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airbnb pitch deck

Book rooms with locals rather than hotels

[Your name]

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Problem

Price is an important concern for customer 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

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

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Market Validation

couchsurfing.com

670,000

total users

craigslist.com

17,000

temporary housing listings in SF &
and NYC from 7/09 to 7/16



Market Size

2

Billion Trips Booked
(WorldWide)

Total Available Market

source: Travel Industry Assn. of
America and World Tourism
Organization.

\$560+

Million
Budget&Online

Serviceable Available Market

source: comScore

84

Million Trips with
w/AirBnB

Share of Market

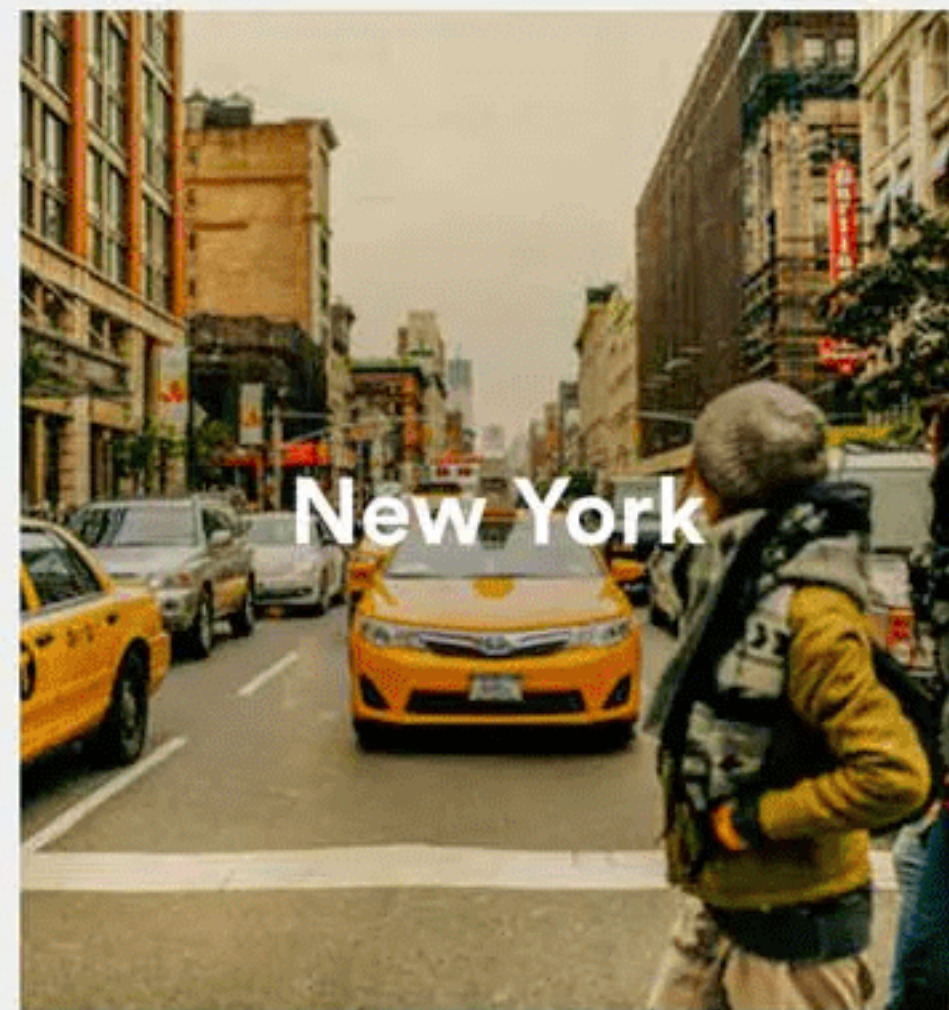
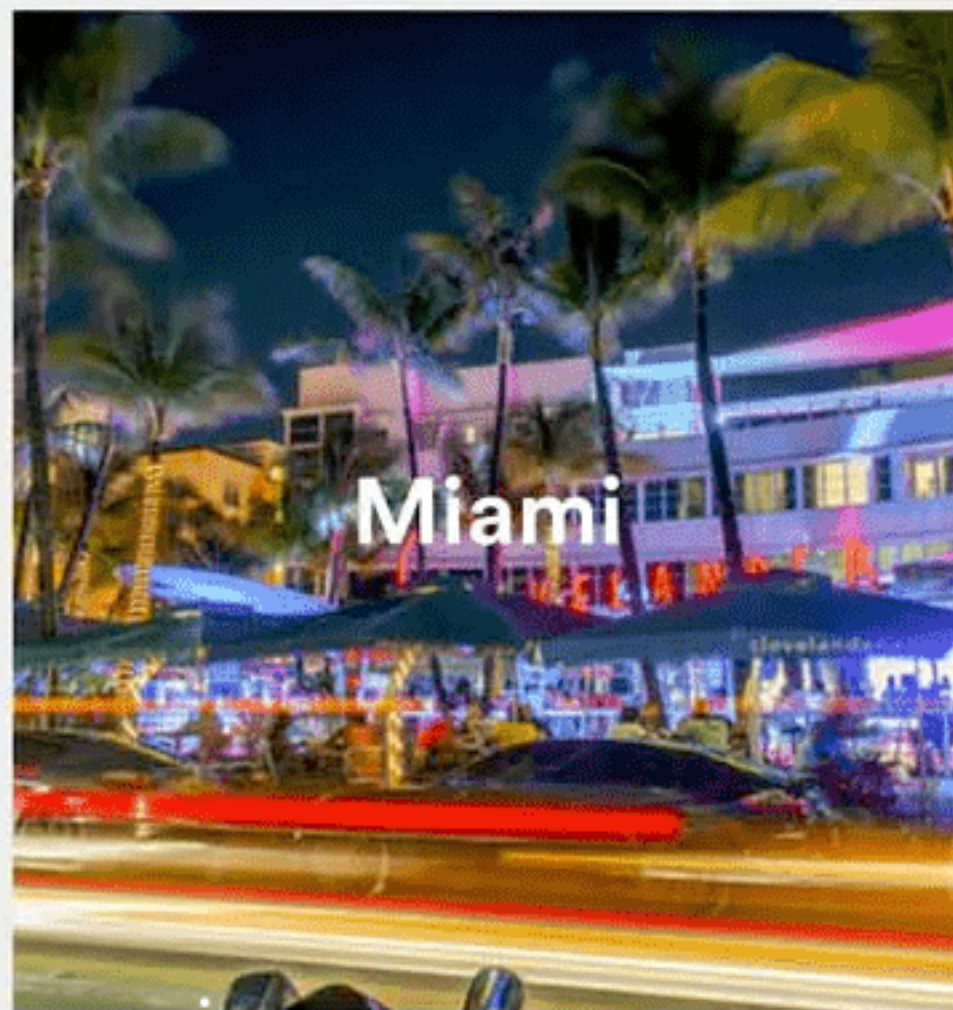
15% of available market

