

AirBed&Breakfast

Book rooms with locals, rather than hotels.

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.

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

Product

6

SEARCH BY CITY —————> REVIEW LISTINGS —————> BOOK IT!

The image displays four screenshots from the Airbnb website illustrating the user journey:

- Search Page:** Shows the search bar with 'Newport Beach, CA' and filters for dates, room type (Entire Place, Private Room, Shared Room), and price range (\$10 to \$1000+).
- Map:** A map of Newport Beach, CA, showing the location of the selected listing.
- Listing Grid:** A grid of listing cards. The top card is 'Oceanfront Apartment- ON THE BEACH' for \$199. Below it is another card for \$145 with the text 'Steps to the sand and best surf!'. Other cards show interior views of properties.
- Listing Detail Page:** A detailed view of the 'Oceanfront Apartment- ON THE BEACH' listing. It includes a large photo of the beachfront balcony, the host's name 'Marco', and property details: 'Entire home/apt', '4 Guests', '2 Bedrooms', and '2 Beds'. The price is \$220 per night. A table shows the total cost for a stay from 04/14/2015 to 04/15/2015 for 1 guest: \$220 for the night, \$35 for cleaning fee, and \$31 for service fee, totaling \$286. A 'Request to Book' button is visible.

Item	Price
220 x 1 night	\$220
Cleaning fee	\$35
Service fee	\$31
Total	\$286

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

Competitive Advantages

10

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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