

# AirBed&Breakfast Pitch Evaluation

## Startup Name

AirBed&Breakfast

## Industry

Hospitality, Travel

## Problem Statement

Key	Value
Clarity	4
Relevance	5
Feedback	The problem statement clearly identifies issues with cost, cultural disconnection, and lack of a platform for local hosting. High relevance as it addresses key concerns for travelers and potential hosts.

## Solution

Key	Value
Uniqueness	4
Feasibility	5
Feedback	The solution is a web platform connecting travelers and hosts for cost-effective and culturally immersive experiences. High feasibility given existing web technologies and platforms.

## Market Analysis

Key	Value
Market Size	TAM: 2 Billion+ trips worldwide, SAM: 560M Budget & Online trips, SOM: 84M Trips with A&B
Competitors	Couchsurfing, Craigslist, BedandBreakfast.com, Hostels.com, rentobi.com, VRBO, hotels.com
Competitive Advantage	First to market for transaction-based temporary housing, host incentives, one-time listing, ease of use, detailed profiles, memorable brand.
Feedback	Market analysis is comprehensive, with clear market sizing and competitor analysis. The competitive advantages are well-articulated.

## Business Model

Key	Value
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Revenue Streams	10% commission on each transaction
Scalability	4
Feedback	The business model is based on commission, which is highly scalable. Consider additional revenue streams such as premium listings or travel services.

## Traction

Key	Value
Users	0
Revenue	0.0
Partnerships	
Feedback	Traction is based on market validation from Couchsurfing and Craigslist. Focus on securing early partnerships to drive user adoption and revenue.

## Financials

Key	Value
Funding Raised	0.0
Burn Rate	0.0
Revenue Projection	2011: \$2.1B projected revenue
Feedback	Financial projections are ambitious. Develop a detailed financial model with realistic assumptions for user growth, conversion rates, and operating expenses.

## Team

name	role	experience
Joe Gebbia	User Interface & PR	Entrepreneur, designer, patent holder, RISD graduate
Brian Chesky	Business Development & Brand	Founder of Brian Chesky, Inc., industrial design consultant, RISD graduate
Nathan Blecharczyk	Developer	Created Facebook Apps, computer science graduate from Harvard, experience at Microsoft, OPNET Technologies, and Batiq.

## Funding Ask

Key	Value
Amount Requested	500000.0

Equity Offered	0.0
Funding Usage	12 months financing to reach 80,000 transactions
Feedback	Clearly define how the \$500K will be used over the 12-month period. Providing a detailed budget breakdown will increase investor confidence.

## Risks And Challenges

- Competition from established players
- Quality control and safety concerns
- Regulatory issues related to short-term rentals

## Pitch Quality

Key	Value
Design	4
Clarity	4
Engagement	4
Feedback	The pitch deck is clear and engaging. Visual appeal is good. Ensure the pitch emphasizes the unique value proposition and traction.

## Strength Weakness Analysis

Key	Value
Strengths	First-mover advantage, Strong team with relevant experience, Clear value proposition for both hosts and travelers
Weaknesses	Limited traction, Ambitious financial projections, Potential regulatory hurdles
Suggested Improvements	Focus on user acquisition and early partnerships, Refine financial projections with realistic assumptions, Develop a plan to address regulatory issues

## Final Evaluation

AirBed&Breakfast presents a compelling solution to the problem of affordable and culturally immersive travel. The team is strong, and the market opportunity is significant. Addressing risks and securing early traction are key to success.