



# airbnb pitch deck

Book rooms with locals rather than hotels

[Your name]

A solid red square.

## 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



## **Make Money**

when hosting



## **Share Culture**

local connection to the city

A solid red square located to the left of the title.

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

\$560+

Million  
Budget&Online

**Serviceable Available Market**  
source: comScore

84

Million Trips with  
w/AirBnB

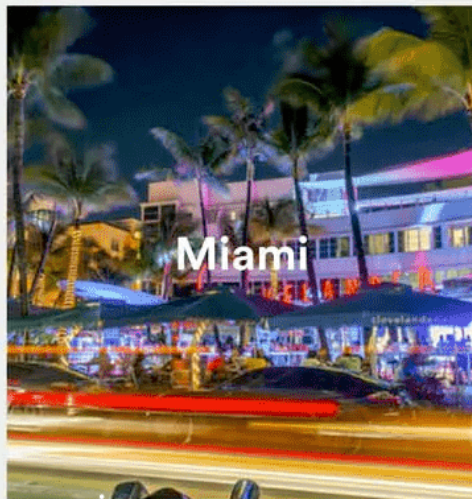
**Share of Market**  
15% of available market

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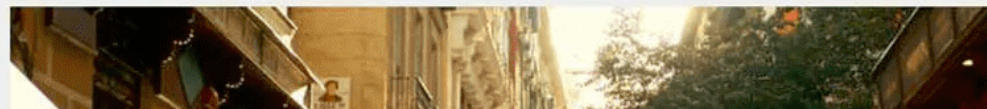
Product

# Explore the world

See where people are traveling, all around the world.



Search by city







New York, NY

Become a Host

Messages

He

Dates

Check In

Check Out

1 Guest

Room Type

Entire home/apt

Private room

Shared room

Filters

Neighborhoods

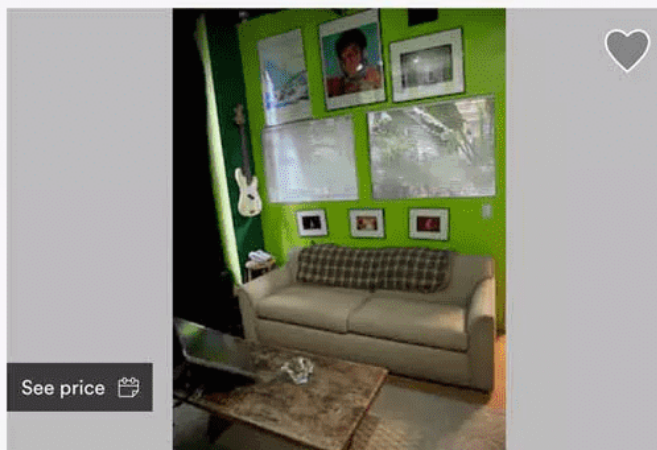
300+ Rentals · New York

Enter dates to see full pricing. Additional fees apply. Taxes may be added.



