airbnb

Pitch Deck

Book rooms with locals, rather than hotels

Problem

Price is a 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.

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

couchsufing.com

660,000
TOTAL USERS

craigslist.com

50,000
TEMPORARY HOUSING LISTING

per week in the US.
07/09 – 07/16

Market Size

2+
Billion

TRIPS BOOKED (WORLDWIDE)

Total Available Market

560+
Million

BUDGET&ONLINE

Serviceable Available Market

84+
Million

TRIPS W/AB&B

Share of Market
15% of Available Market

*source: Travel Industry Association of America & World Tourism Organization
**source: comScore

Product

airbnb

Search By City → Review Listings → Book It!

Business Model

We take a 10% commission on each transaction.

$84M

TRIPS W/AB&B
Share of Market

15% of Available Market

$25

AVG FEE
$80/night @ 3 nights

Source: $70 is Avg room price on AB&B

$2.1B

REVENUE
Projected by 2011

airbnb

Adoption Strategy

EVENTS
target events monthly

- Octoberfest (6M)
- Cebit (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- Mardi Gras (800,000)

with listing widget

PARTNERSHIPS
cheap/alternative travel

GoLoco

KAYAK

ORBITZ

CRAIGSLIST
dual posting feature

Competition

airbnb

AFFORDABLE

the CouchSurfing project

craigslist

BedandBreakfast.com

AirBed&Breakfast

Hostels.com Every Hostel, Everywhere!

OFFLINE TRANSACTION

ONLINE TRANSACTION

rentobi.com short term housing & vacation rentals

VRBO Vacation Rentals by owner a HomeAway company

rentahome HOLIDAY RENTALS & CORPORATE ACCOMMODATION

ORBITZ

hotels.com

EXPENSIVE

airbnb

Team

JOE GEBBIA

User Interface & PR

Entrepreneur and designer. Holds a patent for his product, CritBuns. A graduate of the Rhode Island School of Design (RISD), has dual BFA's in graphic design and industrial design.

BRIAN CHESKY

Business Development & Brand

Founder of Brian Chesky, Inc, industrial design consultant. A graduate of the Rhode Island School of Design (RISD), has a BFA in industrial design.

NATHAN BLECHARCYK

Developer

Created Facebook Apps "Your neighbors" (75,000 users) and "Rolodextrous", recently launched "Identified Hits". A graduate of computer science Harvard, Nate has worked at Microsoft, OPNET Technologies, and Batiq.

Michael Seibel, Advisor

Michael is the CEO and co—founder of www.justin.tv, a San Francisco based venture funded start up that delivers live video to the internet.

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Press

“ AirBed & Breakfast is a fun approach to couch surfing.

Webware
COOL WEB 2.0 APPS FOR EVERYONE

“ Think of it as Craigslist meets Hotels.com, but a lot less creepy.

JOSH SPEAR

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

Mashable
SOCIAL NETWORKING NEWS

“ Airbed's fee-based service could help alleviate concerns about quality of accommodations.

springwise.com

User Testimonials

“ AirBed&Breakfast freaking rocks!

Josue F, Washington, DC

“ I found something in my price-range, and that’s what really enabled me to come to the conference.

Jason R, Atlanta, GA

“ A complete success. It is easy to use and it 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/AirB&B

Avg $25 free

$2M

Revenue

Over 12 months