Executive Summary

A Connected TV (CTV) application designed for the short-term rental market (Airbnb/VRBO) that transforms the living room TV into a digital concierge, allowing hosts to promote services, local experiences, and upsells.

Product Overview

This new product is a "Digital Welcome Book" optimized for the 10-foot experience (TV screens). It allows property owners to customize a landing page displayed on Roku, FireTV, and Android TV devices that greets guests and offers actionable service options.

Problem / Opportunity

Hosts currently rely on physical binders or PDF links to communicate house rules and recommendations, which are often ignored or become outdated. Consequently, hosts miss out on revenue from upsells (like late check-outs or firewood fees) and receive repetitive questions about WiFi or amenities.

Solution Vision

A CMS platform for hosts to design their TV interface, coupled with a CTV player app that displays the content. The solution includes QR code integration on-screen to facilitate payments and booking directly from the guest's mobile phone.

Value Proposition

Primary Value

Monetize the guest stay through upsells and reduce host workload by digitizing FAQ and house rules. ## Target Users Individual Airbnb/VRBO hosts, Property Management Companies, Boutique Hotels. ## Differentiators Seamless integration with property management systems (PMS) for personalized guest greeting; local ad network revenue share for hosts; "One-click" WiFi connection via on-screen QR.

Target Audience

Personas

The "Superhost" Entrepreneur, Property Manager. ## Market Segment Short-term Rental (STR) Tech / Hospitality SaaS. ## Pain Points Missed ancillary

revenue; high volume of repetitive guest inquiries; inability to control the "first impression" upon guest arrival.

Objectives & KPIs

Business Objectives

Establish a new revenue stream via transaction fees on upsells and subscription tiers for premium templates. ## Strategic Alignment Aligns with company OKR: "Empower hosts to run their rentals like professional businesses." ## Top 3 KPIs - Active installs per property - Gross Merchandise Value (GMV) of services sold through the TV - Reduction in "How-to" support tickets for hosts

Risks & Assumptions

Key Risks

Fragmented CTV hardware ecosystem (ensuring performance on older Roku sticks); guest privacy concerns regarding account logins; guests disconnecting the device. ## Assumptions Guests turn on the TV within the first hour of arrival; hosts are willing to curate content for the big screen.