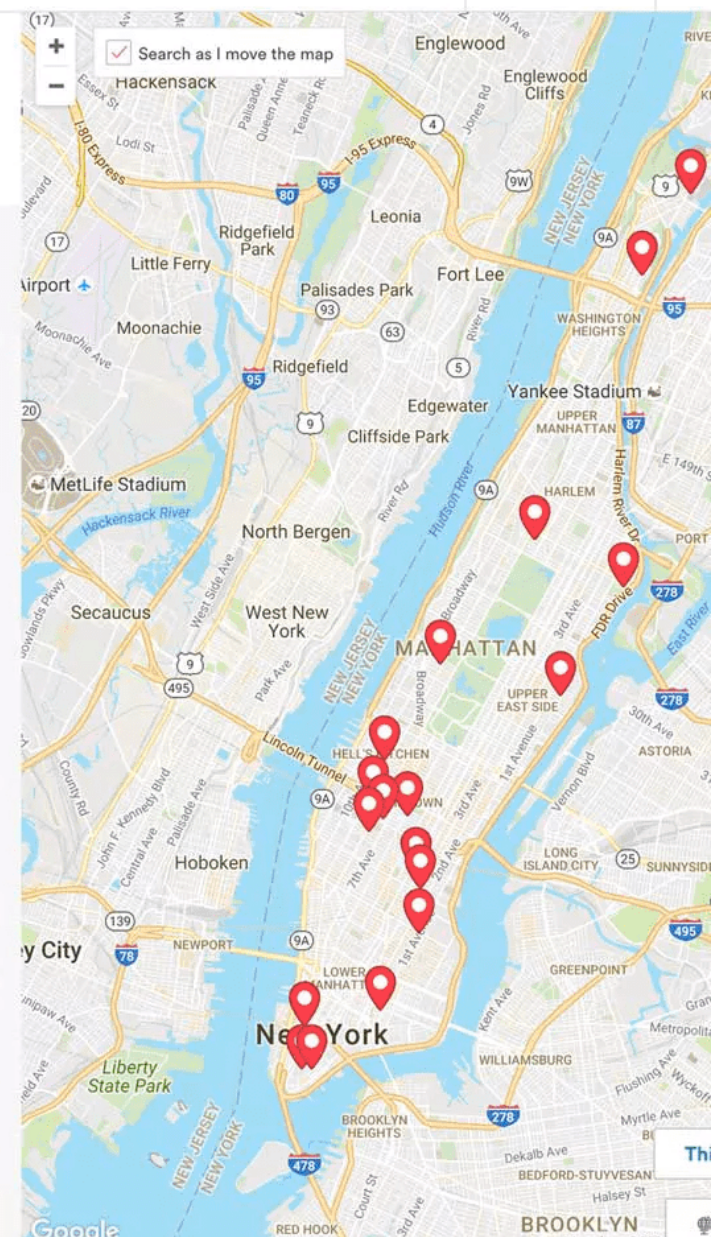
♥ Central Park - Broadway ♥

Private room · 2 guests · ★★★★★ · 44 reviews



Cool Beans, second room (private)

Private room · 3 guests · ★★★★★ · 63 reviews







Ke

## Manhattan Spacious Sunny Room close to Subways

New York, NY, United States



Private room



3 Guests



1 Bed

Check In

mm/dd/yyyy

Check Out

mm/dd/yyyy

Guests

1

[Request to Book](#)

Your credit card won't be charged

**Enter dates for an accurate price**

Some hosts set different prices for different days



### About this listing

The place is close to Subway Station "207 st" on local Line 1 (3min walk) and Express Line A (3 min walk), Laundry, Supermarkets, Gas Station, RITE AID and parking lots. You'll love the place because of the bright rooms and the big kitchen. The living room is shared during daytime and will be separated by an opaque curtain in the evening. The full-size bed in private room fits two people and an extra single size air mattress bed can be added upon request. We have a lovely Persian cat at home.

### Contact Host

The Space

Accommodates: **3**  
Bathrooms: **1 (Shared)**  
Bed type: **Real Bed**  
Bedrooms: **1**  
Beds: **1**  
[House Rules](#)

Check In: **3PM - 12AM (midnight)**  
Check Out: **11AM**  
Pet Owner: **Cat(s)**  
Property type: **Apartment**  
Room type: **Private room**

[Save to Wish List](#)

221 travelers saved this place

Email

Messenger

... More

[Report this listing](#)

Book it!



# Business Model

we take a 10% commission on each transaction

**\$84M**

Trips with AirBnB  
15% of Available Market

**\$25**

Avg fee  
\$80/night for 3 nights

**\$200M**

Revenue  
Projected by 2011



# Market Adoption

## Events

### target events monthly

Octoberfest (6M)

Cebit (700,000)

Summerfest (1M)

Eurocup (3M+)

MardiGras (800,000)

## Partnerships

### cheap/alternative travel

GoLoco

Kayak

Orbitz

## Craigslist

### dual posting feature



Competition



AFFORDABLE

Competitor

Competitor



OFFLINE TRANSACTION



ONLINE TRANSACTION

Competitor

Competitor



EXPENSIVE



# Competitive Advantage



## First to Market

for transaction-based temporary housing site



## Host Incentive

they can make money over couchsurfing.com



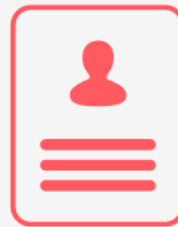
## List Once

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

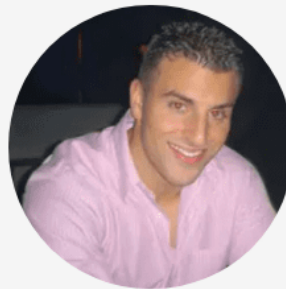


# Team



**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 Blecharczyk**  
Developer

Created Facebook Apps "Your neighbors" (75,000 users). Computer Science from Harvard Nate. Worked @ Microsoft, OPNET Technologies and Batiq.



## 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.



## 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/AB&B**

avg \$25 free

**\$2M**

**Revenue**

over 12 months



**This presentation was redesigned in [slidebean.com](https://www.slidebean.com)**

The original slides can be found [here](#).