

Welcome

1

AirBed&Breakfast

Book rooms with locals, rather than hotels.

This is a PowerPoint reproduction of an early AirBnB pitch deck via Business Insider @

<http://www.businessinsider.com/airbnb-a-13-billion-dollar-startups-first-ever-pitch-deck-2011-9>

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.

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

630,000

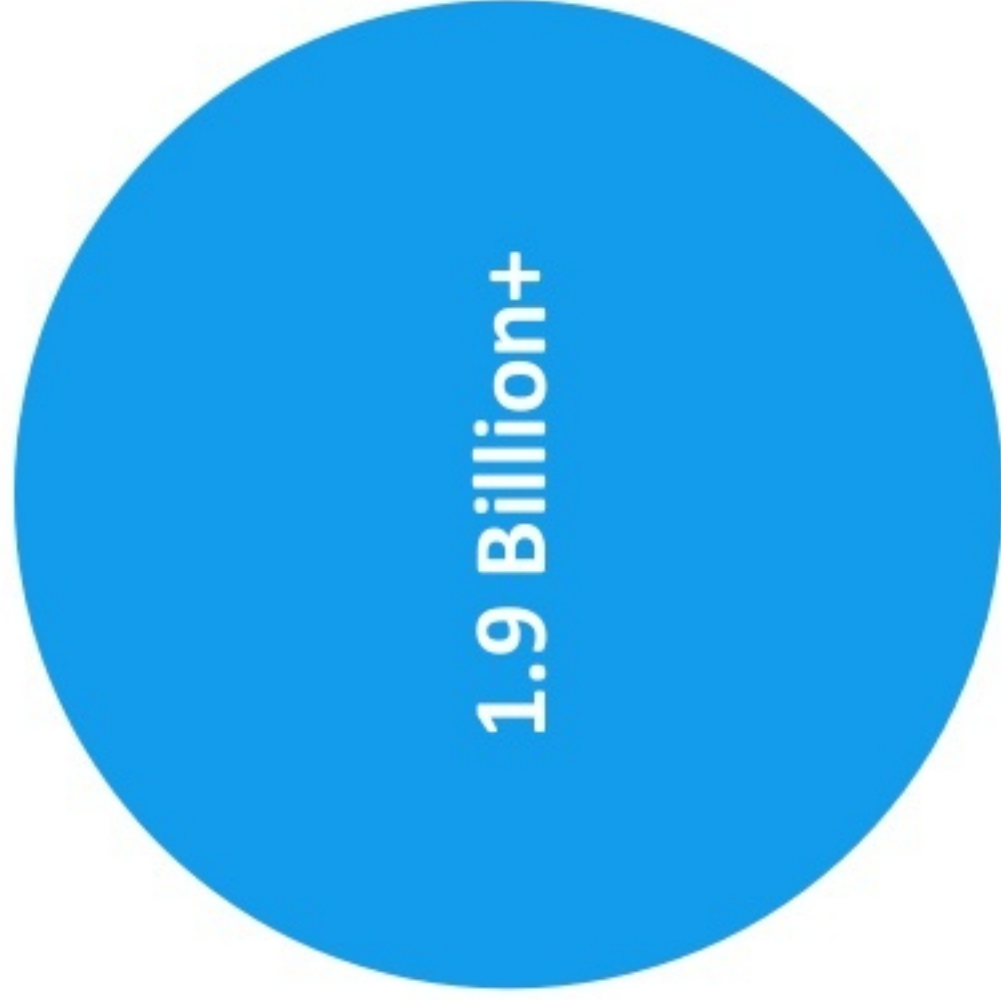
on temporary housing site
couchsurfing.com

17,000

temporary housing listings on SF
& NYC Craigslist from 07/09 – 07/16

Market Size

5



TRIPS BOOKED (WORDLWIDE)

