



GET EDITABLE TEMPLATE



## Pitch Deck

Book rooms with locals rather than hotels



# Problem

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**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

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**Save Money**  
when traveling



**Make Money**  
when hosting



**Share Culture**  
local connection to the city



# Market Validation

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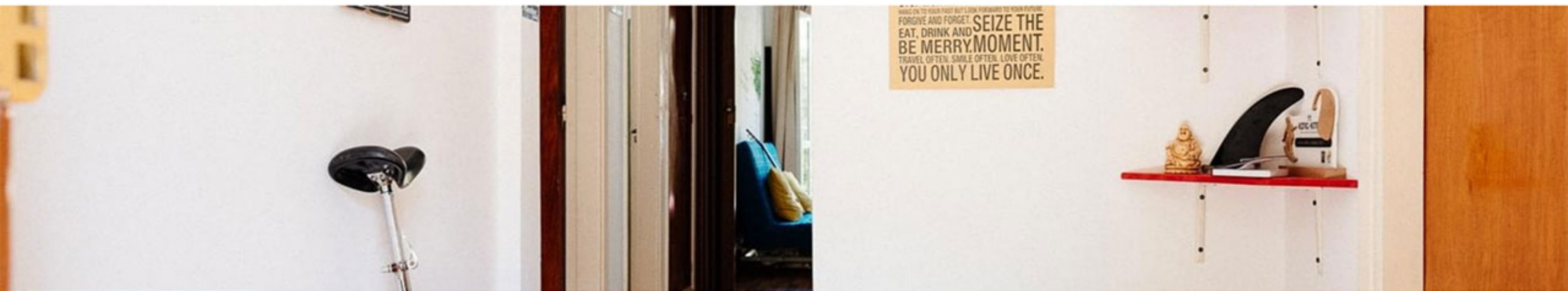
[craigslist.com](https://craigslist.com)

670,000  
TOTAL USERS

[couchsurfing.com](https://couchsurfing.com)

17,000  
TEMPORARY HOUSING LISTINGS

In SF & NYC from 7/09 to 7/16



## Market Size

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2+  
Billion

**Trips Booked  
(WorldWide)**

Total Available Market

560+  
Million

**Budget&Online**

Serviceable Available  
Market

84  
Million

**Trips w/ AirBnB**

Share of Market

15% Available Market

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

\*\*source: comScore

# Product

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# Search by city



[Become a Host](#)
[Help](#)
[Sign Up](#)
[Log In](#)
[FOR YOU](#)
[HOMES](#)
[EXPERIENCES](#)
[PLACES](#)

## Experiences

[See all >](#)


