

Welcome

1

AirBed&Breakfast

Book rooms with locals, rather than hotels.

This is a PowerPoint reproduction of an early Airbnb pitch deck via Business Insider @
<http://www.businessinsider.com/airbnb-a-13-billion-dollar-startups-first-ever-pitch-deck-2011-9>

Problem

2

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 room with a local or become a host.

Solution

3

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

4

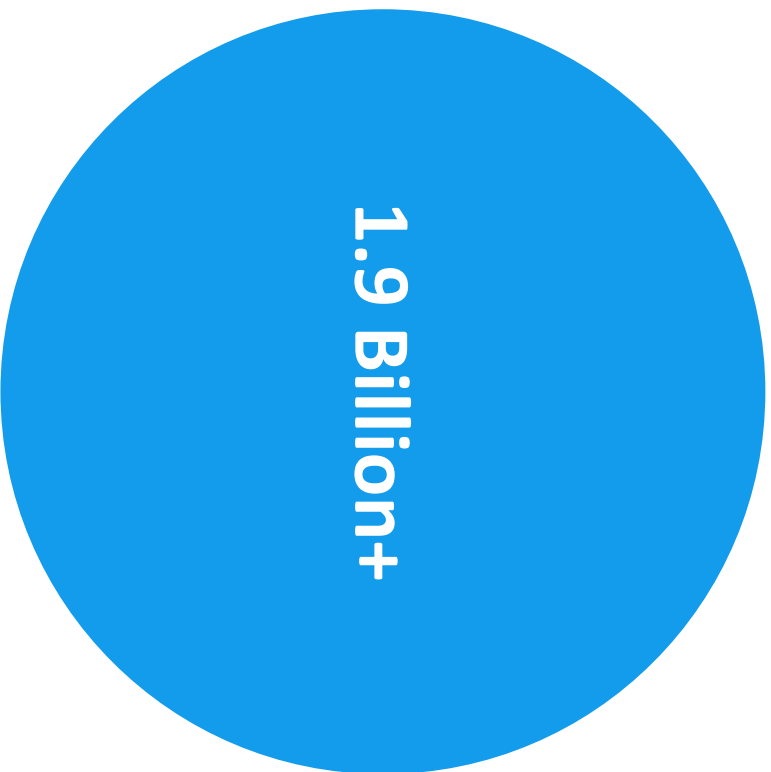
630,000 17,000

on temporary housing site
couchsurfing.com

temporary housing listings on SF
& NYC Craigslist from 07/09 – 07/16

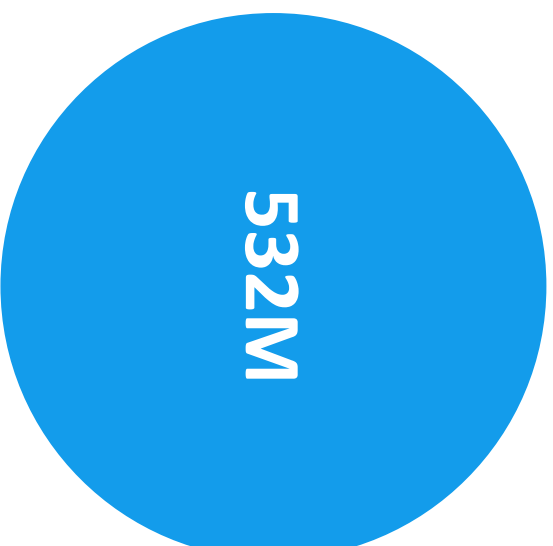
Market Size

5



TRIPS BOOKED (WORDLWIDE)

Total Available Market



BUDGET & ONLINE TRIPS

Serviceable Available Market



TRIPS W/AB&B

Market Share

Product

6

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!

The first screenshot shows the Airbnb search interface for Newport Beach, CA. The search filters are set to 'Entire Place', 'Private Room', and 'Shared Room'. The price range is \$10 to \$1000+. Two listings are shown: 'Oceanfront Apartment- ON THE BEACH' for \$199 and 'Stipet to the sand and best surf!' for \$145.

The second screenshot shows a map view of the search results in Newport Beach, CA. The 'Oceanfront Apartment- ON THE BEACH' is highlighted with a red pin. The map shows the location relative to the beach and surrounding areas.

