

slidebean.



This template can be modified online

[Use template online](#)

A solid red horizontal bar on the left side of the slide.

airbnb Pitch Deck

Book rooms with locals rather than hotels

A solid red rectangular graphic element.

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

Solution: A web platform where users can rent out their space to host travelers to



Save Money
when traveling



Make Money
when hosting

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



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

560

Million +

Budget&Online

Serviceable Available Market

84

Million

Trips w/AirBnB

Share of Market

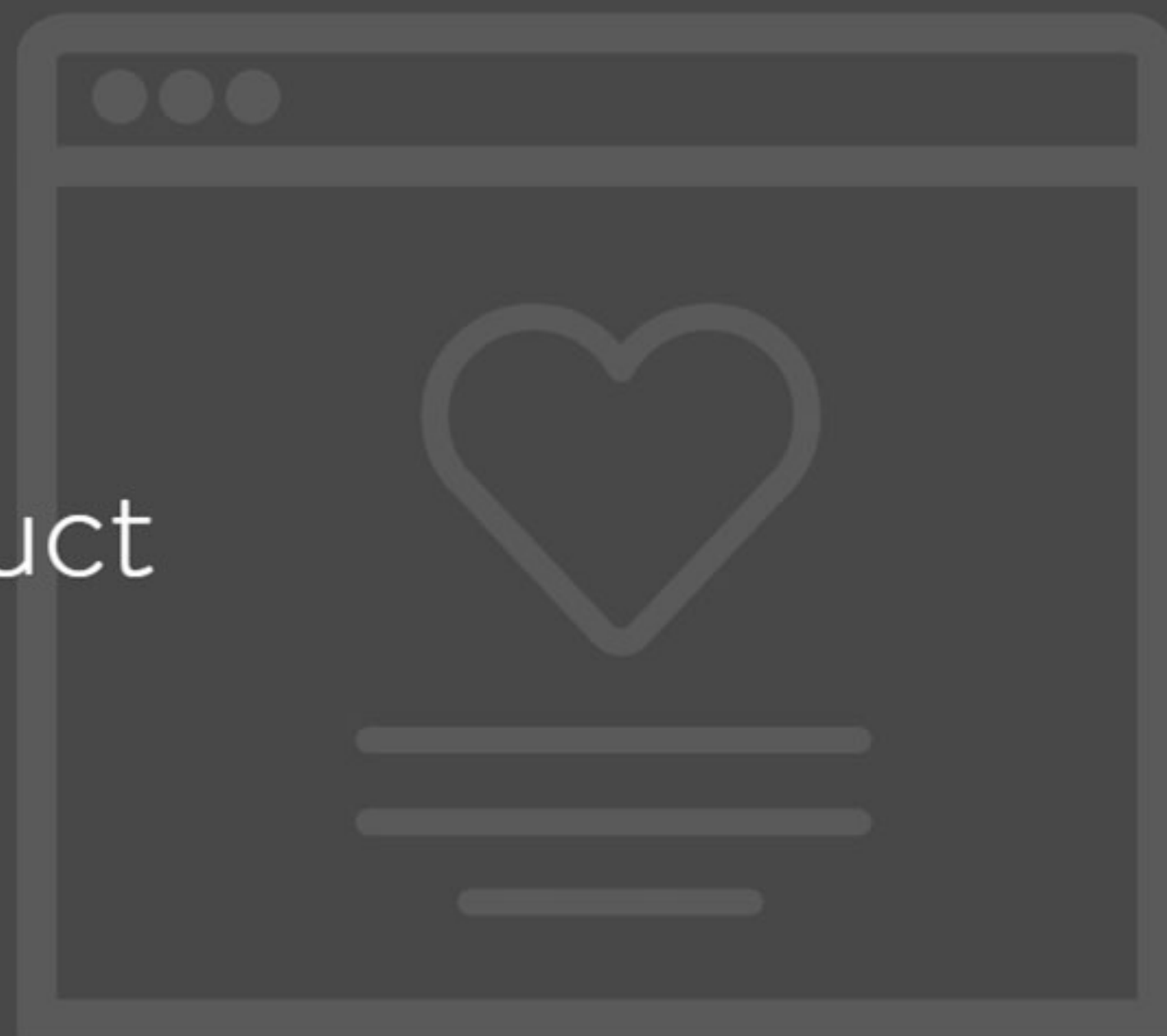
15% of available market

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


**source: comScore



Product



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



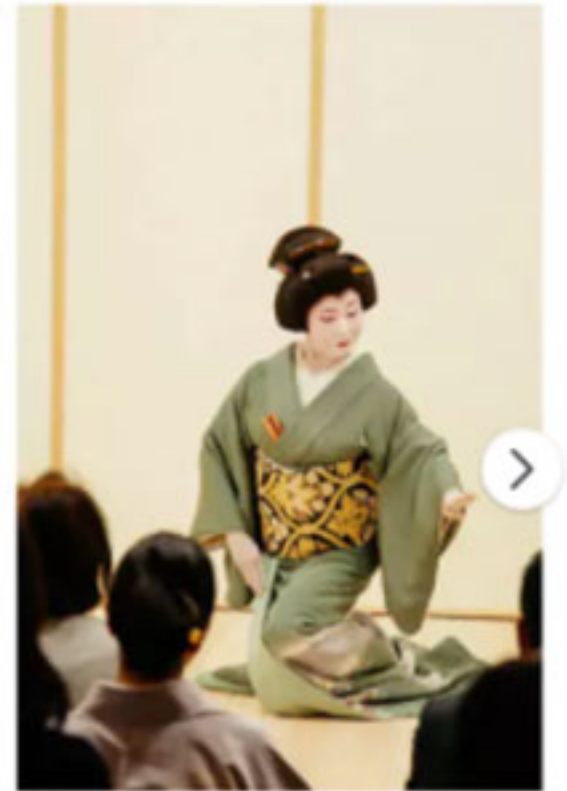
\$48 Live and eat in Lisbon like local people do
★★★★★ 2 reviews




\$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 >](#)



Review listings

Los Angeles Anytime 1 guest

Become a Host Help Sign Up Log In

FOR YOU HOMES EXPERIENCES PLACES

Room type Price range Instant Book Refund policy More filters

- \$125** Private Pool House with Amazing Vie...
Entire home/apt · 1 bed
★★★★★ 83 reviews
- \$225** Ocean View Malibu Hideaway
Entire home/apt · 3 beds
★★★★★ 89 reviews
- \$129** Sweetest Cottage in Venice Beach
Entire home/apt · 2 beds
★★★★★ 392 reviews
- \$130** MY LITTLE PARIS IN LOS ANGELES
- \$125** TOP OF THE HILL ACRES
- \$175** Licensed luxurious guesthouse with Pa

Map showing search results for Los Angeles with price markers: \$125, \$225, \$129, \$140, \$175, \$25, \$42, \$103, \$15, \$175, \$82.

Book it!



View Photos

⚡ \$375 per night

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

Malibu By The Sea Beachfront Apt

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



Connie

Check In

Check Out

mm/dd/yyyy

mm/dd/yyyy

Guests

1 guest

Book

100% refundable - You won't be charged yet



