



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.

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Solution



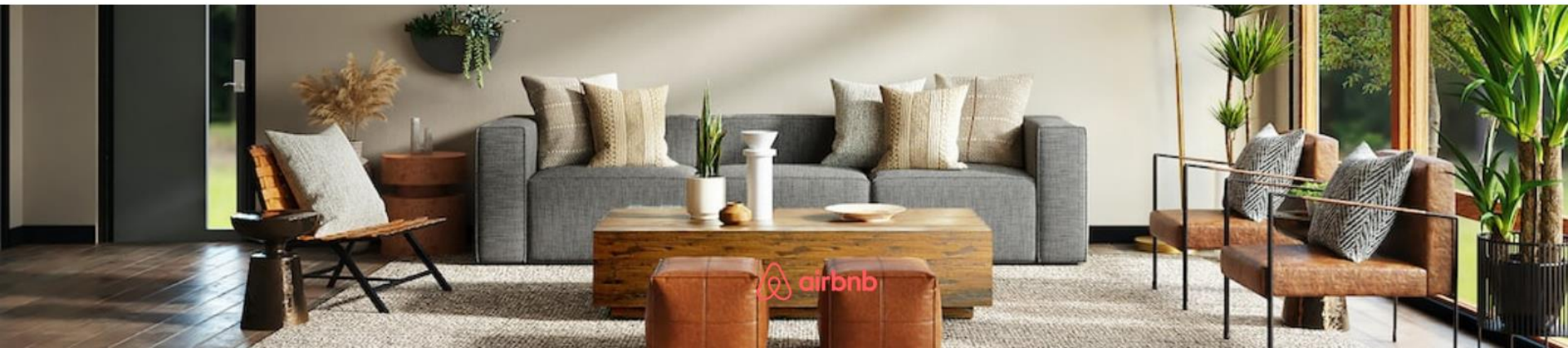
A web platform where users can rent out their space to host travelers.



Save money when traveling. Make money when hosting.



Share culture by making a local connection to the city.



Market Validation

couchsurfing.com

670,000
Total Users

In SF and NYC from 7/9 to 7/16

craigslist.com

17,000
Housing Listings

Temporary housing listings in SF
and NYC from 7/9 to 7/16



Market Size



\$2+ Billion

from trips booked (worldwide)



