

Welcome

1

AirBed&Breakfast

Book rooms with locals, rather than hotels.



Problem

2

Price is a 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

3

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 Validation

4

630,000

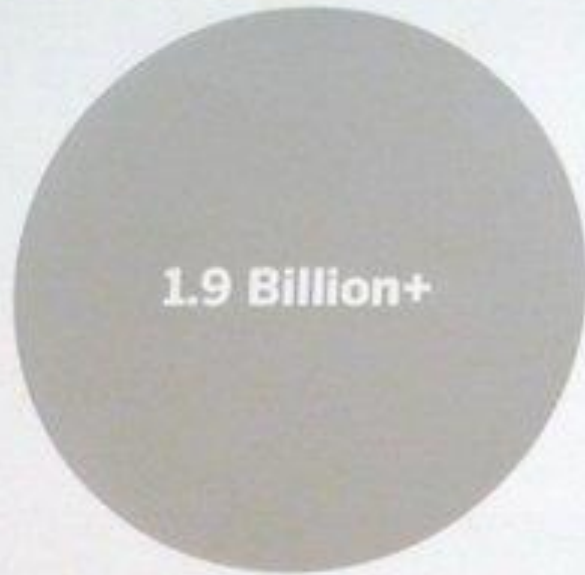
users on temporary housing site
couchsurfing.com

17,000

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

Market Size

5



1.9 Billion+

TRIPS BOOKED (WORLDWIDE)

Total Available Market

Source: TripAdvisor, Association of Travel Agents, and TripAdvisor



532M

BUDGET&ONLINE

Serviceable Available Market

Source: TripAdvisor



10.6M

TRIPS W/AB&B

Share of Market

Source: TripAdvisor

Product

6

SEARCH BY CITY

REVIEW LISTINGS

BOOK IT!



Business Model

7

We take a 10% commission on each transaction.



Market Adoption

8

EVENTS

target events monthly

Octoberfest (6M)
Cebit (700,000)
Summerfest (1M)
Eurocup (3M+)
Mardi Gras (800,000)

with listing widget

AirBnB Breakfast	
	\$75
	\$75
	\$45
	\$100
	\$100

see ad for "Octoberfest"

PARTNERSHIPS

cheap / alternative travel



CRAIGSLIST

dual posting feature



Competition

9



Competitive Advantages

10

1st TO MARKET

• First mover advantage
• Establish a strong brand

HOST INCENTIVE

• Government incentives
• Tax breaks

LIST ONCE

• Single listing on a major platform
• High visibility

EASE OF USE

• User-friendly interface
• Simple navigation

PROFILES

• Detailed company profiles
• Industry insights

DESIGN & BRAND

• High-quality design
• Strong brand identity