

Welcome

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AirBed&Breakfast

Book rooms with locals, rather than hotels.

This is a PowerPoint reproduction of an early AirBnB pitch deck via Business Insider @
<http://www.businessinsider.com/airbnb-a-13-billion-dollar-startups-first-ever-pitch-deck-2011-9>

Price is an 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.

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

630,000

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 (WORDLWIDE)

Total Available Market



532M

BUDGET & ONLINE TRIPS

Serviceable Available Market



10.6M

TRIPS W/AB&B

Market Share

Product

6

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!

The image displays a sequence of four screenshots from the Airbnb website, illustrating the user journey from search to booking.

- Top Left:** Search filters for Newport Beach, CA. Includes date selection, room type (Entire Place, Private Room, Shared Room), and price range (\$10 to \$1000+).
- Top Middle:** A map showing the location of the search results in Newport Beach, CA.
- Bottom Left:** A grid of search results for 'Oceanfront Apartment- ON THE BEACH' in Newport Beach, CA. The first listing is priced at \$199, and the second at \$145.
- Bottom Right:** A detailed listing page for 'Oceanfront Apartment- ON THE BEACH' in Newport Beach, CA, United States. The listing is hosted by Marco and has a 5-star rating (21 reviews). It features a large deck with a blue sofa and a view of the ocean. The listing details include: \$220 per night, 4 guests, 2 bedrooms, and 2 beds. A table shows the total cost for a stay from 04/14/2015 to 04/15/2015 for 1 guest: \$220 x 1 night = \$220, plus a cleaning fee of \$35 and a service fee of \$31, totaling \$286. A 'Request to Book' button is visible.

Business Model

7

We take a 10% commission on each transaction.



Market Adoption

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EVENTS

target events monthly

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

with listing widget

Widget screenshot

PARTNERSHIPS

cheap/alternative travel



CRAIGSLIST

dual posting feature

AirBnB
screenshot

Craigslist
screenshot



Competition

9

AFFORDABLE



craigslist



AirBed&Breakfast



OFFLINE TRANSACTION



ONLINE TRANSACTION



EXPENSIVE

Competitive Advantages

10

1st TO MARKET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

HOST INCENTIVE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

LIST ONCE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

EASE OF USE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

PROFILES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

DESIGN & BRAND

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.