\$560+ Million

Budget & Online



\$84 Million

15% Share of the Market

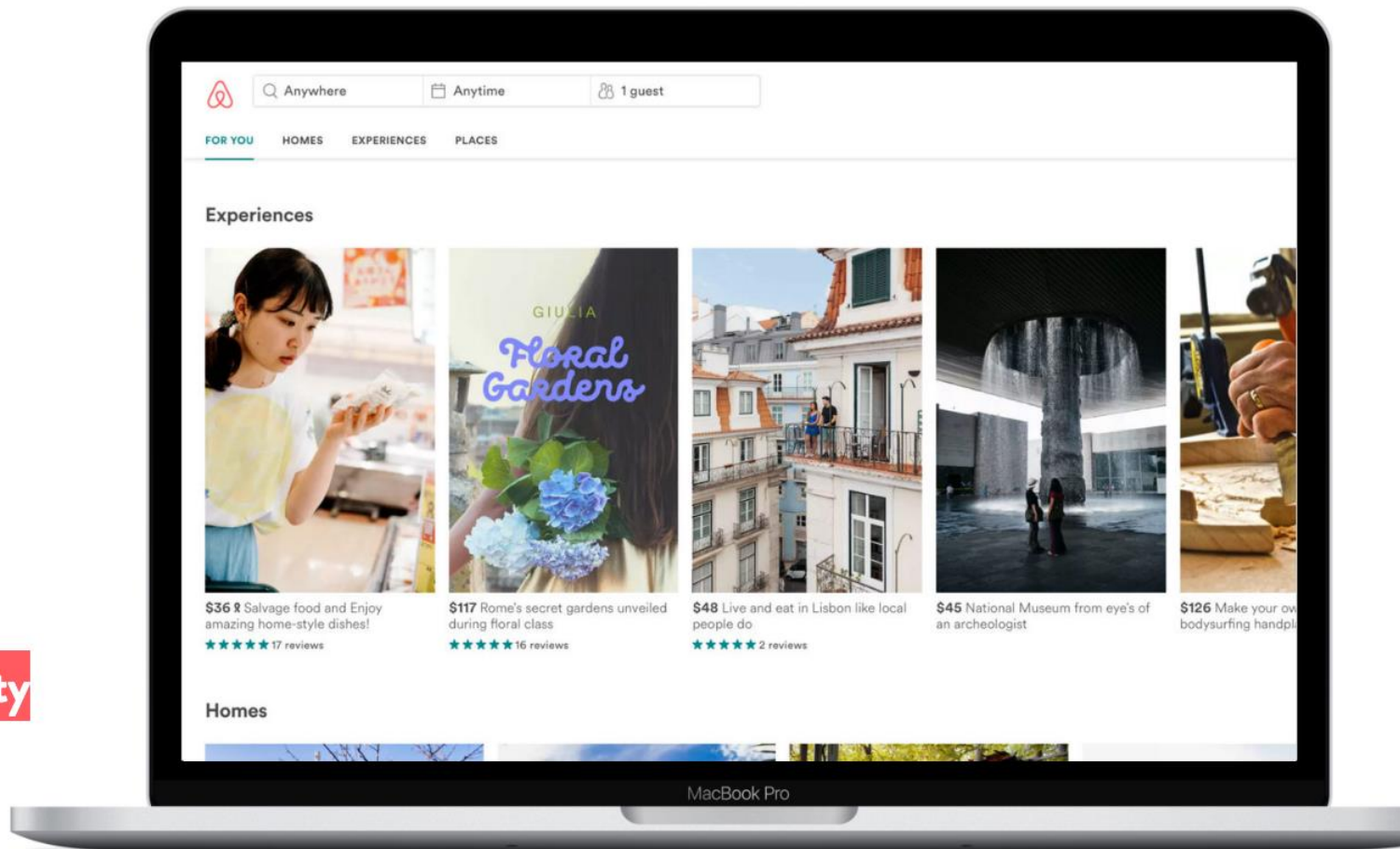


Product



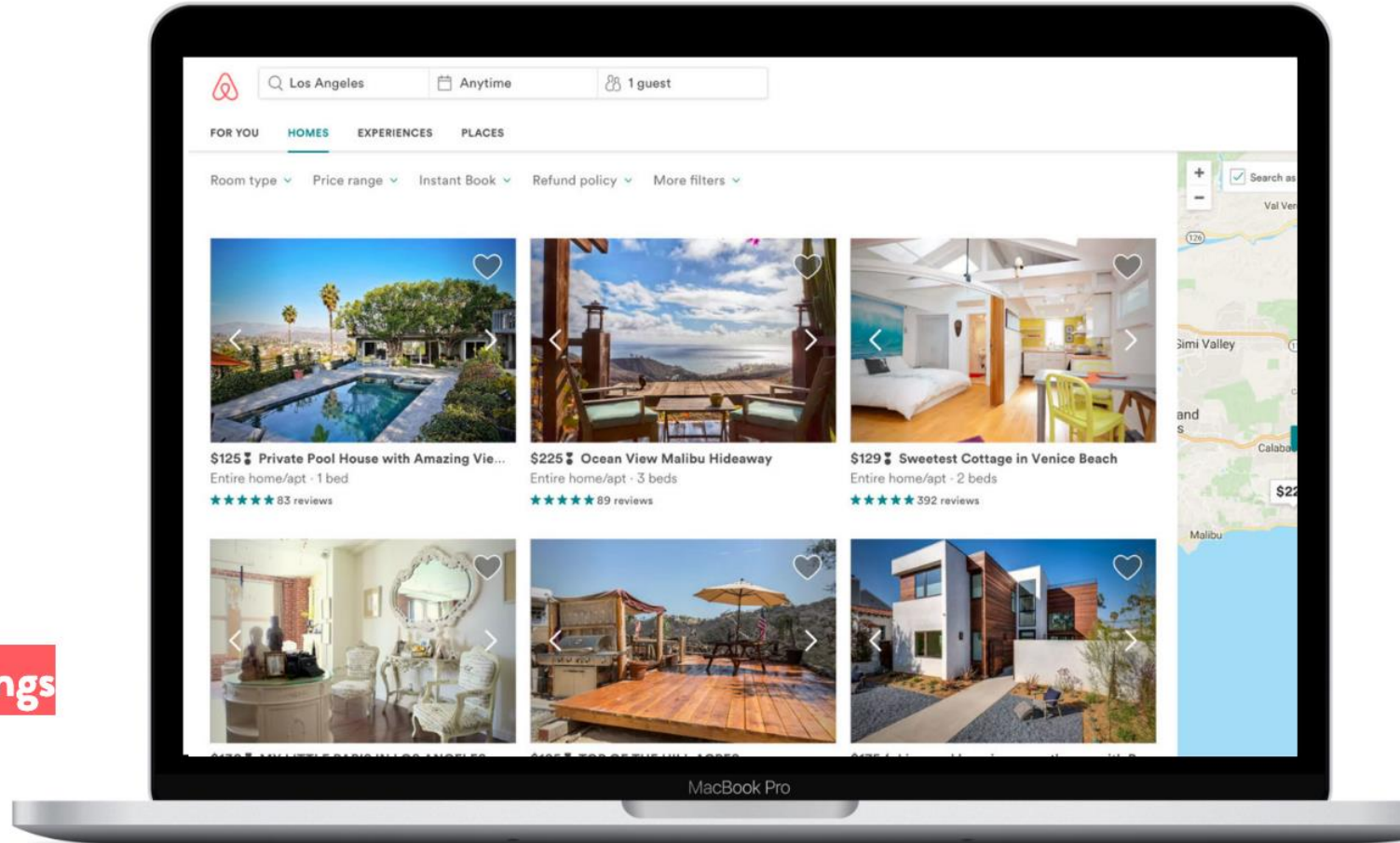


