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
TopPitchDeck

Problem

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.

TopPitchDeck
Template by PitchDeckCoach.com

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

TopPitchDeck
Template by PitchDeckCoach.com

Market Validation

630,000

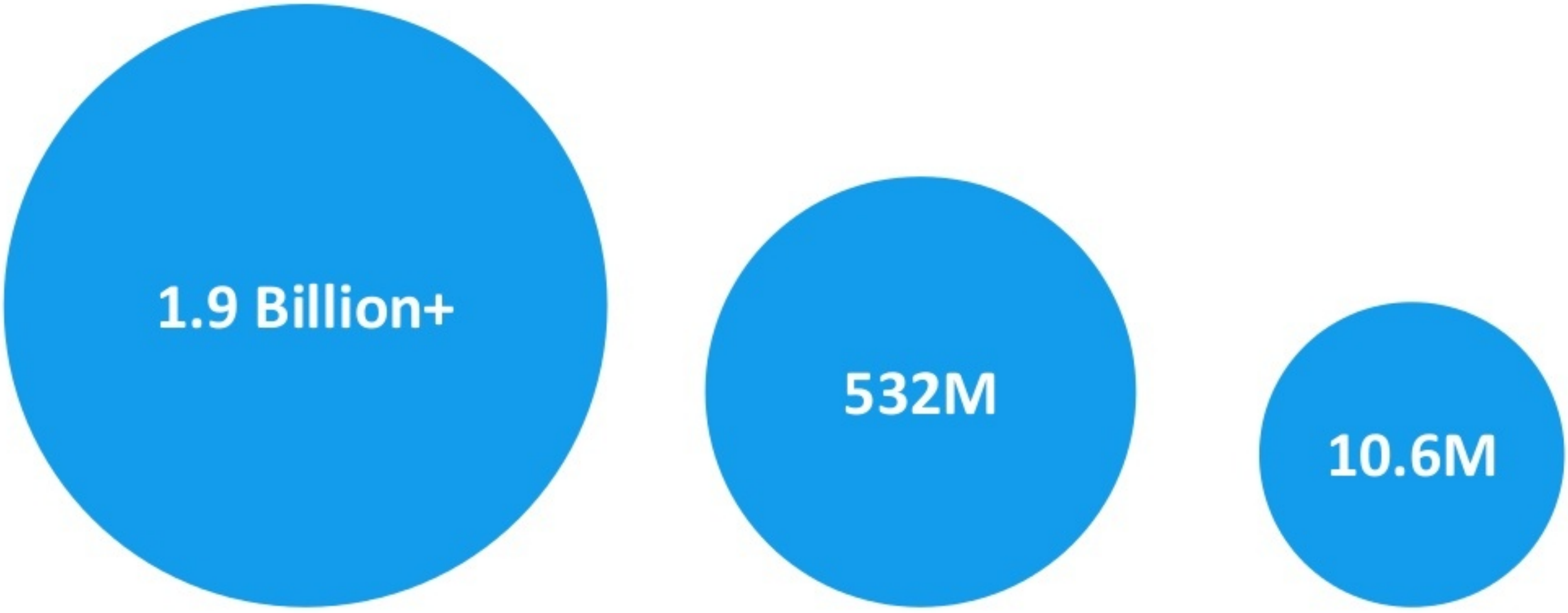
on temporary housing site
couchsurfing.com

