**AIRBNB**

Airbnb is an online marketplace that involves the renting of properties to travellers.They have also recently started offering experiences too.

It simply provides a platform from which people can rent out their properties or spare rooms to guests.price are set by the property owner and money is collected via the Airbnb app.

OPPORTUNITY SWEET SPOT

Opportunity sweet spot is combining a strong purpose with a good business opportunity.

Brian had interest in entrepreneurship in that he spotted a business opportunity when they could not pay rent and had to share their home with three guests and provided them with homemade breakfast.Thats where the concept of Airbnb began.

Their business idea was timely because there was a big design conference in Francisco and consequently a number of hotels throughout the city had been sold out .

This contributed more to their idea ,because they saw a potential market.They therefore developed a website called **airbedandbreakfast.com.**

Brian had skills and knowledge of operating the business idea.His focus was not on a million of people,but rather had a razor sharp focus on understanding and executing the ultimate experience for just one person.

One of the ways Airbnb decided to prepare for the future is by implementing a global resource to help host secure booking in this new environment .Airbnb identifies future trends to understand where the market is headed thus they are able to accomodate uncertainty and ambiguity in case anything arises in the future.

We can say that Airbnb had an opportunity sweet spot.