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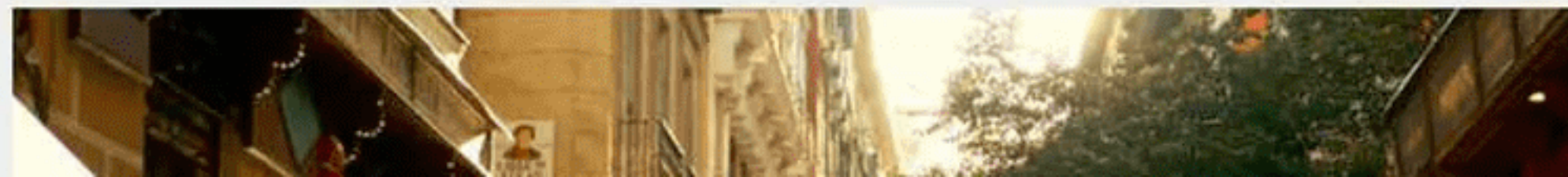
Product

Explore the world

See where people are traveling, all around the world.



Search by city





New York, NY

Become a Host

Messages

Help

Dates

Check In

Check Out

1 Guest

Room Type

Entire home/apt

Private room

Shared room

Filters

Neighborhoods

300+ Rentals · New York

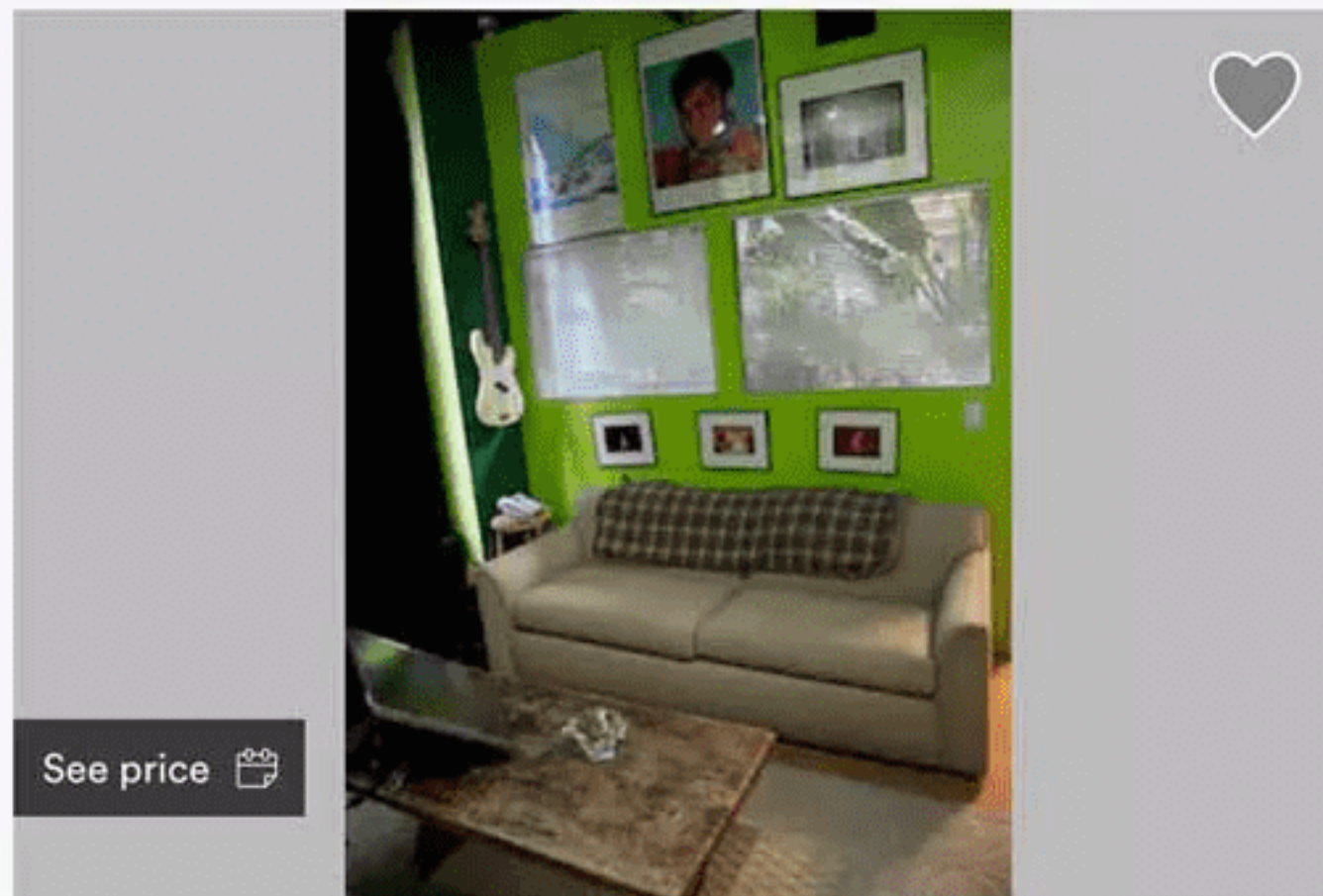
Enter dates to see full pricing. Additional fees apply. Taxes may be added.



