

# PITCHING YOUR BIG IDEA

**PIERRE-ALEXANDRE  
BALLAND**

**UTRECHT UNIVERSITY  
AI TOULOUSE INSTITUTE**



# Take-away previous lectures

- **L1: AI & human society**

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  - AI is taking the world by storm

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- ML/DL are all about data (in particular network data)

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→ **Building your own recommendation system**

# Today's objective

- Structure of your deck – key technical elements
- Structure of your deck – macro-thinking & business
- First discussion of student's solution

**Welcome**

1

# AirBed&Breakfast

Book rooms with locals, rather than hotels.

# Problem

2

**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.

# 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 Size

5



**TRIPS BOOKED (WORDLWIDE)**  
Total Available Market



**BUDGET & ONLINE TRIPS**  
Serviceable Available Market

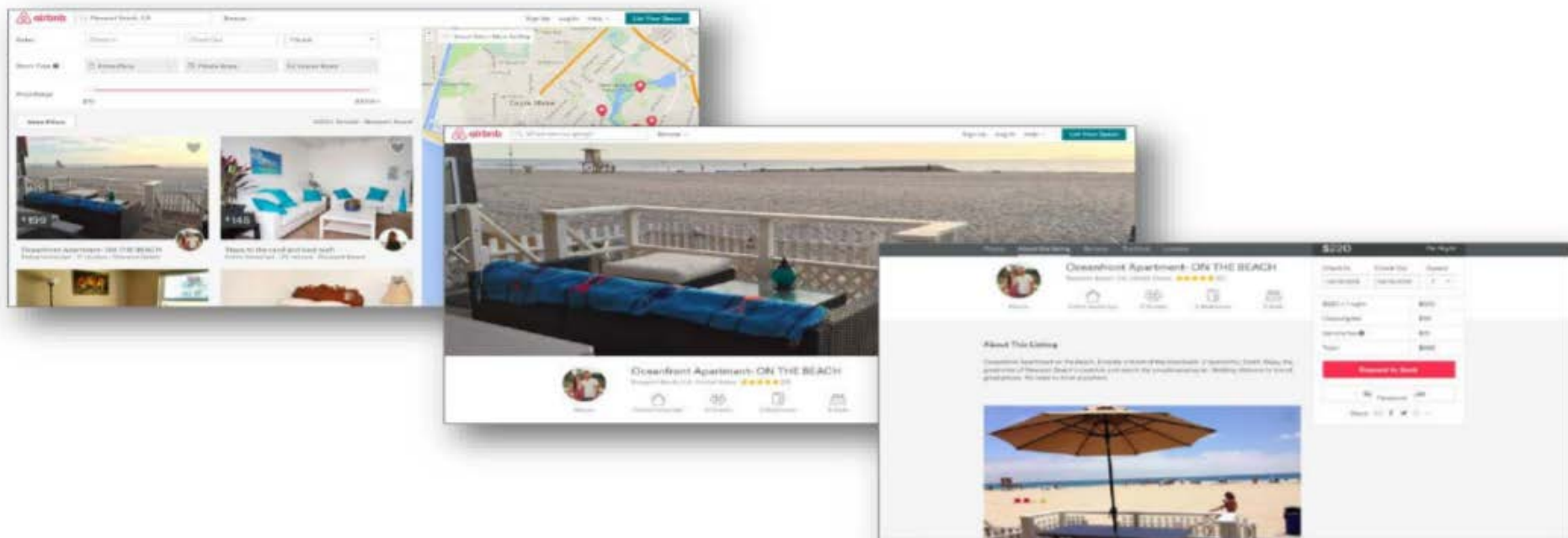


**TRIPS W/AB&B**  
Market Share

# Product

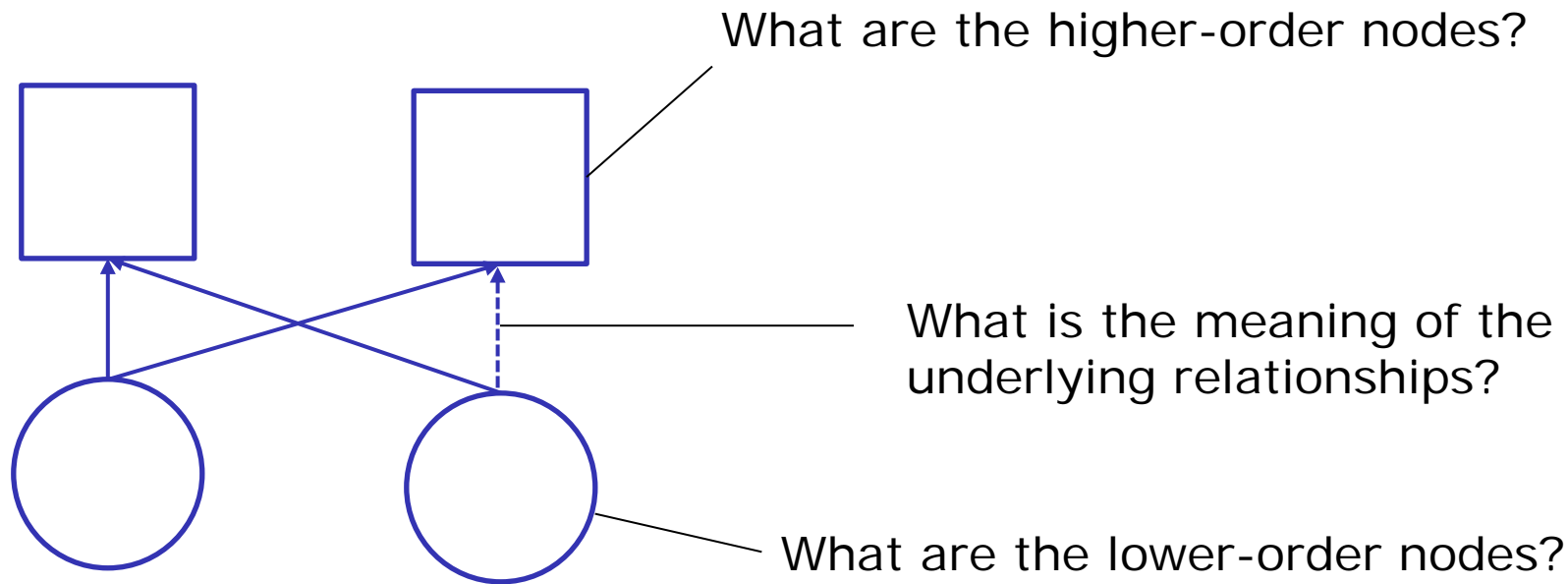
6

SEARCH BY CITY —————> REVIEW LISTINGS —————> BOOK IT!





# Working principles of the rec. system



**Where does the data come from?**  
**Is there a data gathering strategy?**

We take a 10% commission on each transaction.



# Competition

9

AFFORDABLE



craigslist



AirBed&Breakfast



OFFLINE TRANSACTION



ONLINE TRANSACTION



EXPENSIVE

# Competitive Advantages

10

## 1<sup>st</sup> 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.

Merci  
Thanks  
谢谢



@pa\_balland

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