17,000

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

TopPitchDeck
Template by PitchDeckCoach.com

Market Size



TRIPS BOOKED (WORDLWIDE)
Total Available Market

BUDGET & ONLINE TRIPS
Serviceable Available Market

TRIPS W/AB&B
Market Share

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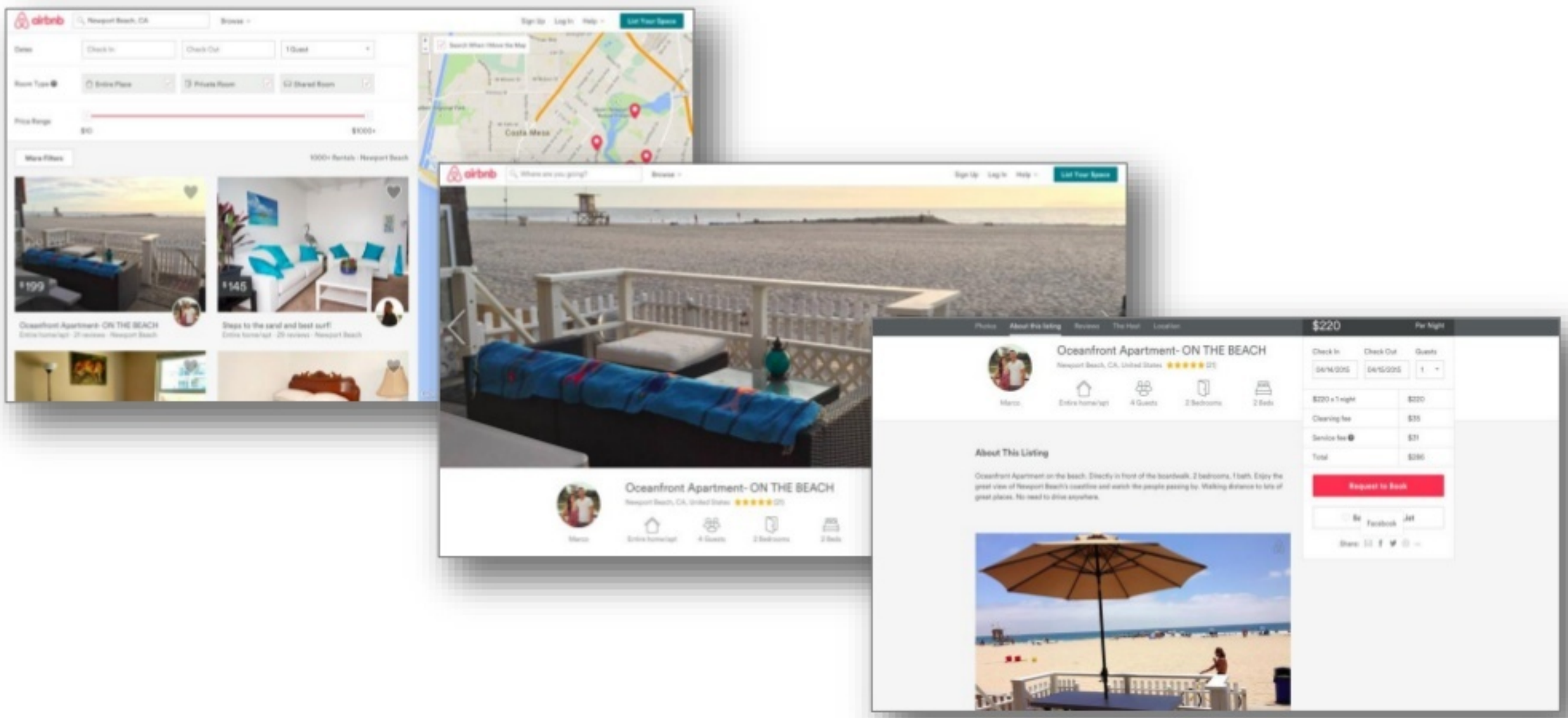
Template by PitchDeckCoach.com

Product

SEARCH BY CITY ⟶ REVIEW LISTINGS ⟶ BOOK IT!



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Business Model

We take a 10% commission on each transaction.

10.6M → **$20** → **$200M**

TRIPS W/AB&B
Share of Market

AVG FEE
$70/night @ 3 nights

REVENUE
2008-2011

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Market Adoption

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

GoLoco

KAYAK

ORBITZ

CRAIGSLIST
dual posting feature

AirBnB screenshot

Craigslist screenshot

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Competition

AFFORDABLE

CouchSurfing

craigslist

BedandBreakfast.com

AirBed&Breakfast

Hostels.com
Every Hostel, Everywhere!

OFFLINE TRANSACTION

ONLINE TRANSACTION

Rent Smart!
rentobi.com

hotels.com

VRBO
Vacation Rentals by owner

EXPENSIVE

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Competitive Advantages

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.

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"The Pitch Deck"

http://pitchdeckcoach.com/pitch-deck

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