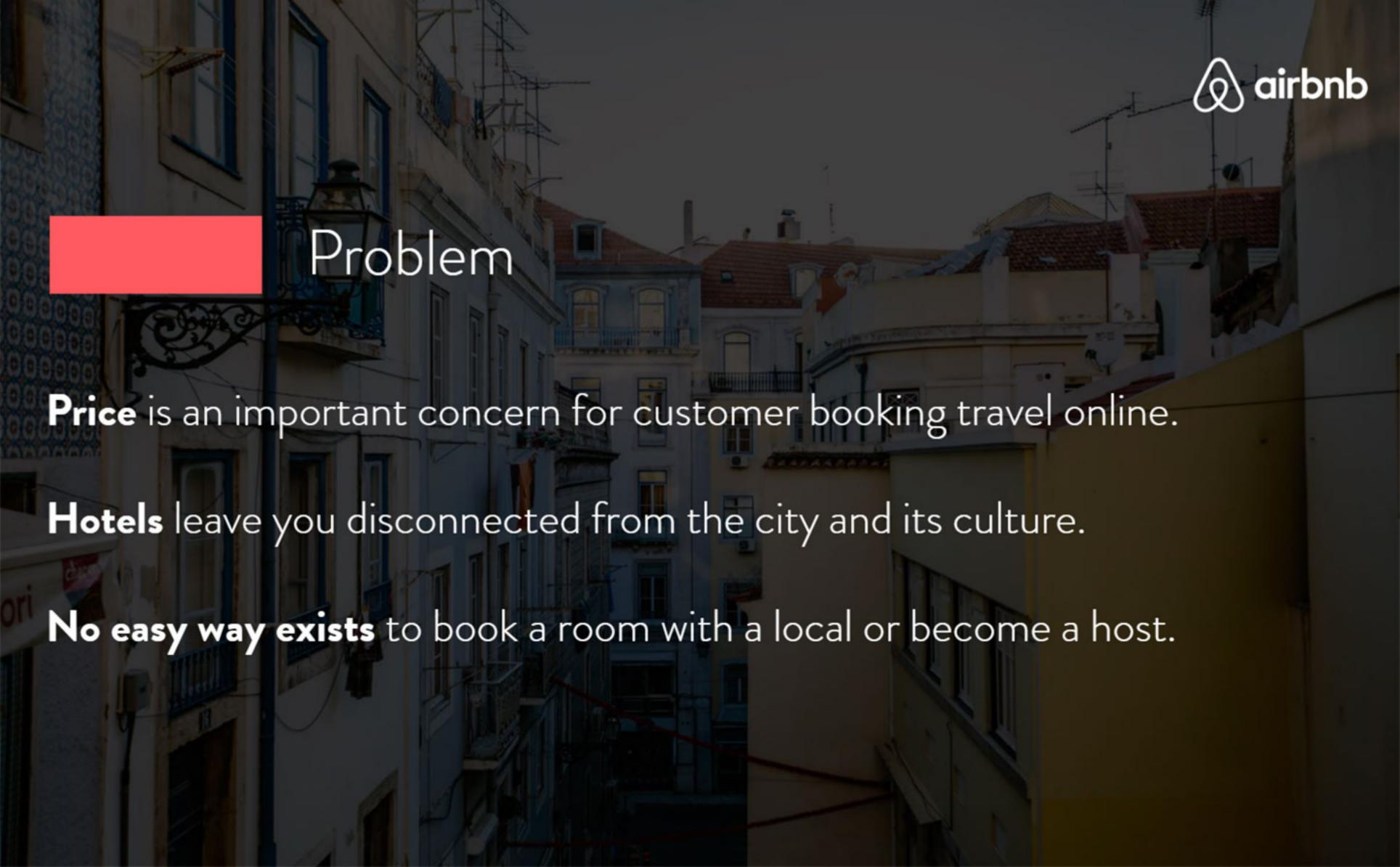


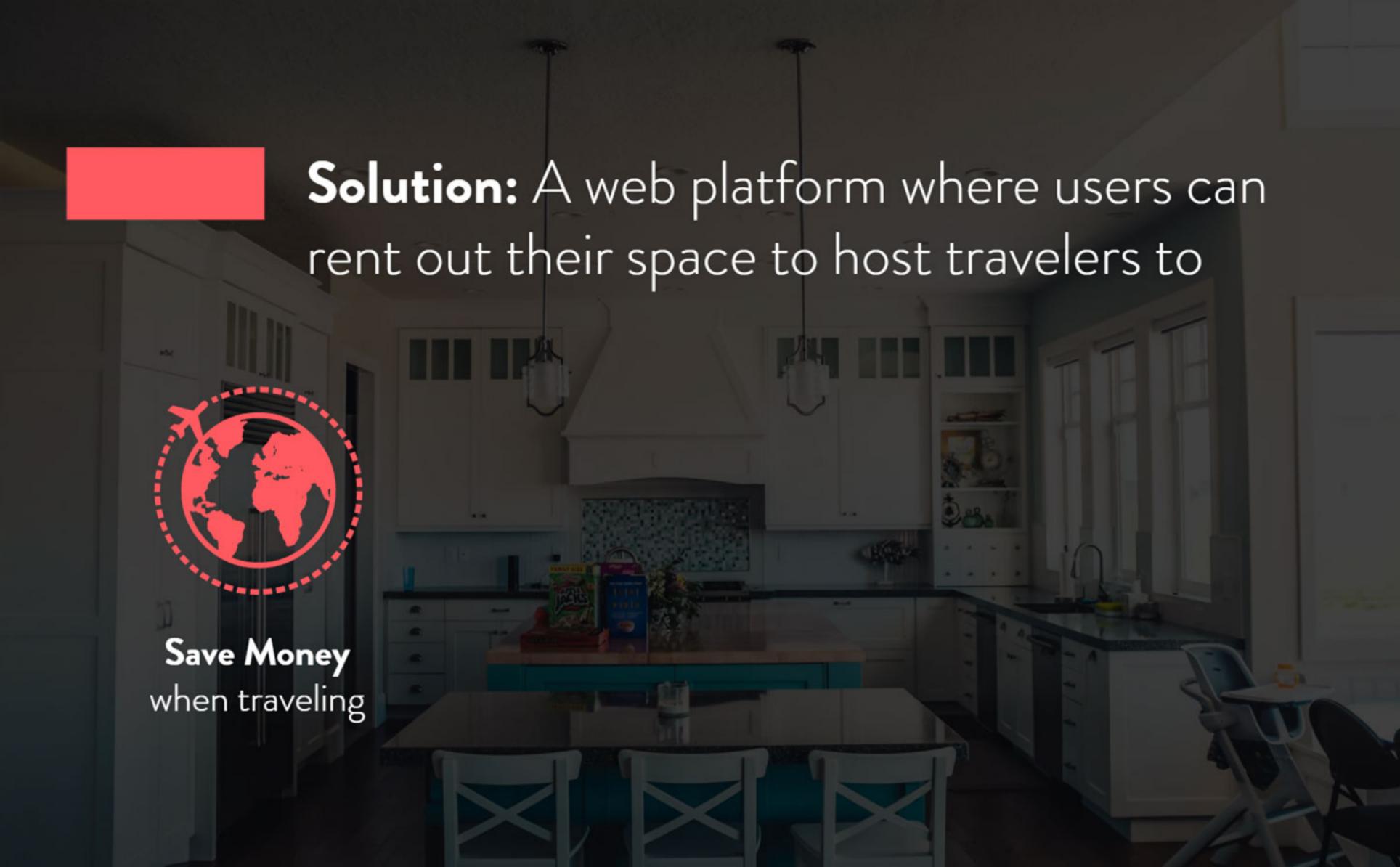
GET EDITABLE TEMPLATE



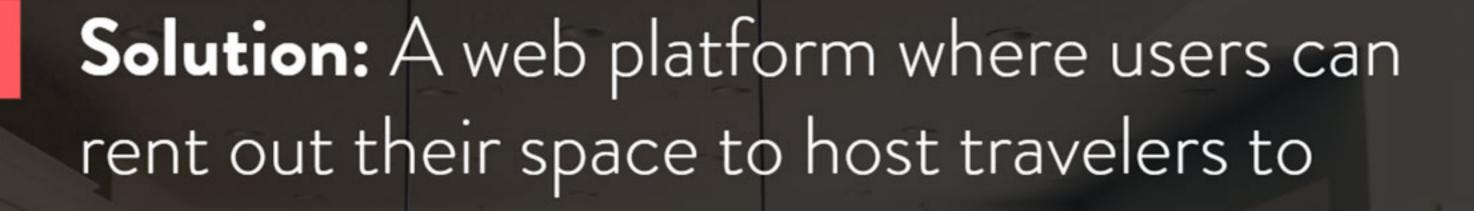
airbnb Pitch Deck

Book rooms with locals rather than hotels











Save Money when traveling



Make Money when hosting

Share Culture local connection to the city



Market Validation





6/0,0001/,00 TOTAL USERS

craigslist.com

TEMPORARY HOUSING LISTINGS

