



Pitch Deck

Book rooms with locals rather than hotels

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

Market Validation

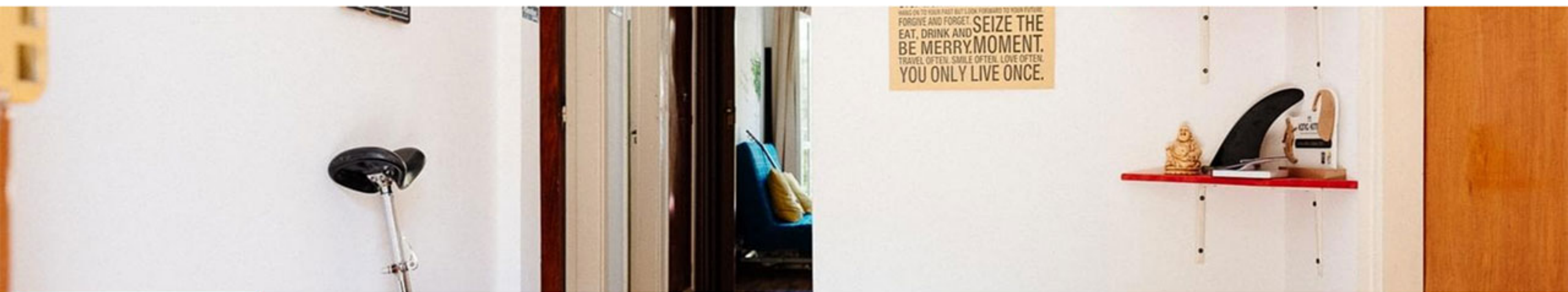
[craigslist.com](https://www.craigslist.com)

670,000
TOTAL USERS

[couchsurfing.com](https://www.couchsurfing.com)

17,000
TEMPORARY HOUSING LISTINGS

In SF & NYC from 7/09 to 7/16



Market Size

2+
Billion

**Trips Booked
(WorldWide)**

Total Available Market

560+
Million

Budget&Online

Serviceable Available
Market

84
Million

Trips w/ AirBnB

Share of Market

15% Available Market

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

**source: comScore

The word 'Product' is written in a large, white, bold, sans-serif font. A horizontal red line is positioned directly beneath the text. The background is a dimly lit, modern living room with a laptop on a coffee table, a TV on a stand, and a vase of flowers.

Search by city



[Become a Host](#) [Help](#) [Sign Up](#) [Log In](#)

[FOR YOU](#) [HOMES](#) [EXPERIENCES](#) [PLACES](#)

Experiences

[See all >](#)



\$36 ~~8~~ Salvage food and Enjoy amazing home-style dishes!
★★★★★ 17 reviews



\$117 Rome's secret gardens unveiled during floral class
★★★★★ 16 reviews



\$48 Live and eat in Lisbon like local people do
★★★★★ 2 reviews



\$45 National Museum from eye's of an archeologist



\$126 Make your own timber bodysurfing handplane!



\$50 ~~8~~ Wearing Yukata by yourself and do japanese dance.

Homes

[See all >](#)



Review listings

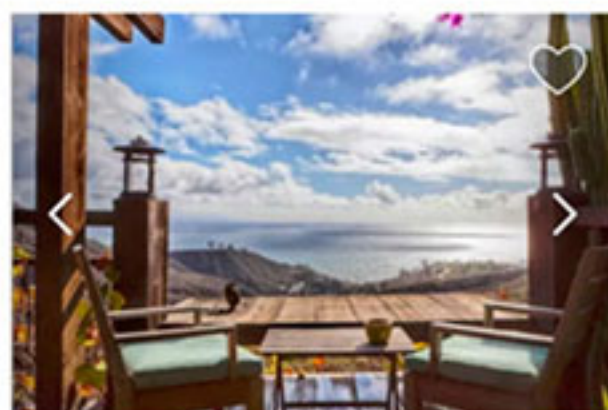
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[PLACES](#)