Search by city



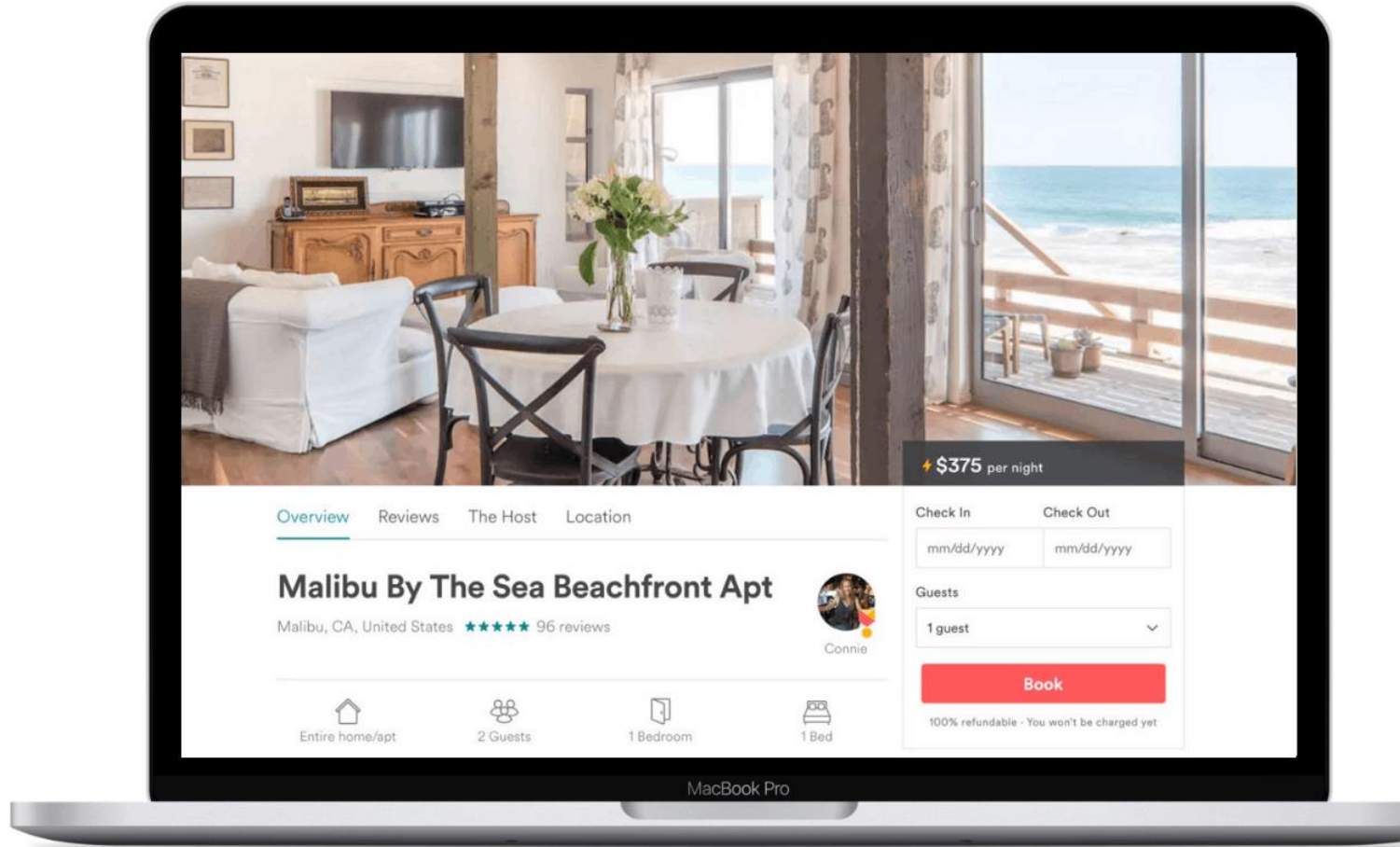


Review Listings





Book It!



Business Model

We take a 10% commission on each transaction

\$84 Million
Dollars

Trips with AirBnB

15% of Available Market

\$25
Dollars

Average Fee

\$80/night for 3 nights



Market Adoption



Events

Target events
monthly

Octoberfest (6M)

Eurocup (3M)