**\$36** **&** Salvage food and Enjoy amazing home-style dishes!

★★★★★ 17 reviews



**\$117** Rome's secret gardens unveiled during floral class

★★★★★ 16 reviews



**\$48** Live and eat in Lisbon like local people do

★★★★★ 2 reviews



**\$45** National Museum from eye's of an archeologist



**\$126** Make your own timber bodysurfing handplane!



**\$50** **&** Wearing Yukata by yourself and do japanese dance.

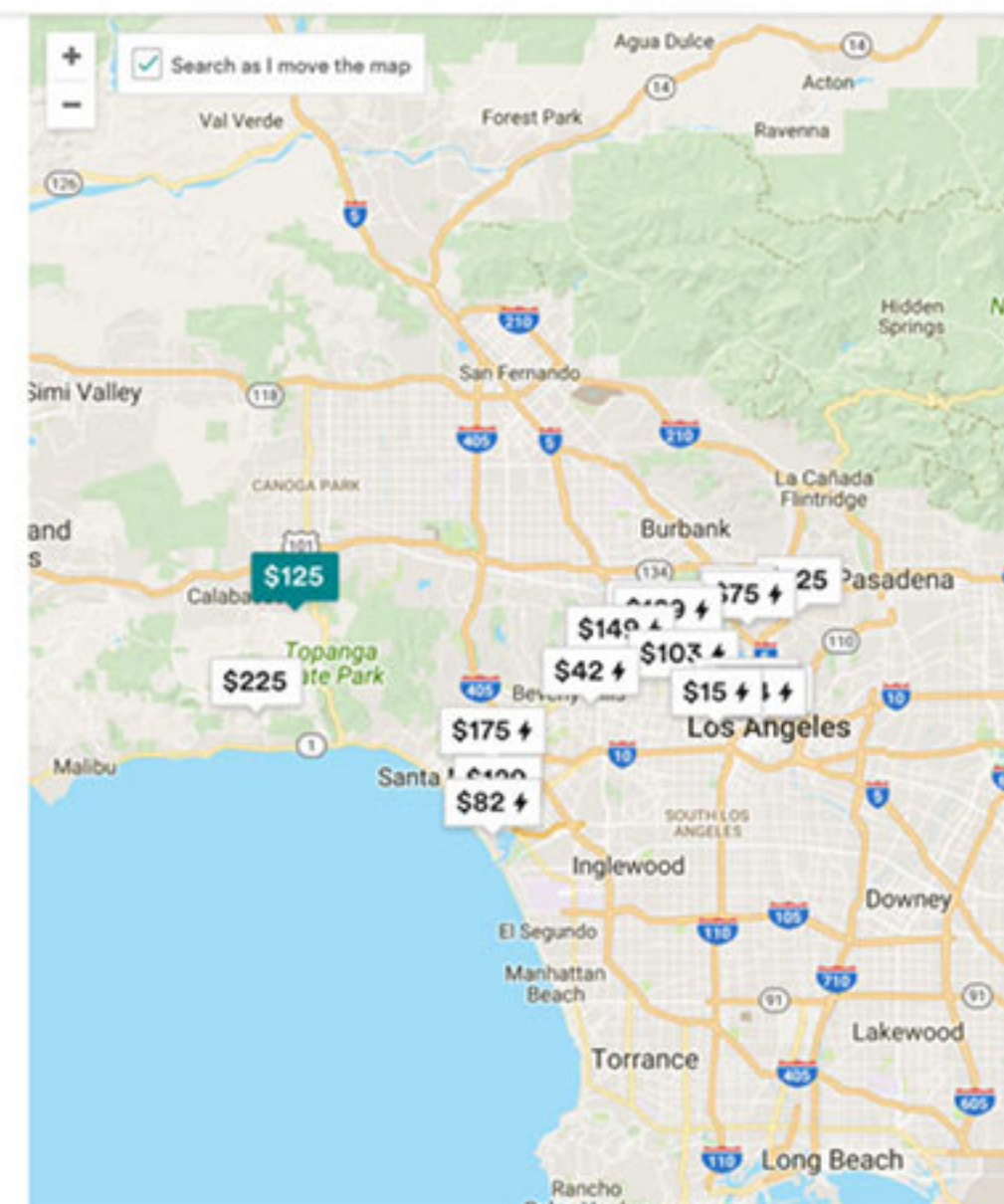
## Homes

[See all >](#)






Room type ▾ Price range ▾ Instant Book ▾ Refund policy ▾ More filters ▾





# Book it!



[Overview](#) [Reviews](#) [The Host](#) [Location](#)

## Malibu By The Sea Beachfront Apt

Malibu, CA, United States ★★★★★ 96 reviews



Connie

  
Entire home/apt

  
2 Guests

  
1 Bedroom

  
1 Bed

⚡ \$375 per night

Check In

mm/dd/yyyy

Check Out

mm/dd/yyyy

Guests

1 guest

[Book](#)

