged yet

Malibu By The Sea Beachfront Apt

Malibu, CA, United States 96 reviews

Connie

Entire home/apt

2 Guests

1 Bedroom

1 Bed



Business Model:

we take a 10% commission on each transaction

\$84

MILLION DOLLARS

\$25

AVERAGE FEE

\$200

MILLION DOLLARS

Trips with AirBnB

15% of Available Market

\$80/night

for 3 nights

Revenue

Projected by 2011

Market Adoption

EVENTS

target events monthly

- Octoberfest (6M)
- Cebit (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- MardiGras (800,000)

PARTNERSHIPS

cheap/alternative travel

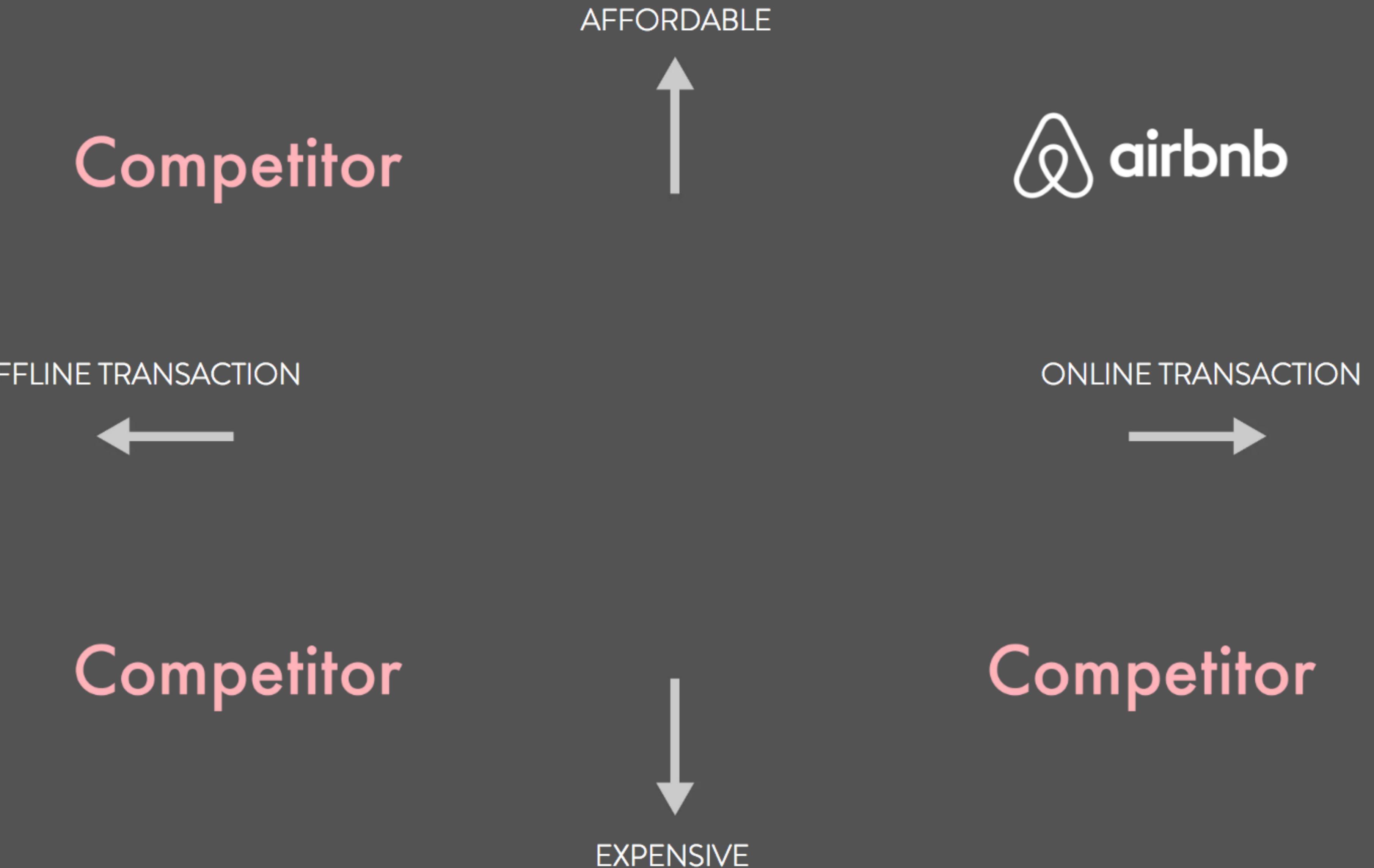
- GoLoco
- Kayak
- Orbitz

CRAIGSLIST

dual posting feature



Competition





Competitive Advantage



First to Market

for transaction-based temporary housing site



Host Incentive

they can make money over couchsurfing.com



List Once

hosts post one time 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 and Brand