See price

♥ Central Park - Broadway ♥

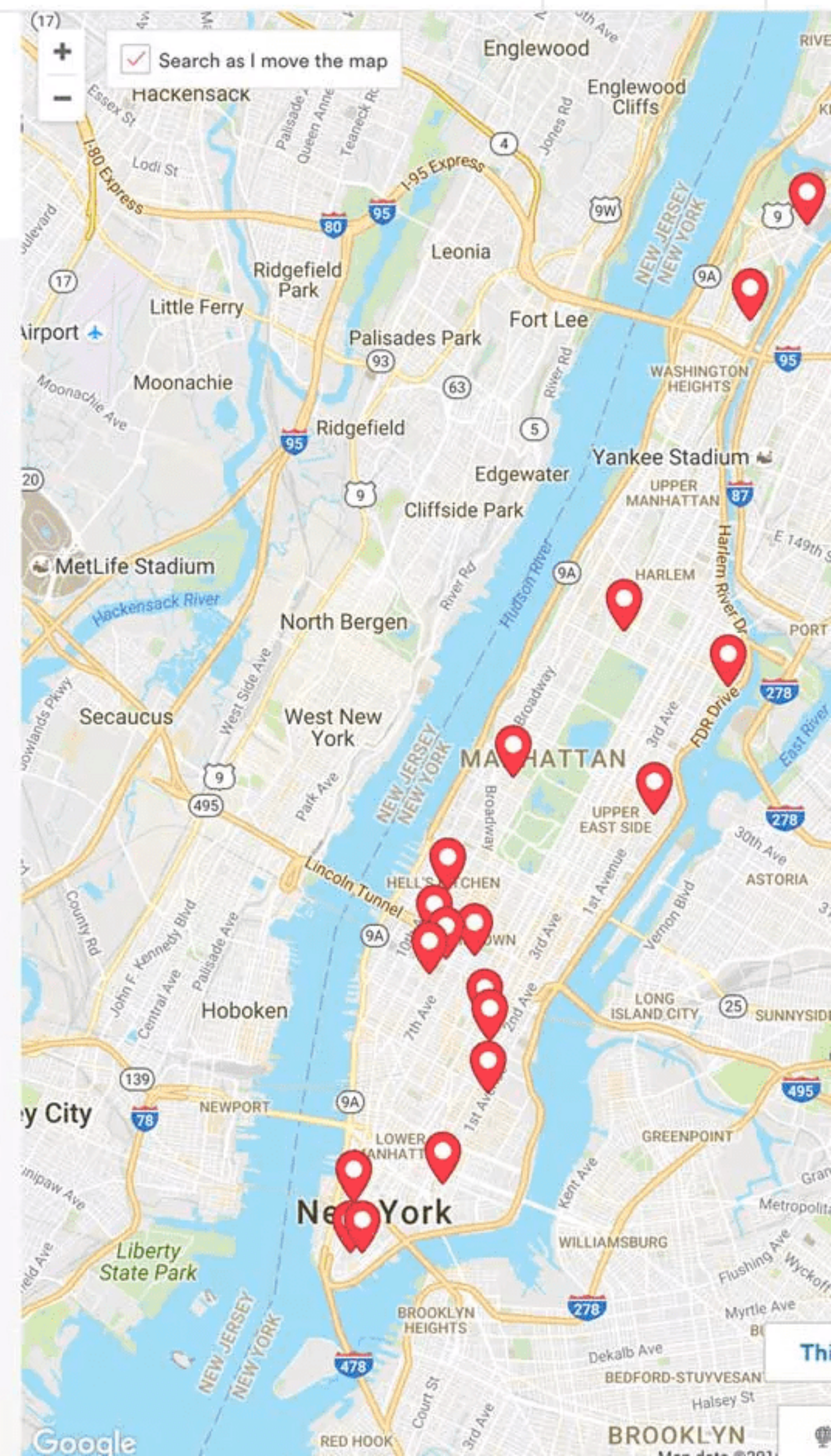
Private room · 2 guests · ★★★★★ · 44 reviews



See price

Cool Beans, second room (private)

Private room · 3 guests · ★★★★★ · 63 reviews





Ke

Manhattan Spacious Sunny Room close to Subways

New York, NY, United States



Private room



3 Guests



1 Bed

Check In

mm/dd/yyyy

Check Out

mm/dd/yyyy

Guests

1

[Request to Book](#)