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

Market Size



2

Billion +

Trips Booked (WorldWide)

Total Available Market

560

Million +

Budget&Online

Serviceable Available Market

94

Million

Trips w/AirBnB

Share of Market

15% of available market

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

^{**}source: comScore





Search by city



Q Anywhere

Anytime

8 1 guest

Become a Host

Help

an Ha

Log Ir

See all >

FOR YOU

HOMES

EXPERIENCES

PLACES

Experiences



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

**** 17 reviews



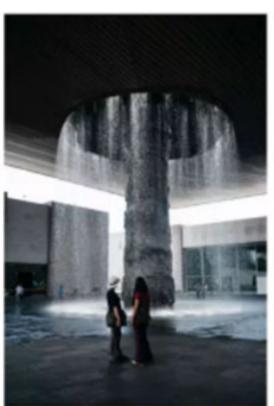
\$117 Rome's secret gardens unveiled during floral class

**** 16 reviews



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

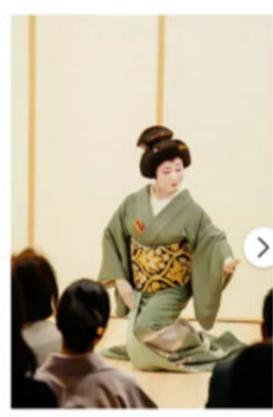
**** 2 reviews



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



\$126 Make your own timber bodysurfing handplane!

