

# AirBed&Breakfast

Book rooms with locals, rather than hotels.

# The Problem

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## Price

Price is an important concern for customers booking travel online.

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## Hotels

Hotels leave you disconnected from the city and its culture.

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## No Easy Way

No easy way exists to book a room with a local or become a host.

# The Solution

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

**SAVE MONEY**  
when traveling

**MAKE MONEY**  
when hosting

**SHARE CULTURE**  
local connection to the city



# Market Validation

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630,000

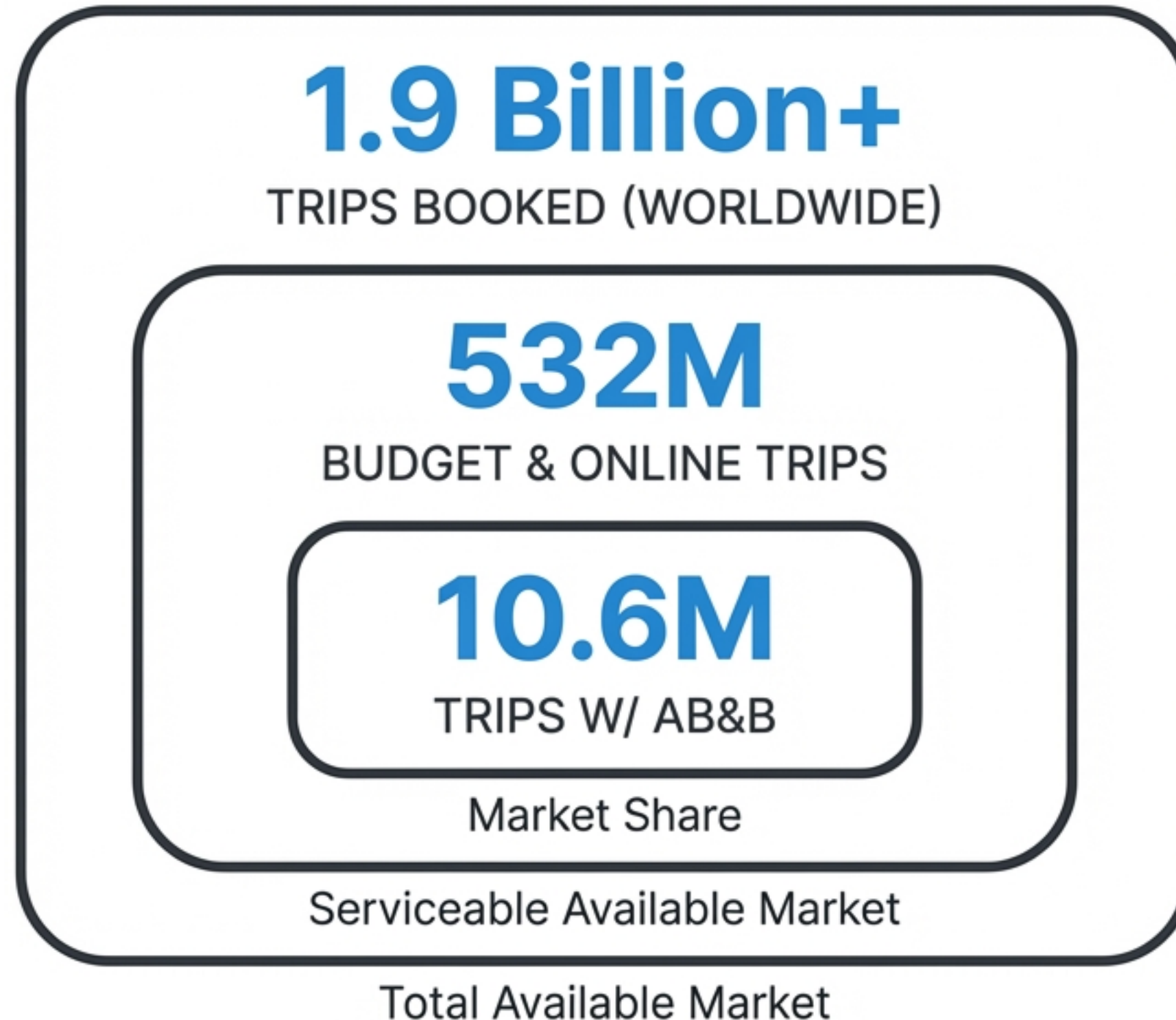
users on temporary  
housing site  
couchsurfing.com

17,000

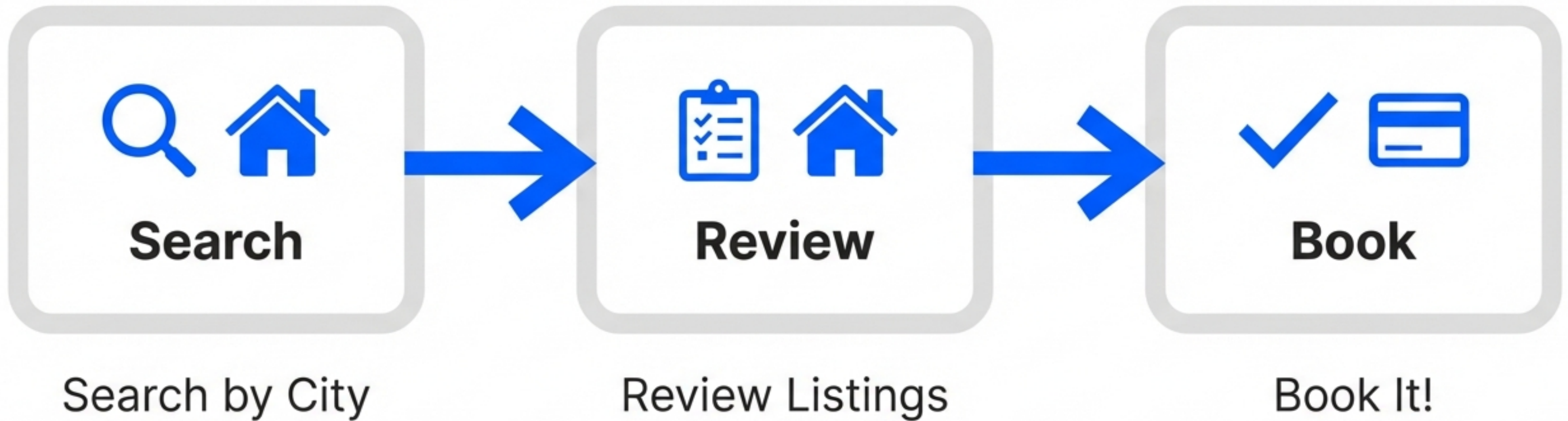
temporary housing listings  
on SF & NYC Craigslist  
from 07/09 - 07/16

# Market Size

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# The Product





# Business Model

We take a 10% commission on each transaction.



# Market Adoption

## EVENTS

target monthly

Octoberfest (6M)

Cebit (700K)

Summerfest (1M)

Eurocup (3M+)

Mardi Gras (800K)

## PARTNERSHIPS

cheap/alternative

GoLoco

Kayak

Orbitz

## CRAIGSLIST

dual posting feature





# Competition



# Competitive Advantages

## First to Market

First mover in the online P2P lodging market.

## Host Incentive

Hosts earn money by renting space to travelers.

## Ease of Use

Simple 3-step search, review, book.

## Profiles

Trust through user profiles and reviews for safety.

## List Once

Cross-post to multiple platforms automatically.

## Design & Brand

Clean, pro user experience and aesthetic.

# AirBed&Breakfast

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