100% refundable - You won't be charged yet



# Business Model

we take a 10% commission on each transaction

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\$84

MILLION DOLLARS

**Trips with AirBnB**  
15% of Available Market

\$25

AVERAGE FEE

**\$80/night**  
for 3 nights

\$200

MILLION DOLLARS

**Revenue**  
Projected by 2011



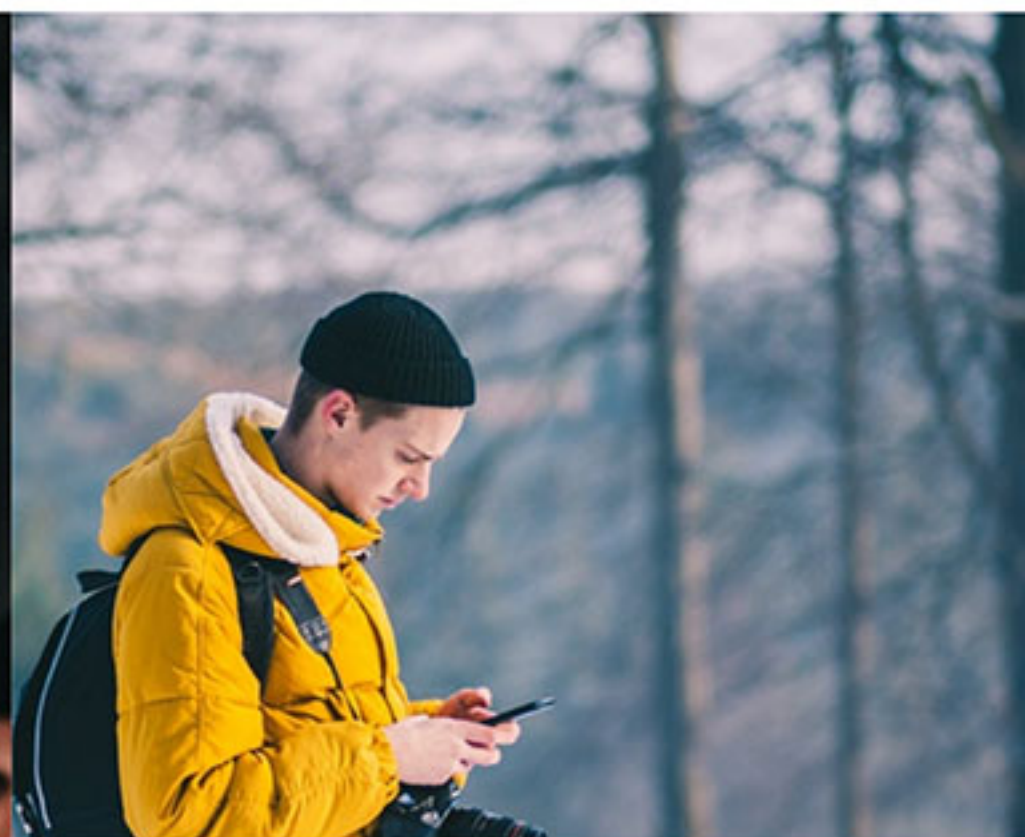
# Market Adoption

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## EVENTS

Target events monthly  
Octoberfest (6M)  
Eurocup (3M)  
Summerfest (1M)  
Mardigras (800,000)  
Cebit (700,000)



## PARTNERSHIPS

Cheap/alternative travel  
Kayak  
Goloco  
Orbitz



## CRAIGSLIST

Dual posting feature



# Competition

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AFFORDABLE



Competitor



**airbnb**

OFFLINE  
TRANSACTION

ONLINE  
TRANSACTION



Competitor



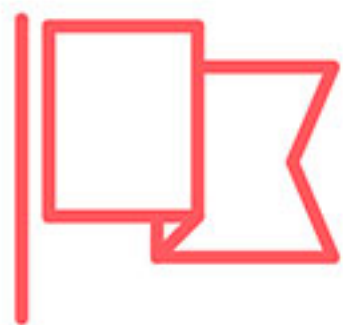
Competitor

EXPENSIVE



# Competitive Advantage

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## First to Market

for transaction-based temporary housing site



## Ease of Use

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



## Profiles

browse host profiles, and book in 3 clicks



## List Once

hosts post one time vs. daily on craigslist



## Design and Brand

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



## Host Incentive

they can make money over [couchsurfing.com](http://couchsurfing.com)

# Team

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**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 Nat. Worked @ Microsoft, OPNET Technologies and Batiq.

## **Michael Seibel, Advisor**

Michael is the CEO and Co-founder of [justin.tv](http://justin.tv), a San Francisco based venture funded startup that delivers live video to the Internet.



# Press

“ Think of it a  
Craigslist meets  
[hotels.com](http://hotels.com), but a  
lot less crappy.

**Josh Spear**

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

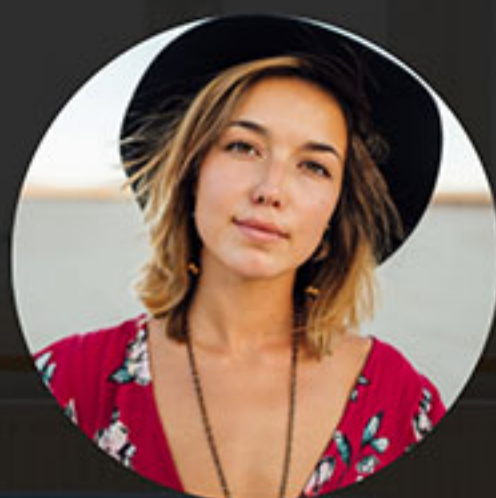
**Mashable**

“ **AirBed &  
Breakfast**  
is a fun approach  
to CouchSurfing

**Webware**

# User Testimonials

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

**Emily M, Austin TX**



“AirBed & Breakfast freaking rocks!

**Josue F, Washington DC**



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

**Dan A, Ontario, Canada.**



## Financial

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

\$500K  
Angel Round

initial investment opportunity

80K  
Trips w/AirB&B

avg \$25 free

\$2M  
Revenue

over 12 months

# Congrats on making it to the end!

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