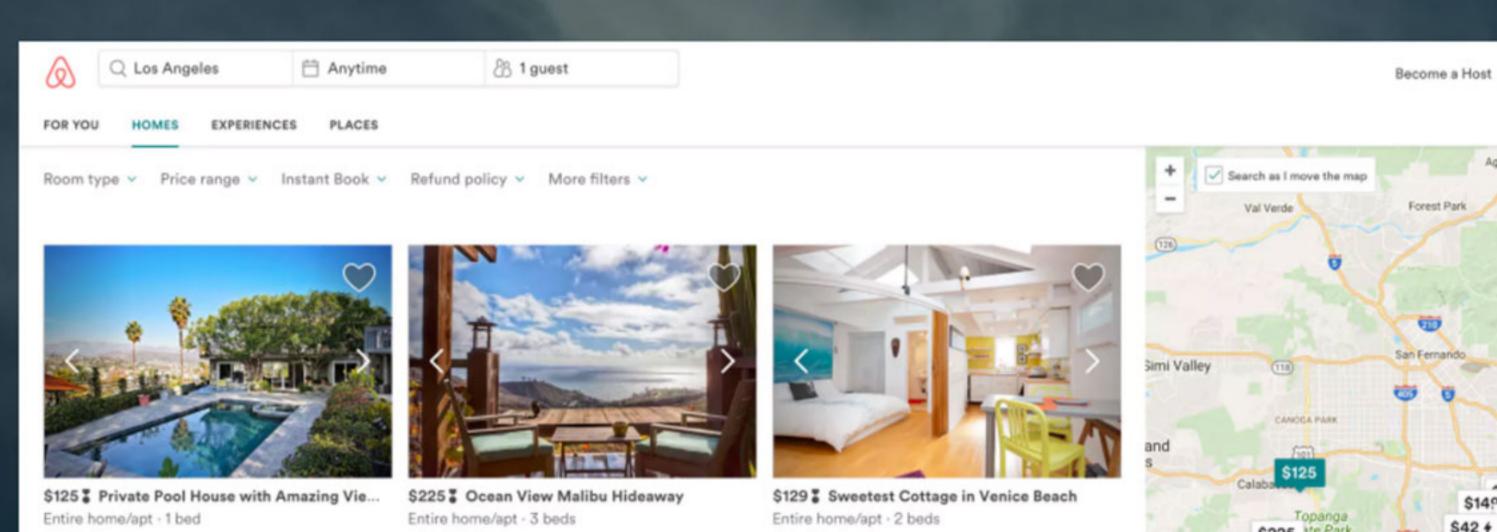


\$50 % Wearing Yukata by yourself and do japanese dance.