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

Team



Joe Gebbia
User Interface & PR

Holds a patent for his product, Critbuns(R). Has dual BFA's in graphic design and industrial design from Rhode Island School of Design (RISD).



Brian Chesky
Business Development & Brand

Founder of Brian Chesky Inc, industrial design consultant. Has a BFA in industrial design from RISD.



Nathan Blecharczyk
Developer

Created Facebook Apps "Your neighbors" (75,000 users). Computer Science from Harvard. Worked @ Microsoft, OPNET Technologies and Batiq.

Michael Seibel, Advisor

Michael is the CEO and Co-founder of [justin.tv](#), a San Francisco based venture funded startup that delivers live video to the Internet.



Press

“ **AirBed & Breakfast**
is a fun approach to
CouchSurfing

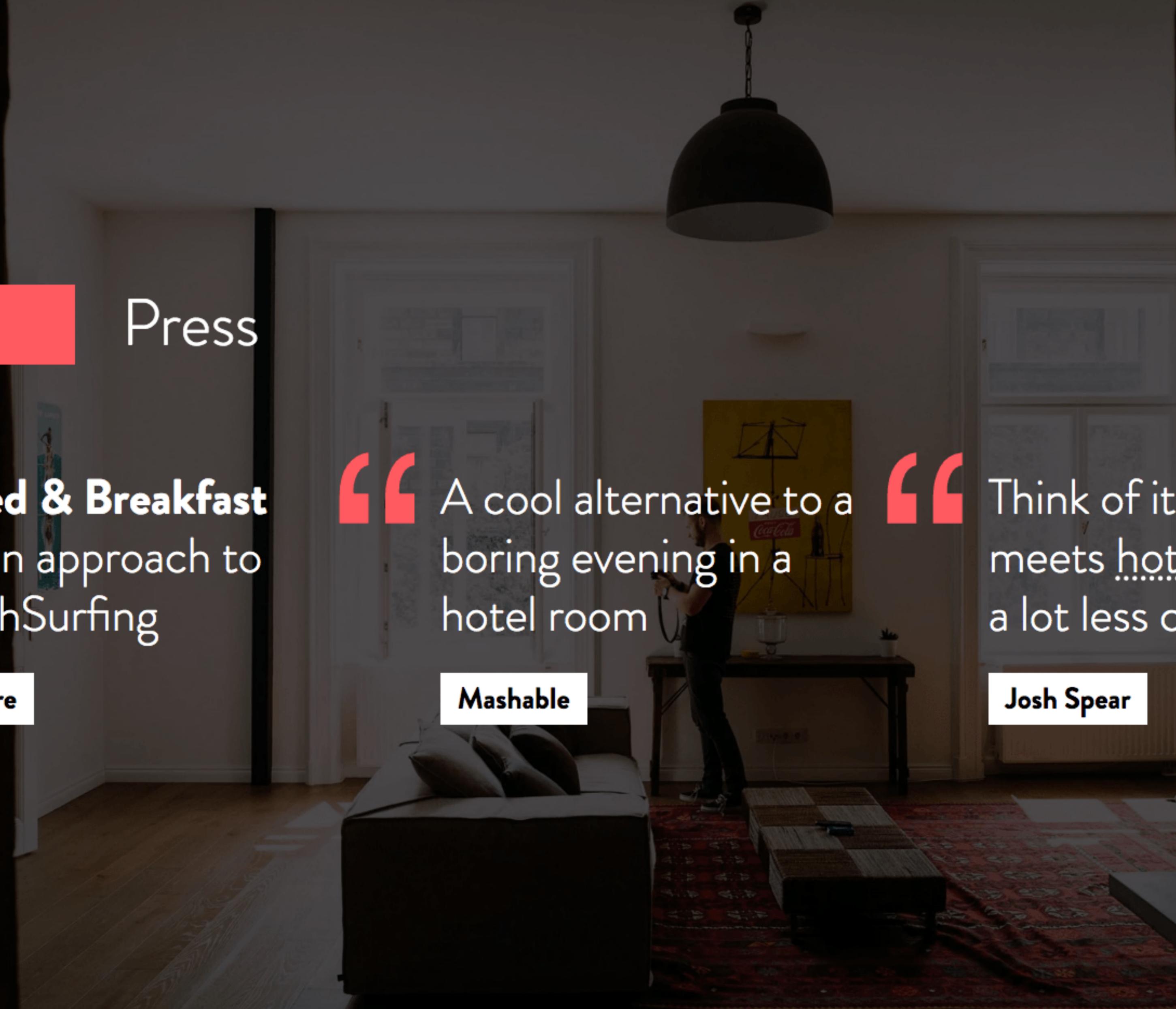
Webware

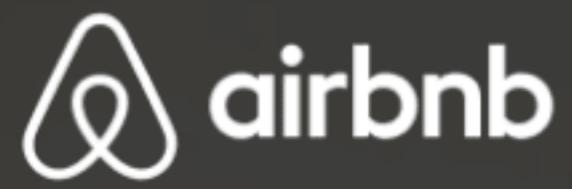
“ A cool alternative to a
boring evening in a
hotel room

Mashable

“ Think of it a Craigslist
meets [hotels.com](#), but
a lot less crappy.

Josh Spear





User Testimonials

“ AirBed & Breakfast
freaking rocks!

Josue F, Washington DC

“ A complete success!
It is easy to use and
made me money.

Emily M, Austin TX

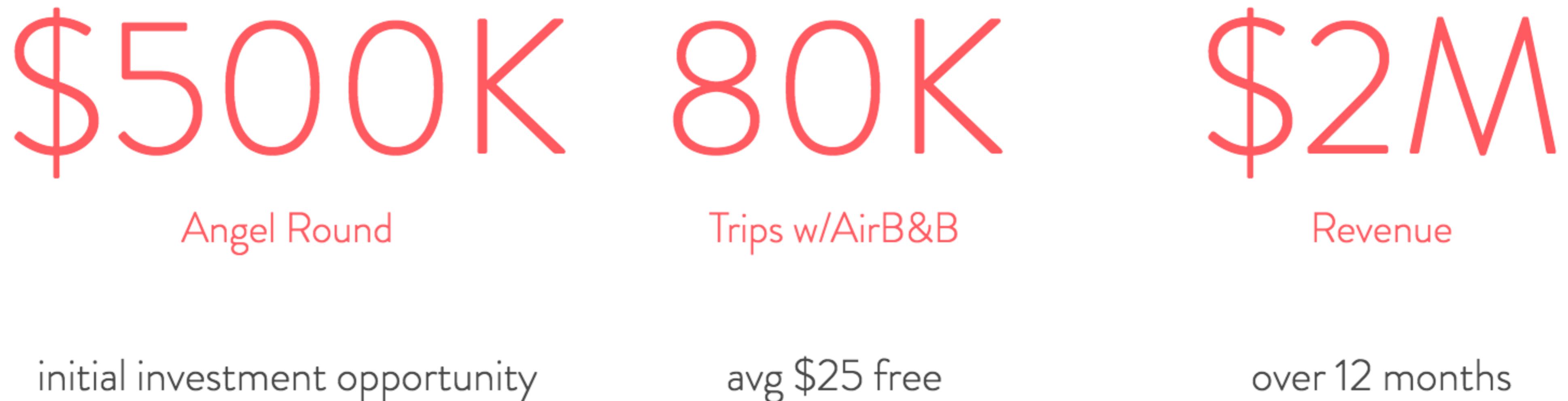
“ It's about the ideas,
the interactions, the
people. You don't get
that in a hotel room.

Dan A, Ontario, Canada.



Financial

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





This presentation was redesigned in slidebean.com
The original slides can be found [here](#).