[Room type](#)
[Price range](#)
[Instant Book](#)
[Refund policy](#)
[More filters](#)



\$125 Private Pool House with Amazing Vie...
 Entire home/apt · 1 bed
 ★★★★★ 83 reviews



\$225 Ocean View Malibu Hideaway
 Entire home/apt · 3 beds
 ★★★★★ 89 reviews



\$129 Sweetest Cottage in Venice Beach
 Entire home/apt · 2 beds
 ★★★★★ 392 reviews



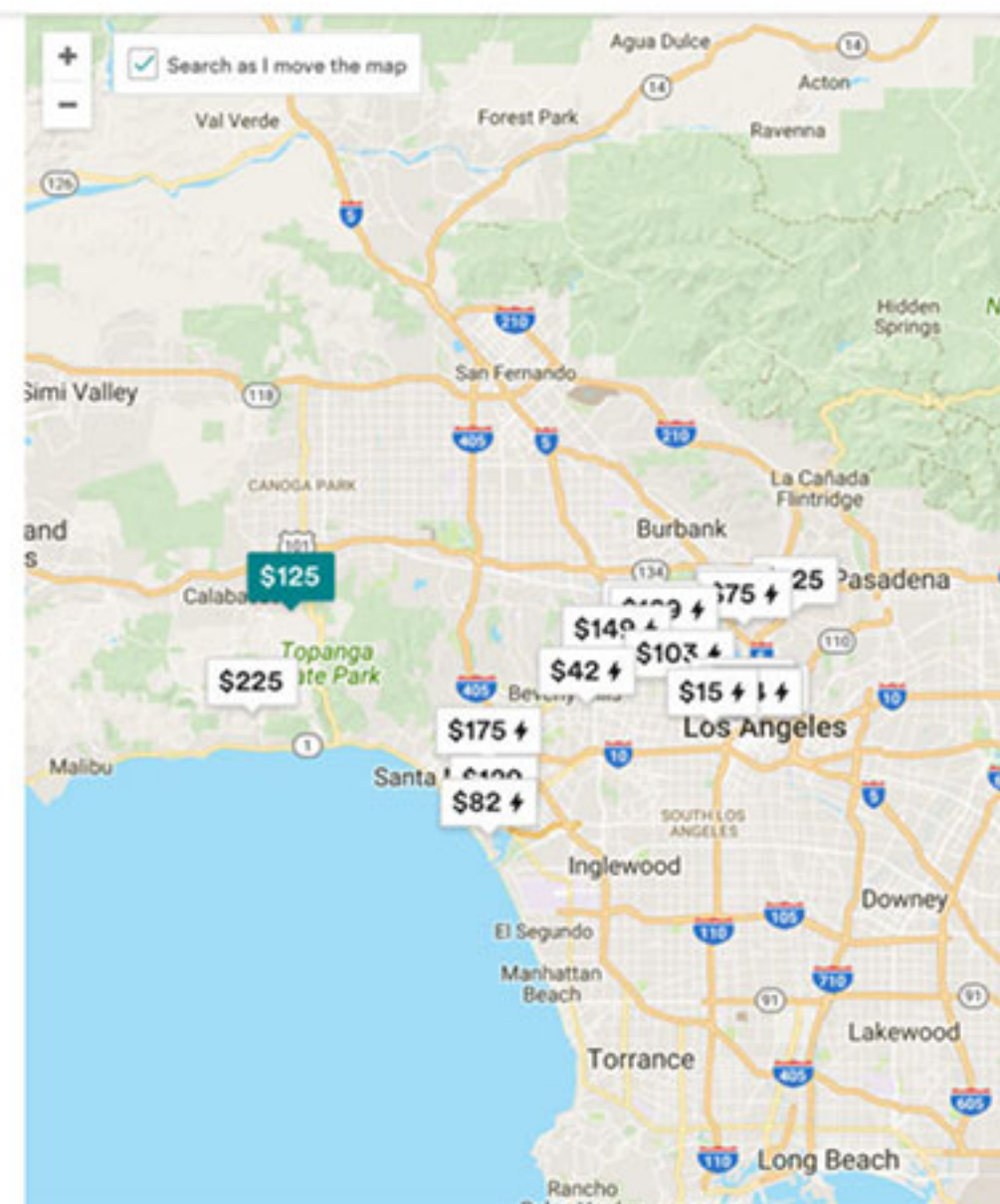
\$130 MY LITTLE PARIS IN LOS ANGELES



\$125 TOP OF THE HILL ACRES



\$175 Licensed luxurious guesthouse with Pa...



Book it!



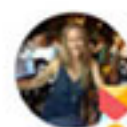
View Photos

⚡ \$375 per night

[Overview](#) [Reviews](#) [The Host](#) [Location](#)

Malibu By The Sea Beachfront Apt