Homes

See all >

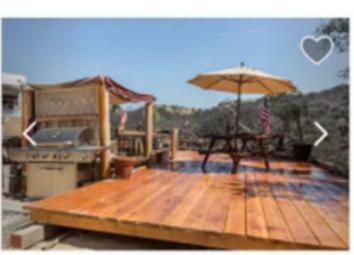
Review listings





*****83 reviews

\$130 T MY LITTLE PARIS IN LOS ANGELES



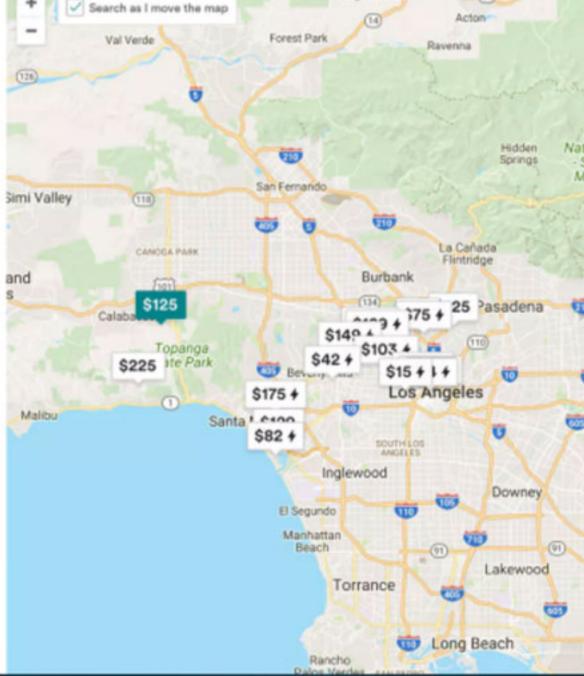
\$125 TOP OF THE HILL ACRES

*****89 reviews

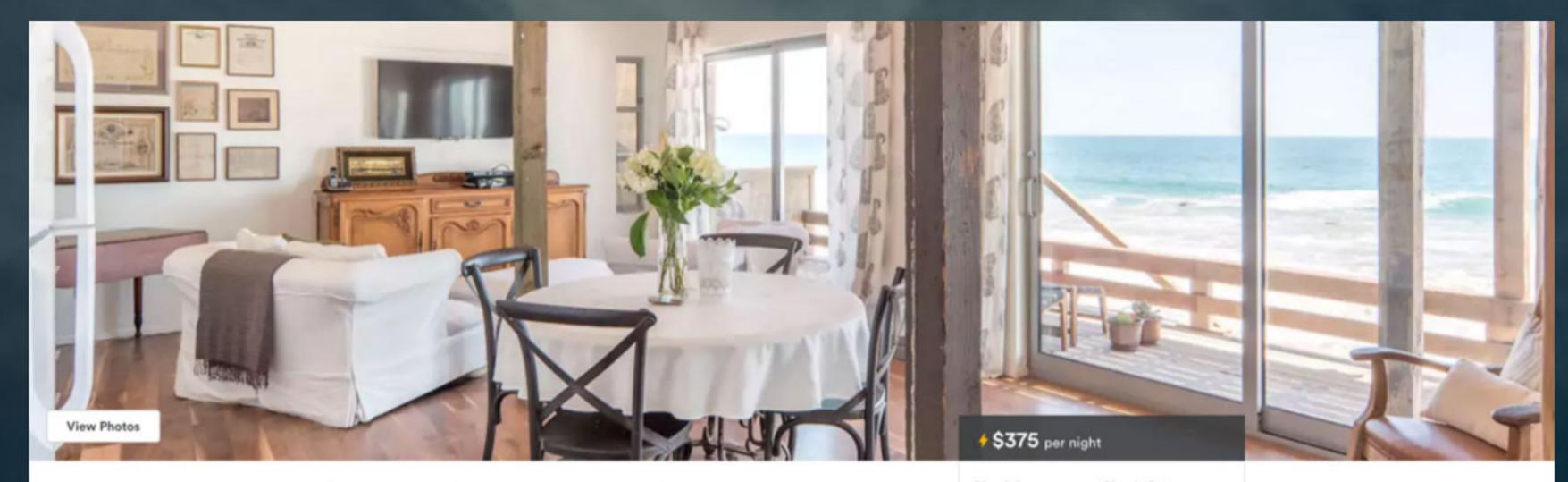


**** 392 reviews

\$175 4 Licensed Juxurious questhouse with Pa



Book it!



Malibu By The Sea Beachfront Apt

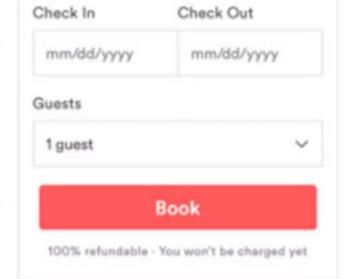
Malibu, CA, United States **** 96 reviews

April Description

Connie

April Description

April





Business Model:

we take a 10% commission on each transaction

\$84 MILLION DOLLARS

Trips with AirBnB
15% of Available Market



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we take a 10% commission on each transaction

\$84 MILLION DOLLARS

\$\frac{1}{2}\$
AVERAGE FEE

Trips with AirBnB
15% of Available Market

\$80/night for 3 nights



Business Model:

we take a 10% commission on each transaction

\$84 MILLION DOLLARS \$\frac{1}{2}\$
AVERAGE FEE

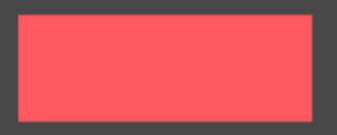
\$200 MILLION DOLLARS

Trips with AirBnB
15% of Available Market

\$80/night for 3 nights

Revenue Projected by 2011





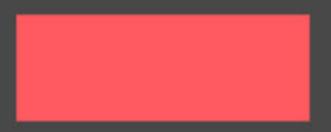
Market Adoption

EVENTS

target events monthly

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





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PARTNERSHIPS

cheap/alternative travel

- GoLoco
- Kayak
- Orbitz





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CRAIGSLIST

dual posting feature





AFFORDABLE



Competitor



OFFLINE TRANSACTION



ONLINE TRANSACTION



Competitor



Competitor



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



Profilesbrowse 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.