Entire home/apt



2 Guests



1 Bedroom



1 Bed

A solid red horizontal bar on the left side of the slide.

Business Model:

we take a 10% commission on each transaction

\$84

MILLION DOLLARS

Trips with AirBnB

15% of Available Market

A solid red horizontal bar on the left side of the slide.

Business Model:

we take a 10% commission on each transaction

\$84

MILLION DOLLARS

Trips with AirBnB
15% of Available Market

\$25

AVERAGE FEE

\$80/night
for 3 nights

Business Model:

we take a 10% commission on each transaction

\$84

MILLION DOLLARS

Trips with AirBnB
15% of Available Market

\$25

AVERAGE FEE

\$80/night
for 3 nights

\$2000

MILLION DOLLARS

Revenue
Projected by 2011

A solid red rectangular graphic element.

Market Adoption

EVENTS

target events monthly

- Oktoberfest (6M)
- Cebit (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- MardiGras (800,000)



Market Adoption

EVENTS

target events monthly

- Oktoberfest (6M)
- Cebit (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- MardiGras (800,000)

PARTNERSHIPS

cheap/alternative travel

- GoLoco
- Kayak
- Orbitz

A solid red rectangular graphic element.

Market Adoption

EVENTS

target events monthly

- Oktoberfest (6M)
- Cebit (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- MardiGras (800,000)

PARTNERSHIPS

cheap/alternative travel

- GoLoco
- Kayak
- Orbitz

CRAIGSLIST

dual posting feature



Competition



Competitor

AFFORDABLE



OFFLINE TRANSACTION



ONLINE TRANSACTION



Competitor



EXPENSIVE

Competitor



Competitive Advantage



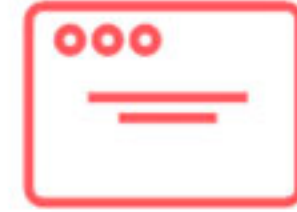
First to Market

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.

Michael Seibel, Advisor

Michael is the CEO and Co-founder of justin.tv, a San Francisco based venture funded startup that delivers live video to the Internet.



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



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.

A solid red horizontal bar on the left side of the slide.