Malibu, CA, United States ★★★★★ 96 reviews



Connie

Check In	Check Out
<input type="text" value="mm/dd/yyyy"/>	<input type="text" value="mm/dd/yyyy"/>

Guests

▼

[Book](#)

100% refundable - You won't be charged yet

 Entire home/apt

 2 Guests

 1 Bedroom

 1 Bed

Business Model

we take a 10% commission on each transaction

\$84

MILLION DOLLARS

Trips with AirBnB
15% of Available Market

\$25

AVERAGE FEE


\$80/night
for 3 nights

\$200

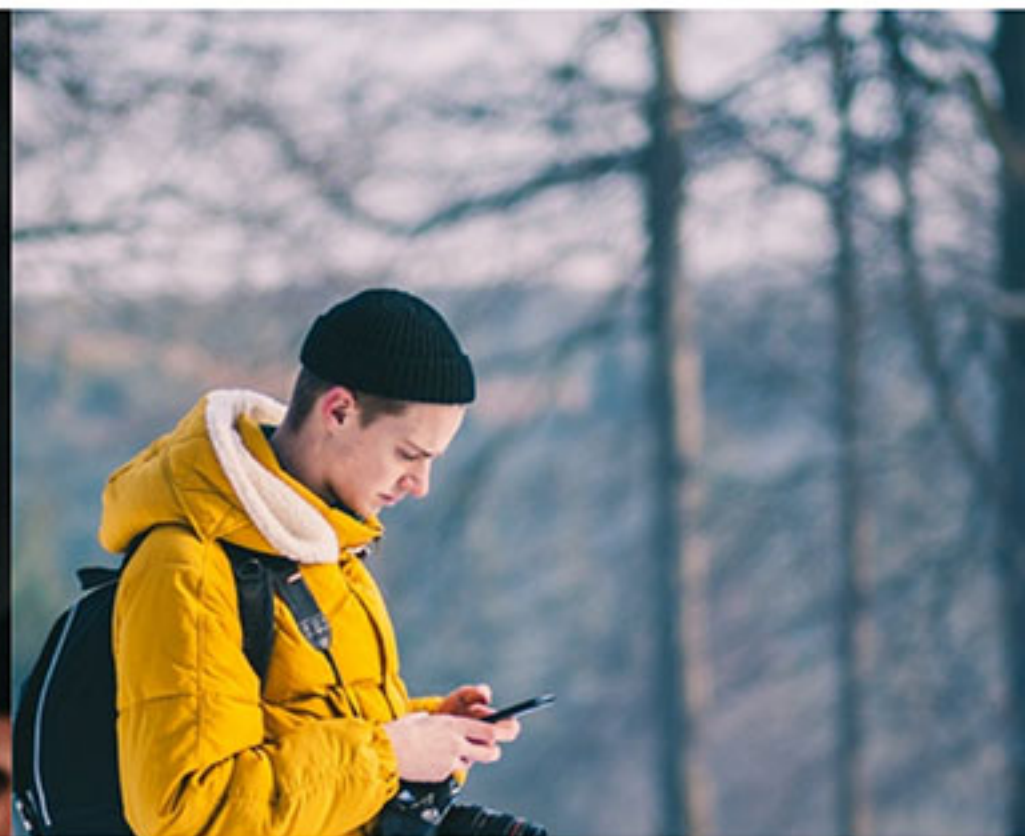
MILLION DOLLARS

Revenue
Projected by 2011

Market Adoption



EVENTS
Target events monthly
Octoberfest (6M)
Eurocup (3M)
Summerfest (1M)
Mardigras (800,000)
Cebit (700,000)



