

AirBed&Breakfast

Book rooms with locals, rather than hotels.

This is a faithful reproduction of the original AirBnB pitch deck.

You may download an editable PowerPoint version at PitchDeckCoach.com

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 home 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

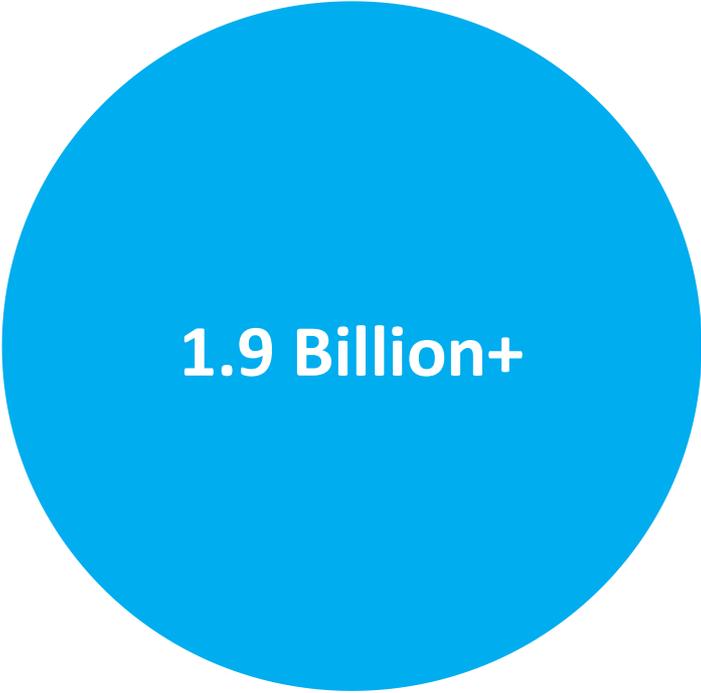
on temporary housing site
couchsurfing.com

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 collage of Airbnb interface elements:

- Search Filters:** A sidebar with search criteria for Newport Beach, CA, including dates, room type (Entire Place, Private Room, Shared Room), and price range (\$10 to \$1000+).
- Map:** A map showing the location of the search area in Newport Beach, CA.
- Listings Grid:** A grid of listing cards, including "Oceanfront Apartment- ON THE BEACH" with a price of \$199 and "Steps to the sand and best surf!" with a price of \$145.
- Listing Detail View:** A detailed view of the "Oceanfront Apartment- ON THE BEACH" listing, showing a large photo of the beachfront balcony, the host's name (Marco), and listing details (Entire home/apt, 4 Guests, 2 Bedrooms, 2 Beds).
- Booking Summary:** A summary table for the booking, showing a total price of \$220 per night for a stay from 04/14/2015 to 04/15/2015 for 1 guest.

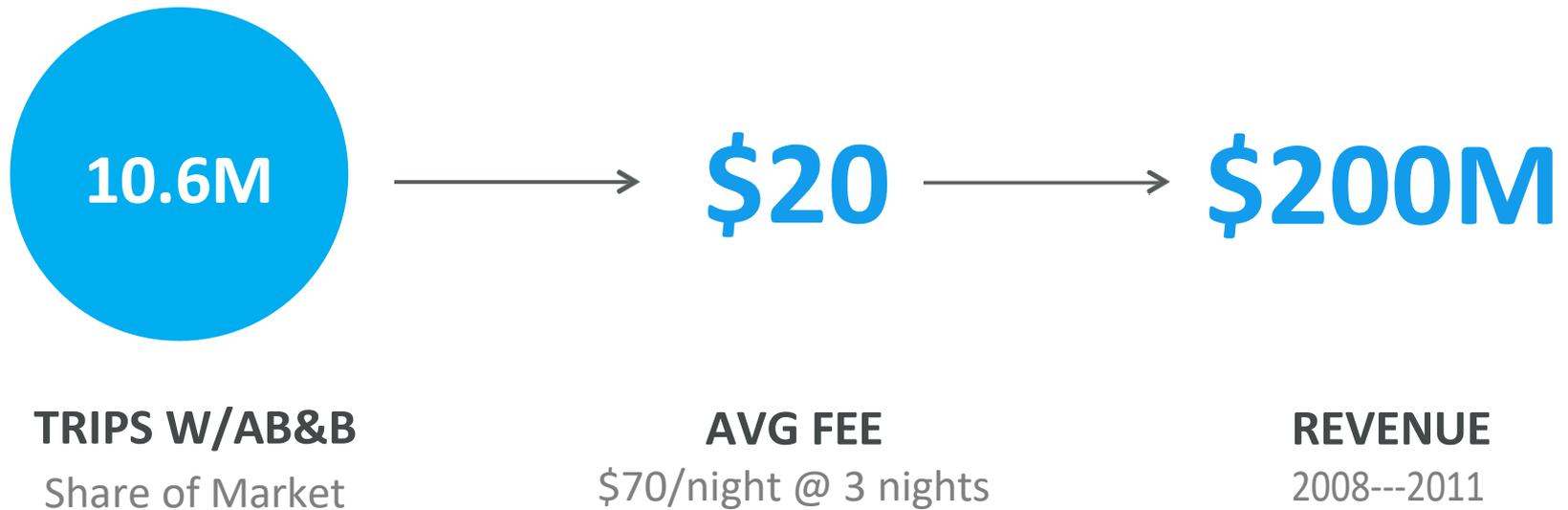
Check In	Check Out	Guests
04/14/2015	04/15/2015	1

	Per Night
\$220 x 1 night	\$220
Cleaning fee	\$35
Service fee	\$31
Total	\$286

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

Widget screenshot

PARTNERSHIPS

cheap/alternative travel



CRAIGSLIST

dual posting feature

AirBnB
screenshot

Craigslist
screenshot



Competition

AFFORDABLE



AirBed&Breakfast



OFFLINE TRANSACTION



ONLINE TRANSACTION



EXPENSIVE

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.