Financial

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

\$500K

Angel Round

initial investment opportunity



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/AirB&B

avg \$25 free



Financial

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

\$500K

Angel Round

initial investment opportunity

80K

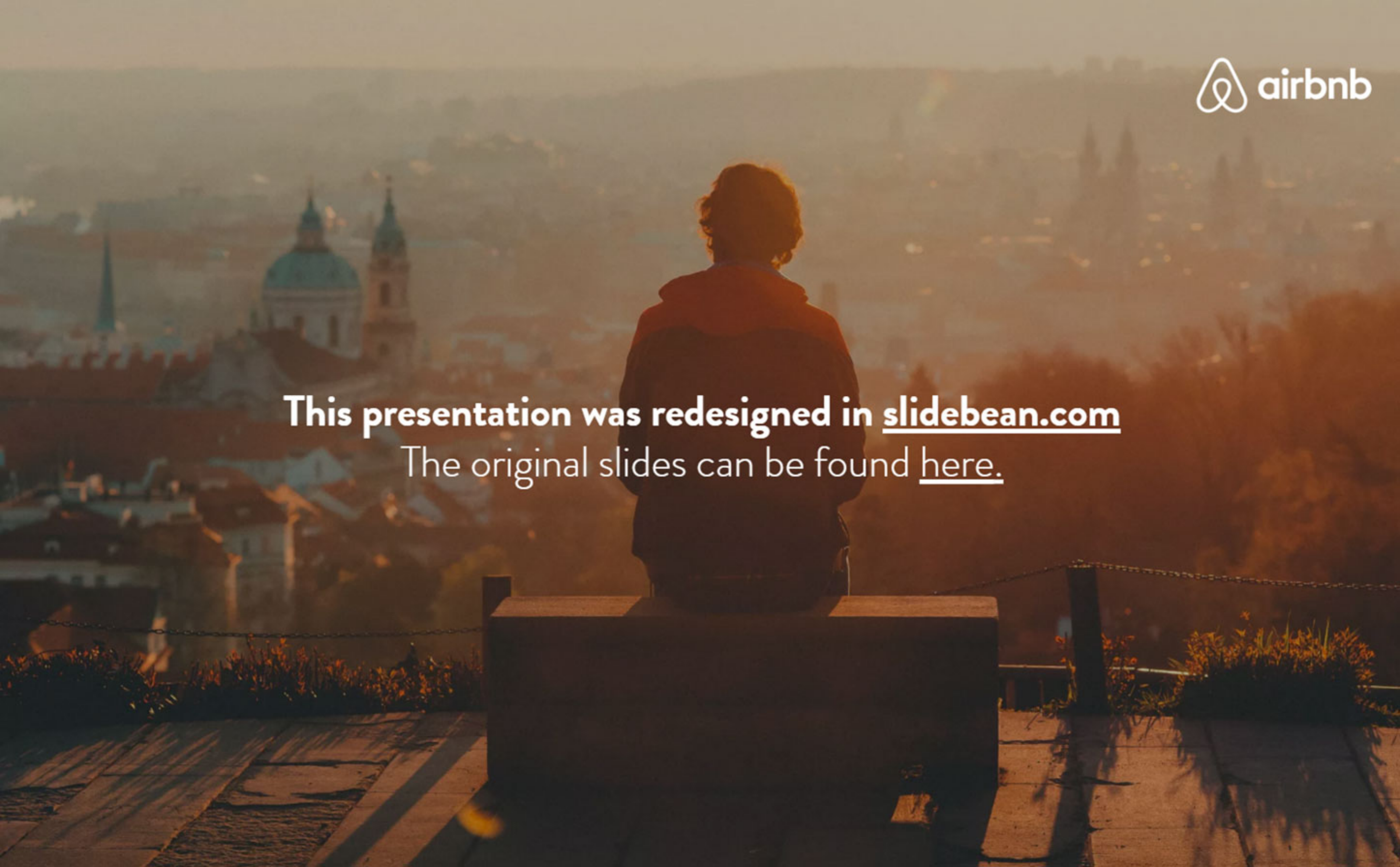
Trips w/AirB&B

avg \$25 free

\$2M

Revenue

over 12 months

A person with curly hair, wearing a dark jacket, is sitting on a stone ledge, looking out over a city at sunset. The city is bathed in a warm, golden light, with a large domed building and several spires visible in the distance. The person is positioned in the center of the frame, with their back to the camera. The stone ledge they are sitting on is in the foreground, and the city extends to the horizon under a hazy sky.

This presentation was redesigned in [slidebean.com](https://www.slidebean.com)
The original slides can be found [here](#).

Change the look of your template with a single click!

Current theme

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

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

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/AirB&B
avg \$25 free
- \$2M**
Revenue
over 12 months

Try a different theme

Other themes

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

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

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/AirB&B
avg \$25 free
- \$2M**
Revenue
over 12 months

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

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

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/AirB&B
avg \$25 free
- \$2M**
Revenue
over 12 months

