

AirBed&Breakfast

Book rooms with locals, rather than hotels.

The Problem

Price

Price is an important concern for customers booking travel online.

Hotels

Hotels leave you disconnected from the city and its culture.

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

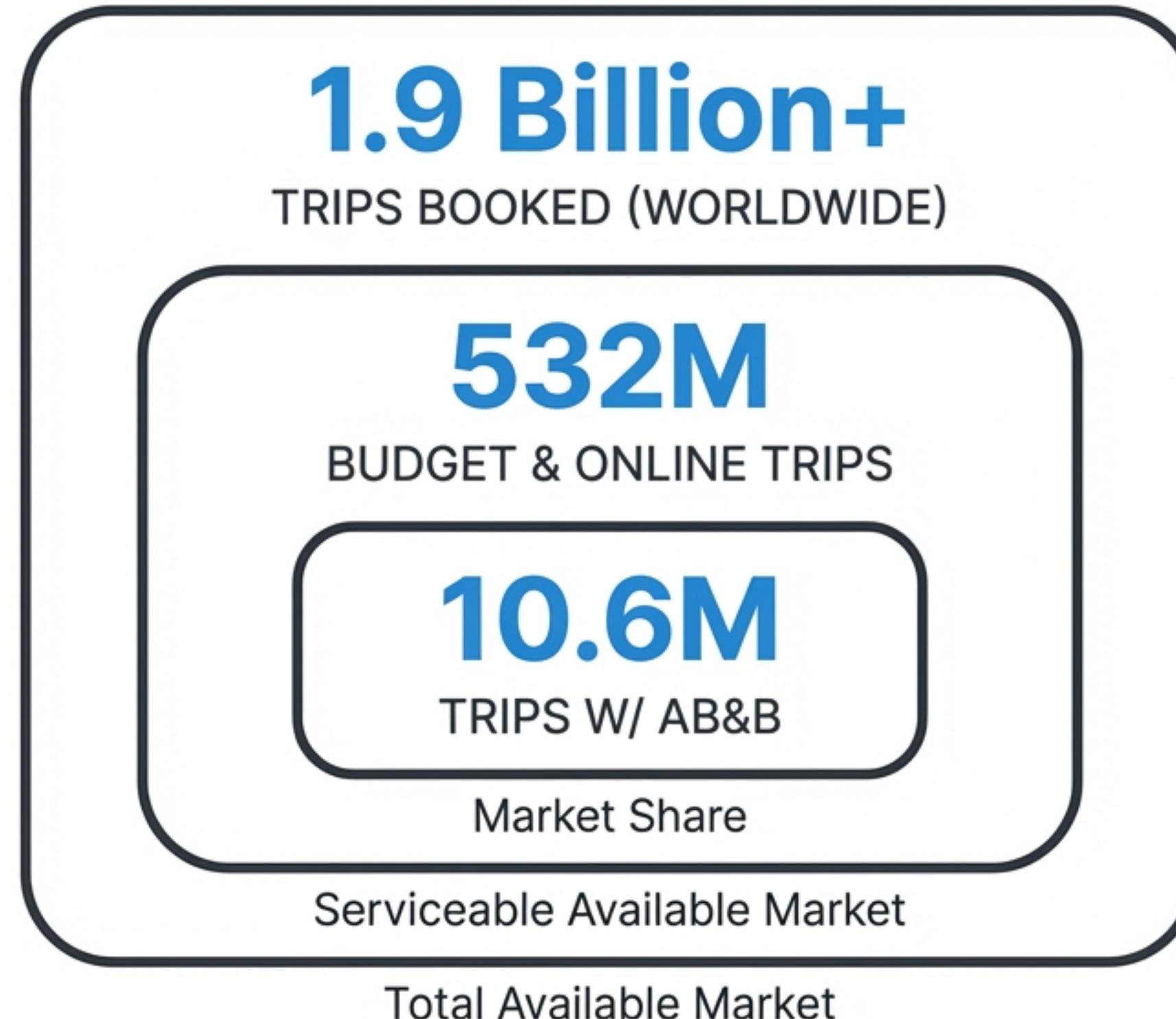
630,000

users on temporary
housing site
couchsurfing.com

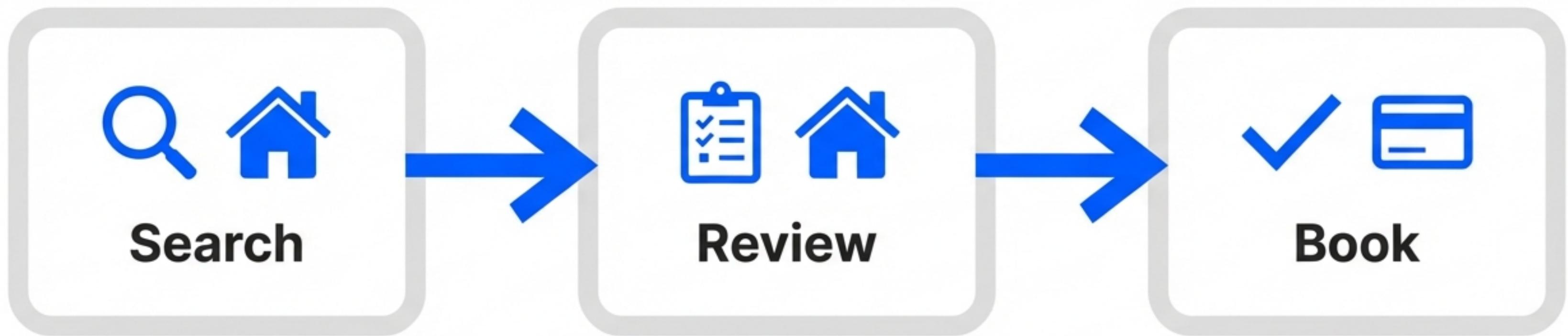
17,000

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

Market Size



The Product



Search by City

Review Listings

Book It!

Business Model

We take a 10% commission on each transaction.



Projected 2008-2011

Market Adoption

EVENTS

target monthly

Octoberfest (6M)

Cebit (700K)

Summerfest (1M)

Eurocup (3M+)

Mardi Gras (800K)

PARTNERSHIPS

cheap/alternative

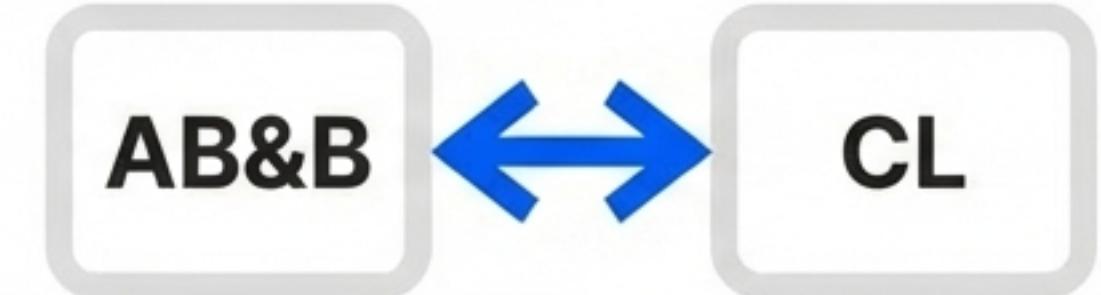
GoLoco

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

simpx (simpxx@gmail.com)