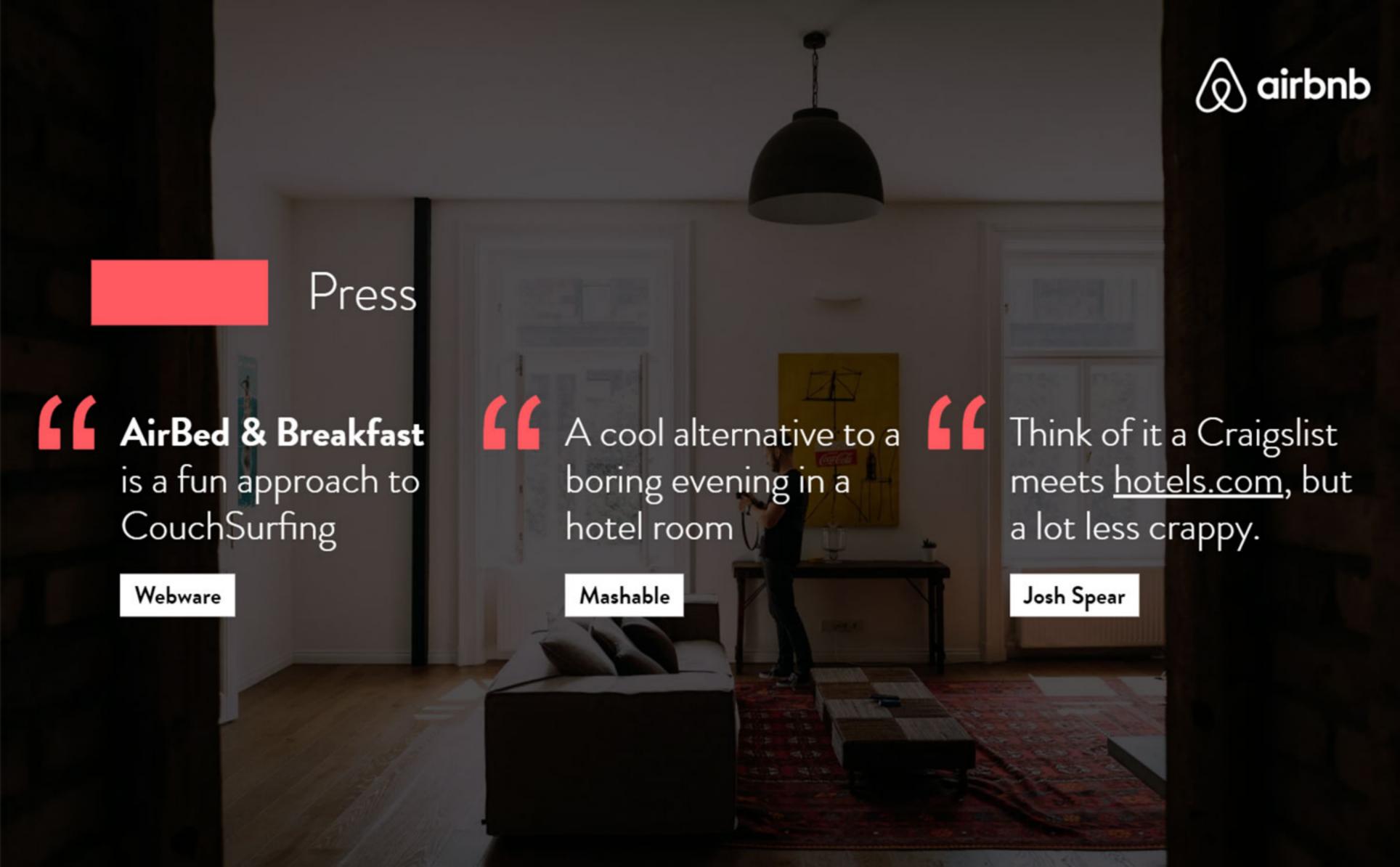


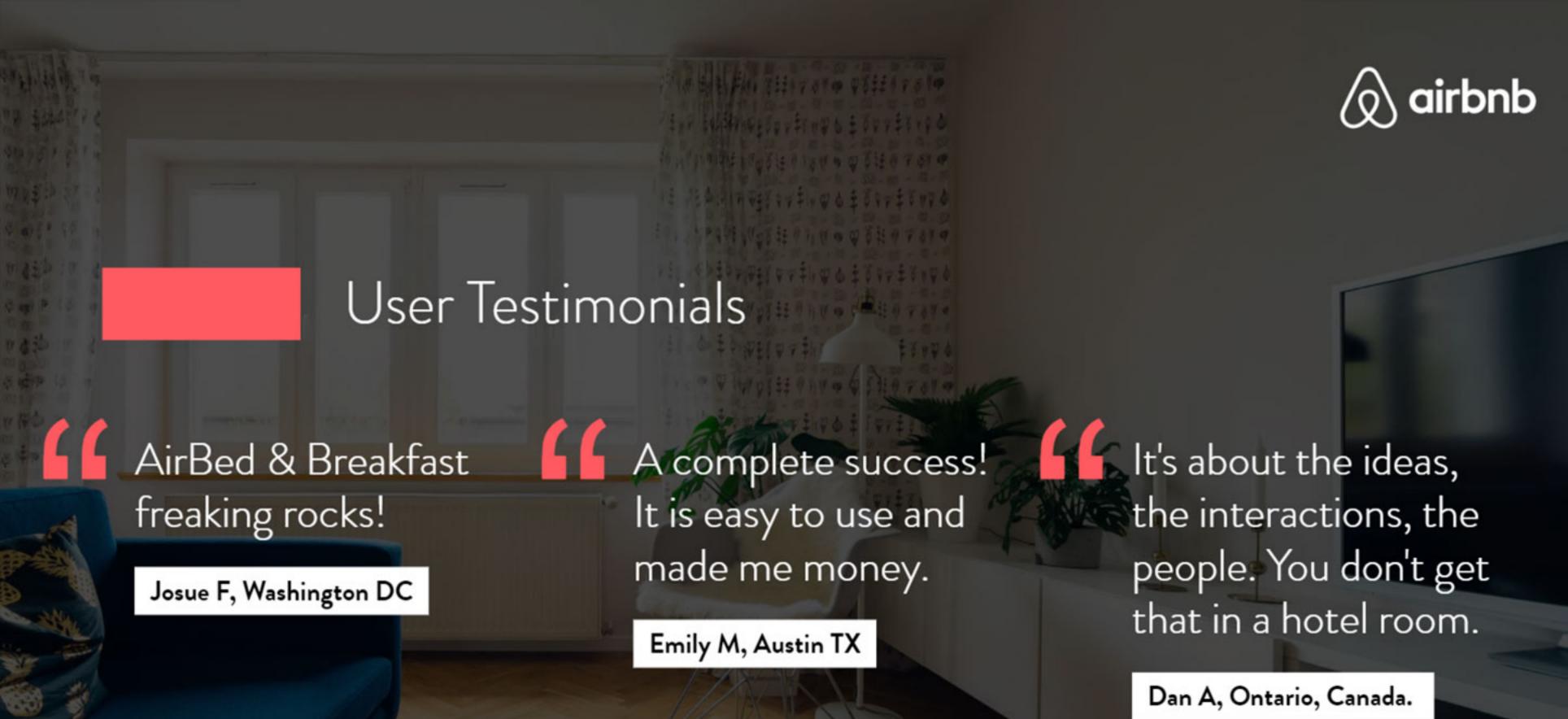
Nathan Blecharcyk Developer

Created Facebook Apps "Your neighbors" (75,000 users). Computer Science from Harvard Nate. 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.







