

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 collage illustrates the user journey on Airbnb:

- Top Left:** Search results for "Newport Beach, CA". It shows filters for dates, room type (Entire Place, Private Room, Shared Room), and price range (\$10 to \$1000+). Below the filters are several listing cards, including "Oceanfront Apartment- ON THE BEACH" for \$199 and "Steps to the sand and best surf!" for \$145.
- Top Right:** A map view of the search area in Newport Beach, CA, showing the location of the selected listing relative to the coastline and local landmarks.
- Bottom Left:** A detailed view of the "Oceanfront Apartment- ON THE BEACH" listing. It shows the host's profile (Marco), the property type (Entire home/apt), capacity (4 Guests), and amenities (2 Bedrooms, 2 Beds).
- Bottom Right:** A detailed view of the "Oceanfront Apartment- ON THE BEACH" listing, showing the "About This Listing" section and the booking details. The listing is described as "Oceanfront Apartment on the beach. Directly in front of the boardwalk, 2 bedrooms, 1 bath. Enjoy the great view of Newport Beach's coastline and watch the people passing by. Walking distance to lots of great places. No need to drive anywhere." The booking details show a check-in date of 04/14/2015, a check-out date of 04/15/2015, and a total price of \$286 (including a \$220 nightly rate, a \$35 cleaning fee, and a \$31 service fee).

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

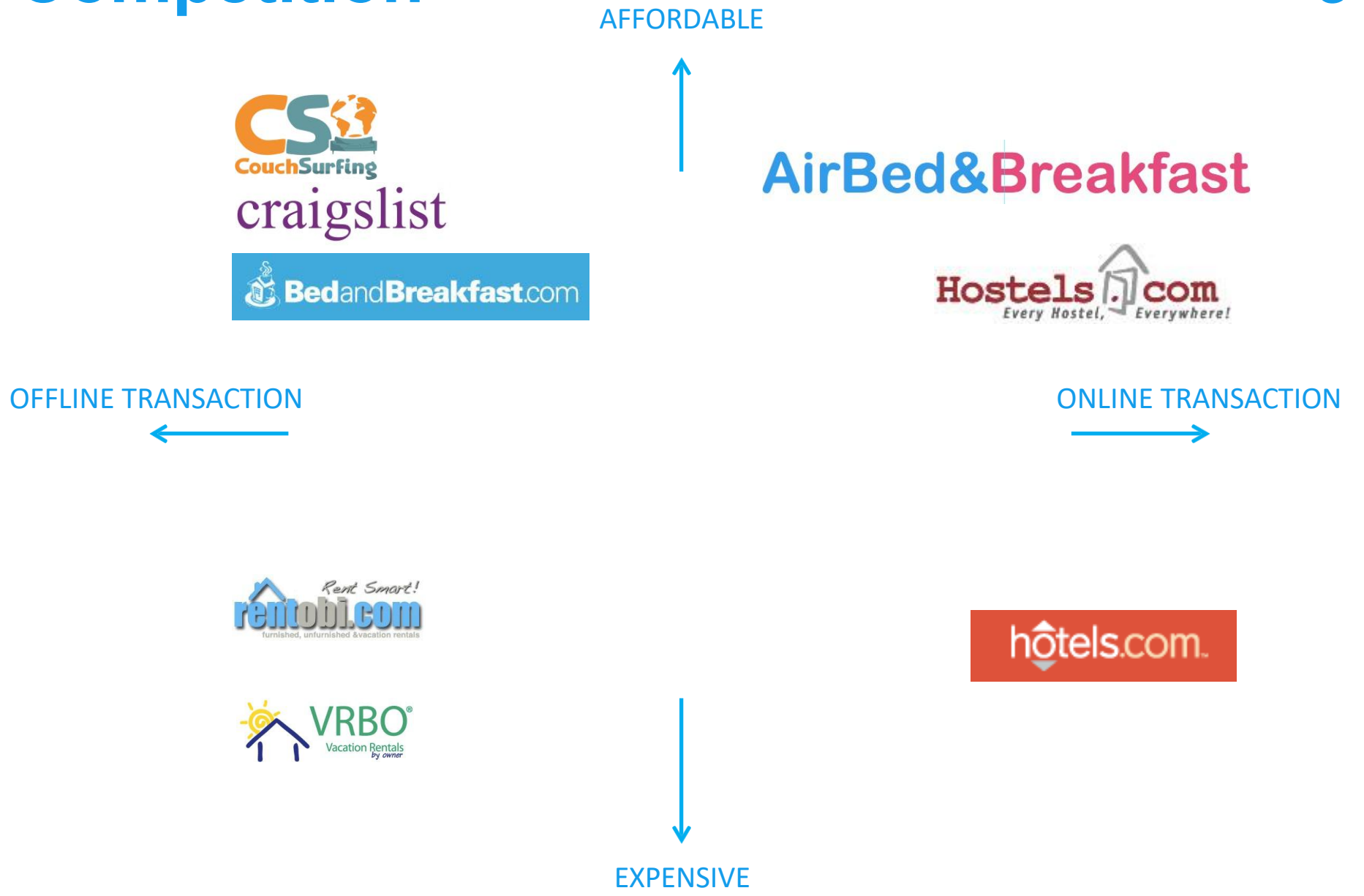
dual posting feature

AirBnB
screenshot

Craigslist
screenshot



Competition



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.

