

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

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!

The image displays a sequence of screenshots from the Airbnb website, illustrating the user journey from search to booking. The first screenshot shows the search interface for Newport Beach, CA, with filters for dates, room type, and price range. The second screenshot shows a map of search results in Costa Mesa. The third screenshot shows a grid of listings, including 'Oceanfront Apartment- ON THE BEACH' for \$199 and 'Steps to the sand and best surf!' for \$145. The fourth screenshot shows a detailed view of the 'Oceanfront Apartment- ON THE BEACH' listing, including photos, a description, and a booking table.

Listing Details: Oceanfront Apartment- ON THE BEACH

Newport Beach, CA, United States ★★★★★ (21)

Marco
Entire home/apt • 4 Guests • 2 Bedrooms • 2 Beds

About This Listing

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.

\$220		Per Night
Check In	Check Out	Guests
04/14/2015	04/15/2015	1
\$220 x 1 night		\$220
Cleaning fee		\$35
Service fee		\$31
Total		\$286

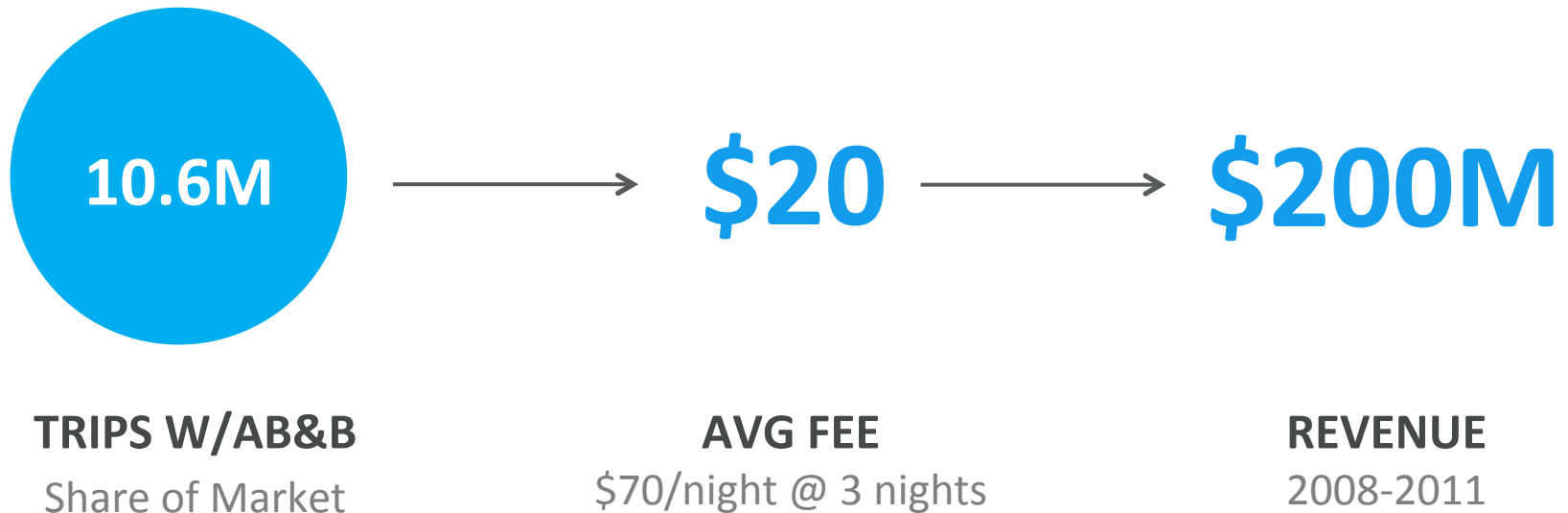
[Request to Book](#)

Share: Facebook, List

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

AFFORDABLE



craigslist



AirBed&Breakfast



OFFLINE TRANSACTION



ONLINE TRANSACTION



EXPENSIVE

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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