Partnerships

Cheap/alternative
travel

Kayak

GoLoco
airbnb

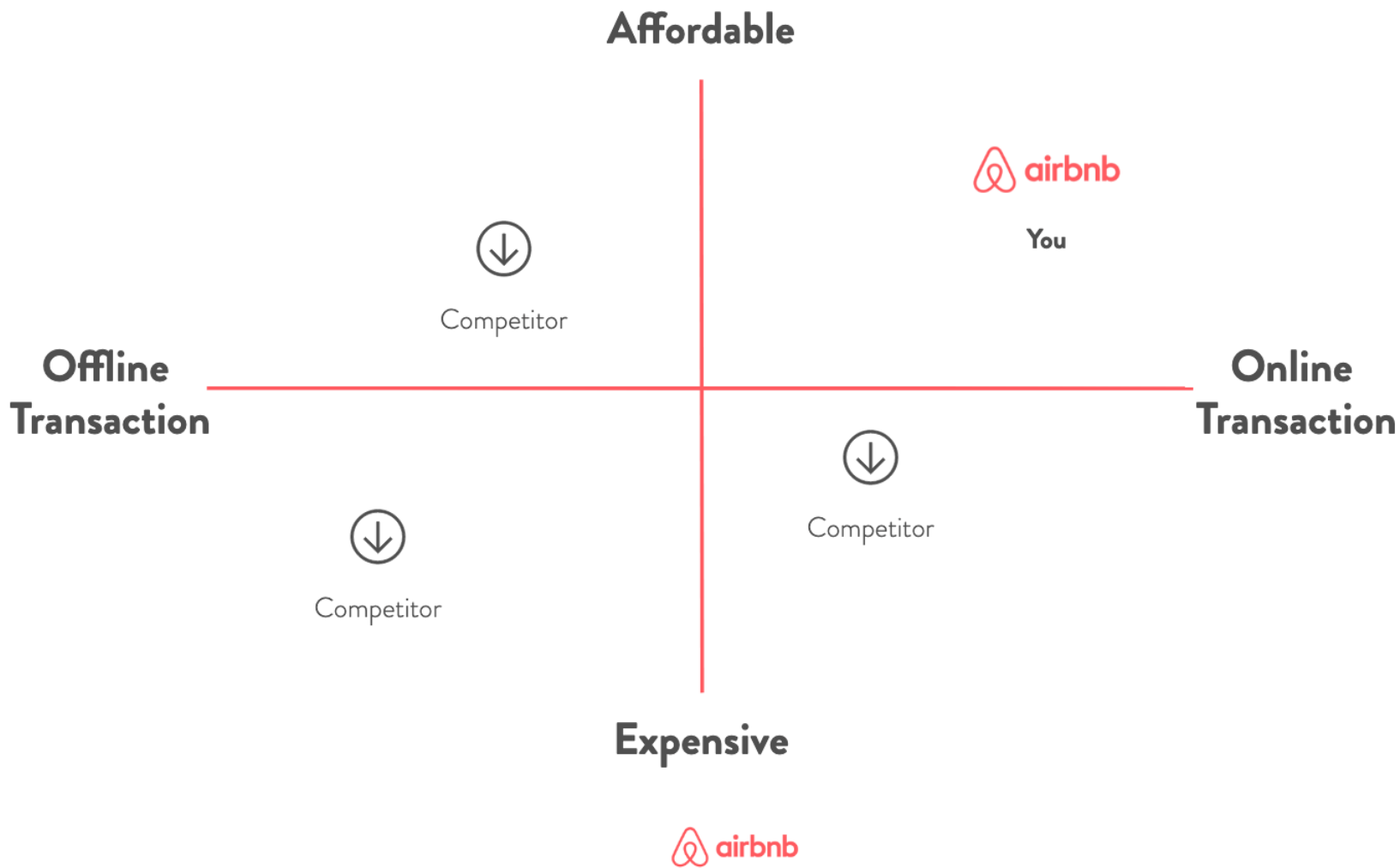


Craigslist

Dual posting
feature

Competition





Competitive Advantage



First to Market

for transaction-based
temporary housing site



Host Incentive

they can make money over
couchsurfing.com



Profiles

browse host profiles, and book
in 3 clicks



Ease of Use

Search by price,
location.

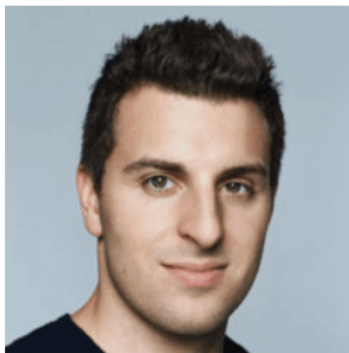
Team



Joe Gebbia

User Interface & PR

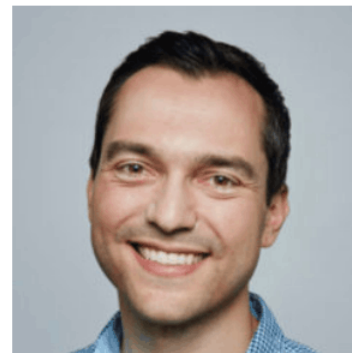
Holds a patent for his product, Critbuns(R). Has dual BFA's in graphic design and industrial design from Rhode Island School of Design (RISD).



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



Press

“ Think of it a Craigslist meets hotels.com, but a lot less crappy.

Josh Spear

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

Mashable



User Testimonials



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

Emily, Austin TX



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

Dan, Ontario, Canada.

Financial

\$500K Angel Round

Initial investment opportunity

We are looking for 12 months' financing to reach 80,000 transactions on AirBed&Breakfast. That translates into \$2M Revenue over 12 months