PARTNERSHIPS
Cheap/alternative travel
Kayak
Goloco
Orbitz



CRAIGSLIST
Dual posting feature

Competition

AFFORDABLE



Competitor



airbnb

OFFLINE
TRANSACTION

ONLINE
TRANSACTION



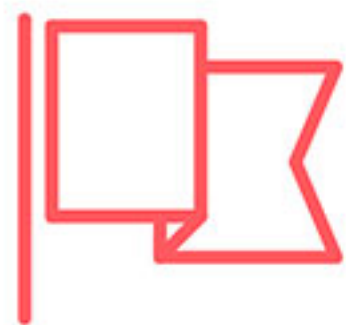
Competitor



Competitor

EXPENSIVE

Competitive Advantage



First to Market

for transaction-based temporary housing site



Ease of Use

search by price, location & check-in/check-out dates



Profiles

browse host profiles, and book in 3 clicks



List Once

hosts post one time vs. daily on craigslist



Design and Brand

memorable name will launch at historic DNC to gain share of mind



Host Incentive

they can make money over couchsurfing.com

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 Blecharcyk
Developer

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

Michael Seibel, Advisor

Michael is the CEO and Co-founder of justin.tv, a San Francisco based venture funded startup that delivers live video to the Internet.

Press

“ Think of it a Craigslist meets hotels.com, but a lot less crappy.

Josh Spear

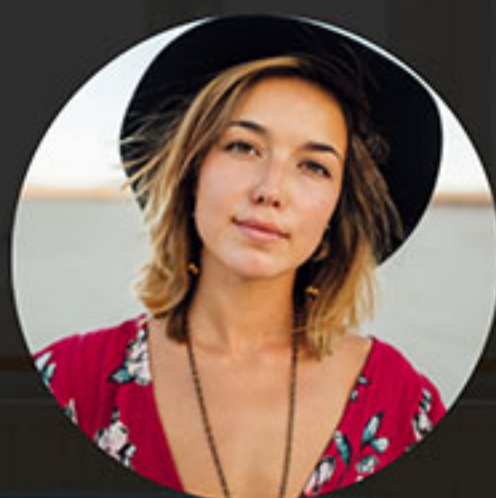
“ A cool alternative to a boring evening in a hotel room

Mashable

“ **AirBed & Breakfast** is a fun approach to CouchSurfing

Webware

User Testimonials



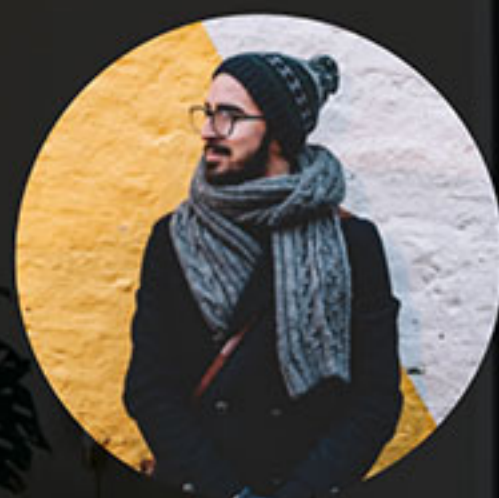
“ A complete success! It is easy to use and made me money.

Emily M, Austin TX



“ AirBed & Breakfast freaking rocks!

Josue F, Washington DC



“ 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