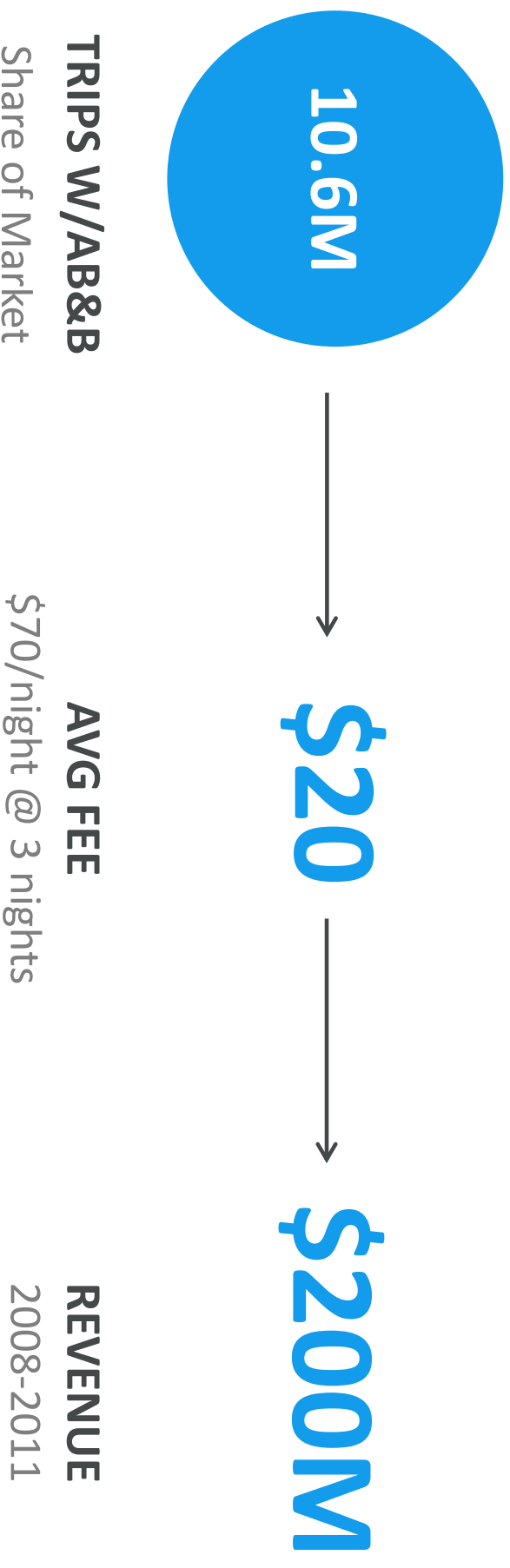
The third screenshot shows the listing details for 'Oceanfront Apartment- ON THE BEACH'. The listing is located in Newport Beach, CA, United States, and has a 4.5-star rating from 219 reviews. It is an 'Entire home/apt' with 4 guests, 2 bedrooms, and 2 beds. The listing is hosted by Marco.

The fourth screenshot shows the booking details for the 'Oceanfront Apartment- ON THE BEACH'. The total price is \$220 per night. The booking dates are 04/29/2015 to 04/30/2015 for 1 guest. The price breakdown is: \$220 x 1 night, \$35 service fee, and \$296 total. There is a 'Request to Book' button and a 'Share' button.

Business Model

7

We take a 10% commission on each transaction.



Market Adoption

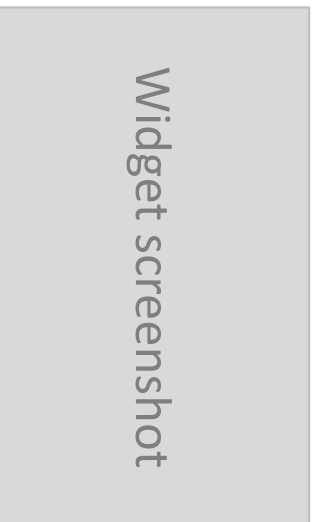
8

EVENTS

target events monthly

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

with listing widget



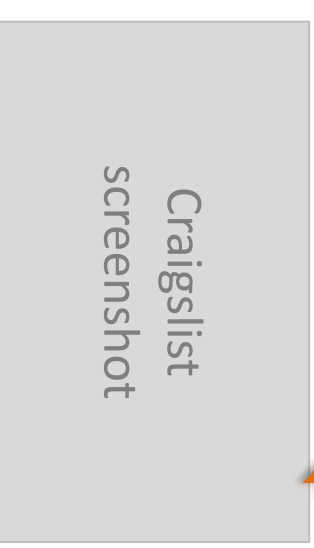
PARTNERSHIPS

cheapp/alternative travel



CRAIGSLIST

dual posting feature



Competition

9

AFFORDABLE



craigslist



AirBed&Breakfast



OFFLINE TRANSACTION



EXPENSIVE

ONLINE TRANSACTION



Competitive Advantages

10

1st TO MARKET

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Integer nec odio. Praesent
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HOST INCENTIVE

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LIST ONCE

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EASE OF USE

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PROFILES

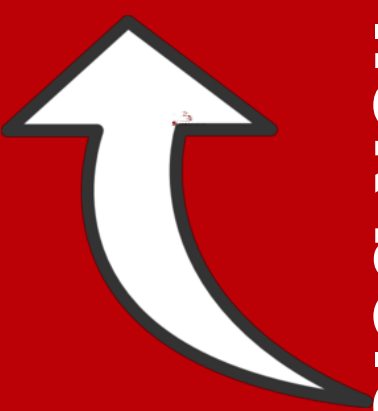
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DESIGN & BRAND

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