Your credit card won't be charged

Enter dates for an accurate price

Some hosts set different prices for different days



About this listing

The place is close to Subway Station "207 st" on local Line 1 (3min walk) and Express Line A (3 min walk), Laundry, Supermarkets, Gas Station, RITE AID and parking lots. You'll love the place because of the bright rooms and the big kitchen. The living room is shared during daytime and will be seperated by an opaque curtain in the evening. The full-size bed in private room fits two people and an extra single size air mattress bed can be added upon request. We have a lovely Persian cat at home.

[Contact Host](#)



[Save to Wish List](#)

221 travelers saved this place



Email



Messenger

... More



[Report this listing](#)

Book it!

The Space

Accommodates: **3**

Bathrooms: **1 (Shared)**

Bed type: **Real Bed**

Bedrooms: **1**

Beds: **1**

[House Rules](#)

Check In: **3PM - 12AM (midnight)**

Check Out: **11AM**

Pet Owner: **Cat(s)**

Property type: **Apartment**

Room type: **Private room**

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Business Model

we take a 10% commission on each transaction

\$84M

Trips with AirBnB
15% of Available Market

\$25

Avg fee
\$80/night for 3 nights

\$200M

Revenue
Projected by 2011



Market Adoption

Events

target events monthly

Octoberfest (6M)

Cebit (700,000)

Summerfest (1M)

Eurocup (3M+)

MardiGras (800,000)

Partnerships

cheap/alternative travel

GoLoco

Kayak

Orbitz

Craigslist

dual posting feature

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Competition

AFFORDABLE



Competitor

Competitor



OFFLINE TRANSACTION



ONLINE TRANSACTION

Competitor



EXPENSIVE

Competitor

Competitive Advantage



First to Market

for transaction-based temporary housing site



Host Incentive

they can make money over couchsurfing.com



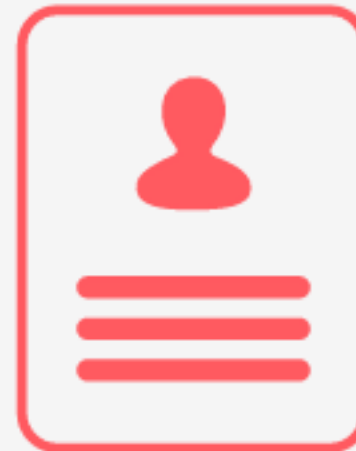
List Once

hosts post one time vs. daily on craigslist



Ease of Use

search by price, location & check-in/check-out dates



Profiles

browse host profiles, and book in 3 clicks



Design and Brand

memorable name will launch at historic DNC to gain share of mind

Team



Joe Gebbia
User Interface & PR

Holds a patent for his product, Critbuns(R). Has dual BFA's in graphic design and industrial design from Rhode Island School of Design (RISD).



Brian Chesky
Business Development & Brand

Founder of Brian Chesky Inc, industrial design consultant. Has a BFA in industrial design from RISD.



Nathan Blecharcyk
Developer

Created Facebook Apps "Your neighbors" (75,000 users). Computer Science from Harvard Nate. Worked @ Microsoft, OPNET Technologies and Batiq.

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Press

“AirBed & Breakfast is a fun approach to CouchSurfing

Webware

“A cool alternative to a boring evening in a hotel room

Mashable

“Think of it a Craigslist meets hotels.com, but a lot less crappy.

Josh Spear

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User Testimonials

“AirBed & Breakfast
freaking rocks!

Josue F, Washington DC

“A complete success! It
is easy to use and
made me money.

Emily M, Austin TX

“It's about the ideas,
the interactions, the
people. You don't get
that in a hotel room.

Dan A, Ontario, Canada.

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Financial

We are looking for 12 months financing to reach 80,000 transactions on AirBed&Breakfast

\$500K

Angel Round

initial investment opportunity

80K

Trips w/AB&B

avg \$25 free

\$2M

Revenue

over 12 months



This presentation was redesigned in [slidebean.com](#)

The original slides can be found [here](#).