Financial

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

\$500K

Angel Round

initial investment opportunity



Financial

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

\$500K 80K

Angel Round

Trips w/AirB&B

initial investment opportunity

avg \$25 free



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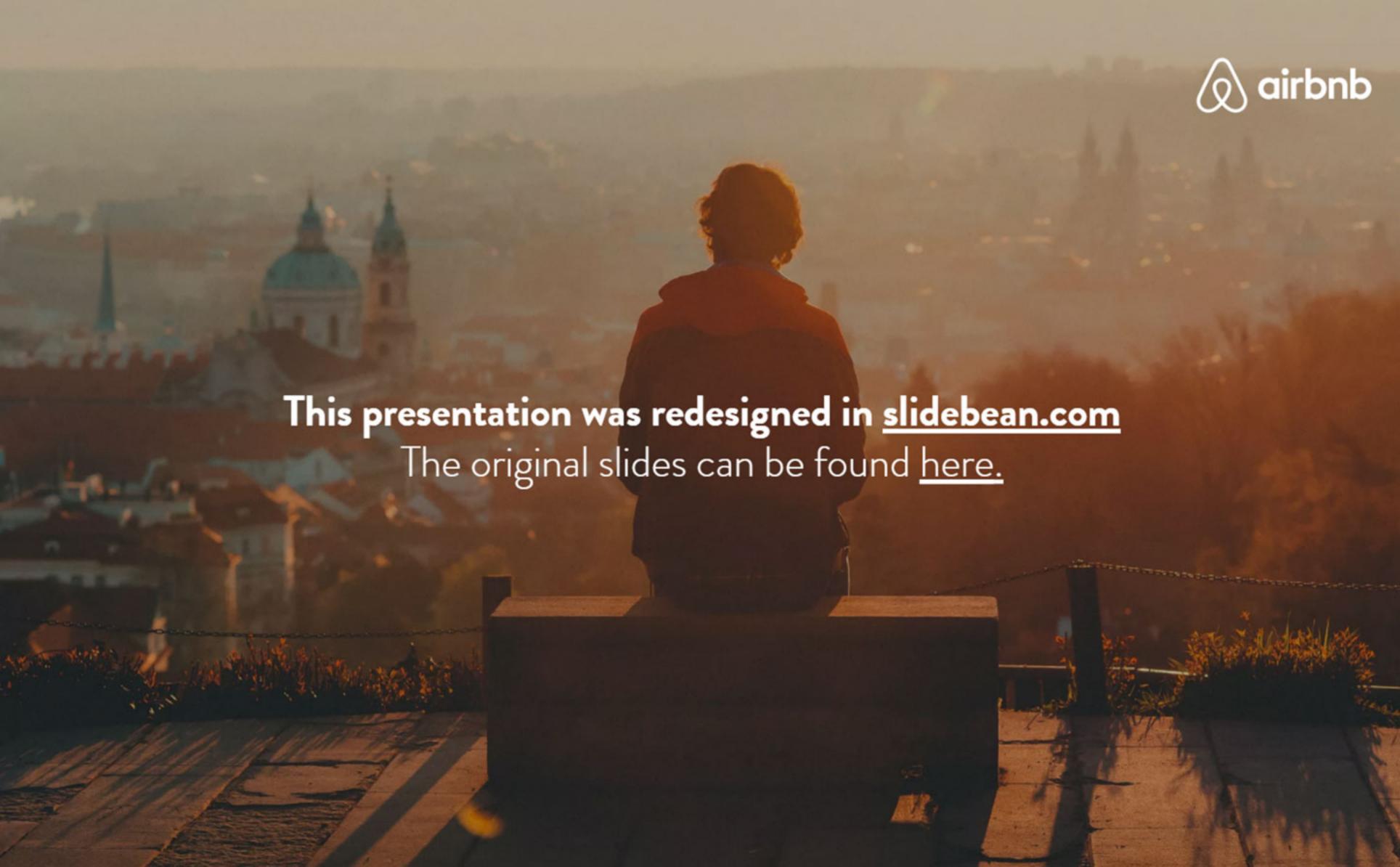
\$21

Revenue

initial investment opportunity

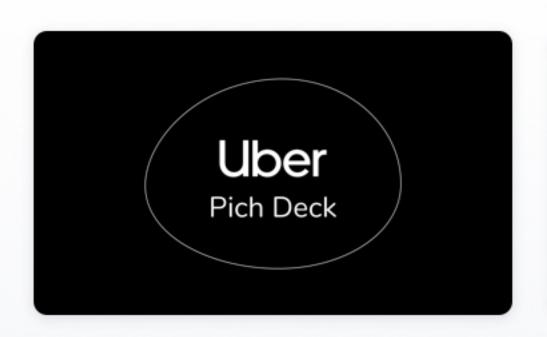
avg \$25 free

over 12 months



Congrats on making it to the end!

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