Total Available Market



BUDGET & ONLINE TRIPS

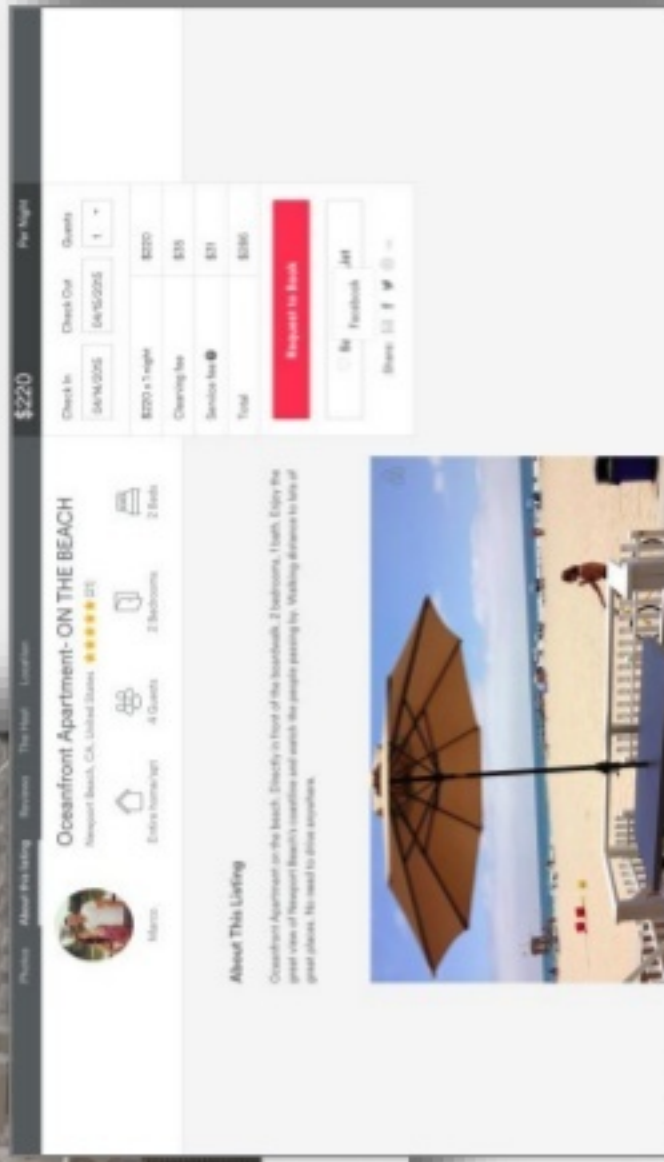
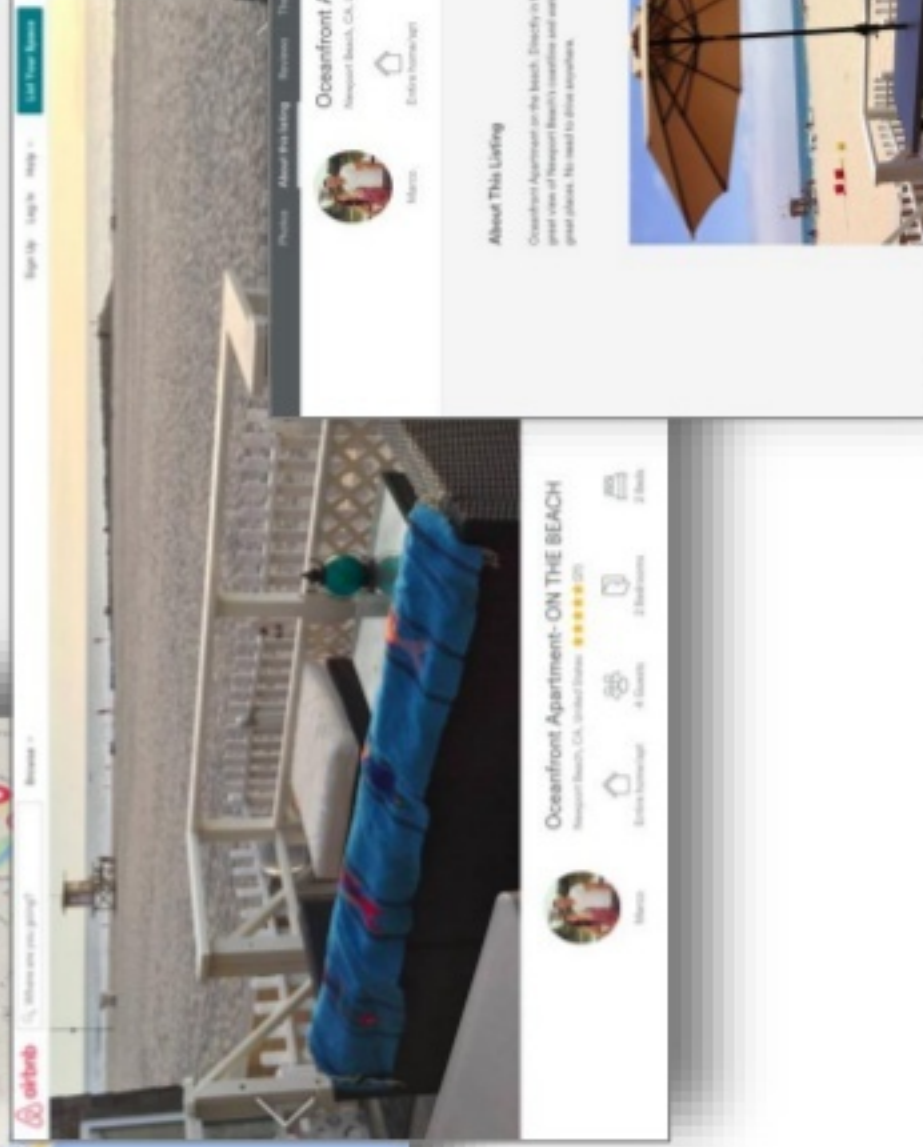
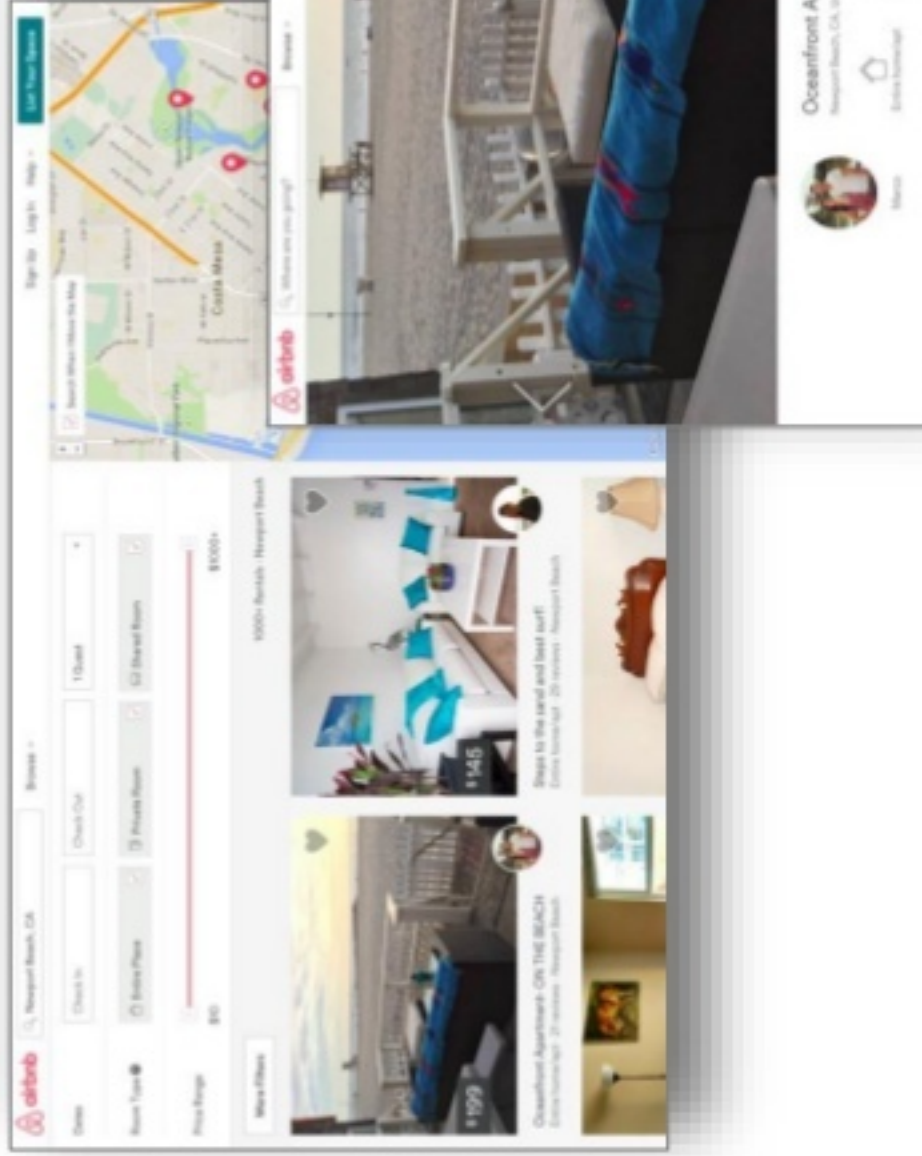
Serviceable Available Market



TRIPS W/AB&B

Market Share

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



Business Model

7

We take a 10% commission on each transaction.



EVENTS

target events monthly

Octoberfest (6M)

Cebit (700,000)

Summerfest (1M)

Eurocup(3M+)

Mardi Gras (800,000)

with listing widget

Widget screenshot

PARTNERSHIPS

cheap/alternative travel



CRAIGSLIST

dual posting feature

AirBnB
screenshot

Craigslist
screenshot



Competition

9

AFFORDABLE



craigslist



AirBed&Breakfast



OFFLINE TRANSACTION



ONLINE TRANSACTION



EXPENSIVE



Competitive Advantages

10

1st 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.

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“The Pitch Deck”

<http://pitchdeckcoach.com/pitch-deck>