



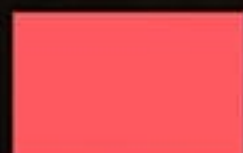
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## Pitch Deck

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

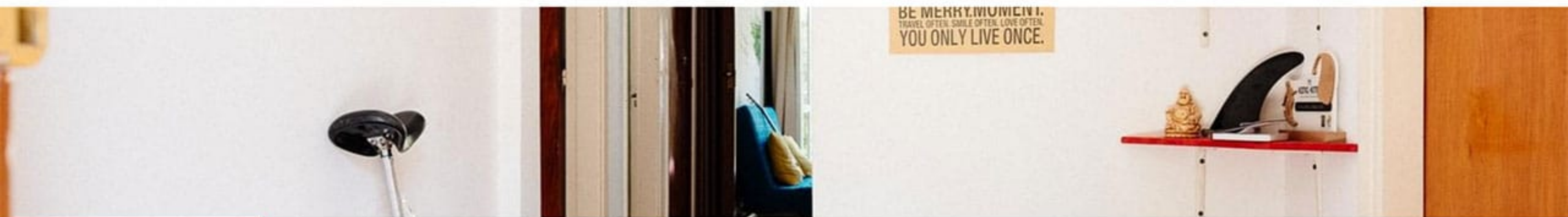
[craigslist.com](http://craigslist.com)

670,000  
TOTAL USERS

[couchsurfing.com](http://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.

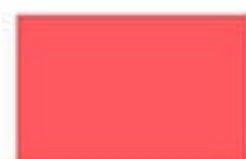
\*\*source: comScore

A solid red square icon.

# Product







# Search by city



Anywhere

Anytime

1 guest

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

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

## Experiences

[See all >](#)



**\$36** ~~R~~ 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** ~~R~~ Wearing Yukata by yourself and do japanese dance.

## Homes

[See all >](#)







# Review listings

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

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



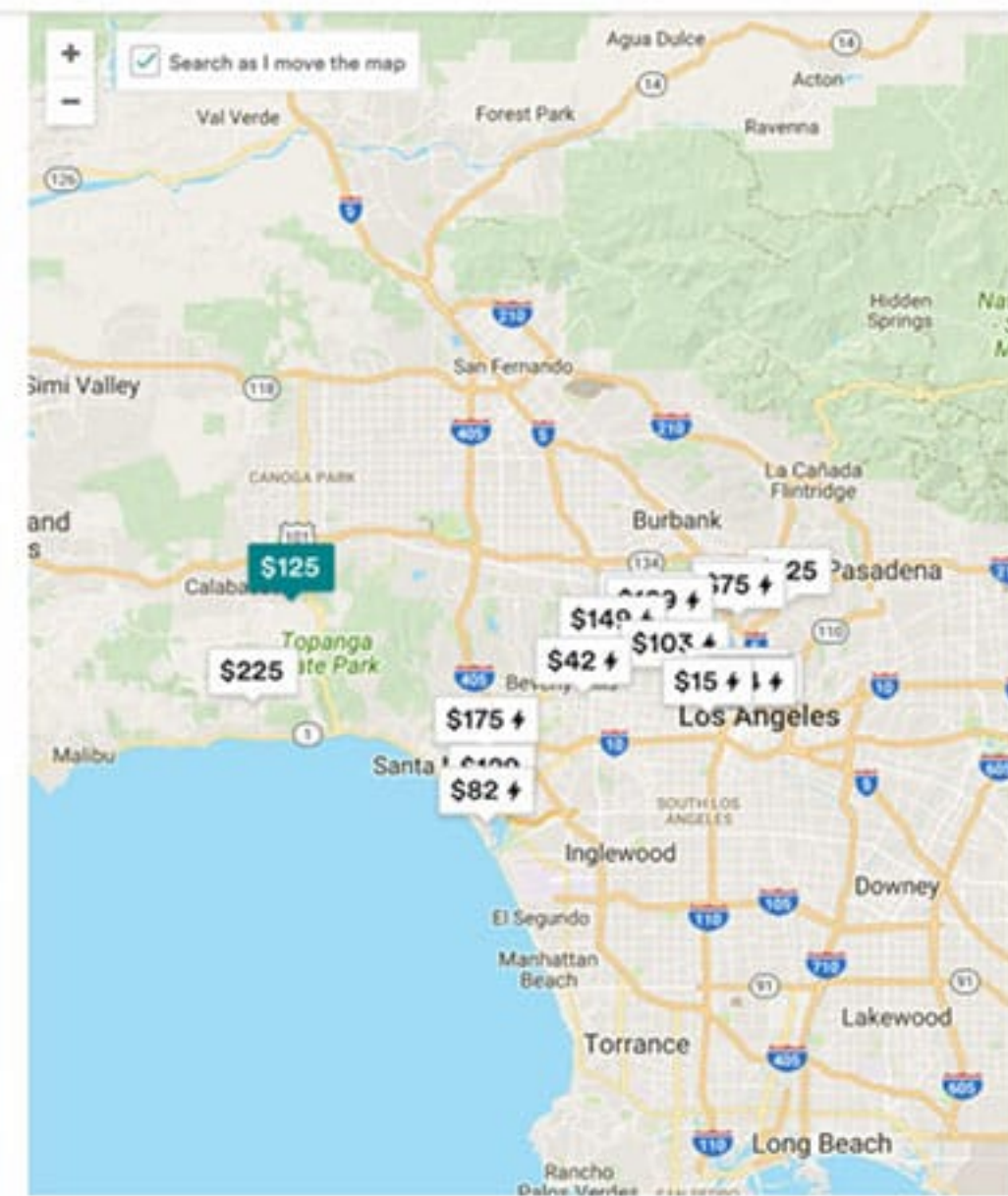
**\$130** MY LITTLE PARIS IN LOS ANGELES



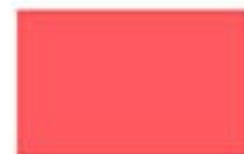
**\$125** TOP OF THE HILL ACRES



**\$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

 Entire home/apt

 2 Guests

 1 Bedroom

 1 Bed

Check In  Check Out

Guests

[Book](#)

100% refundable - You won't be charged yet





## 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



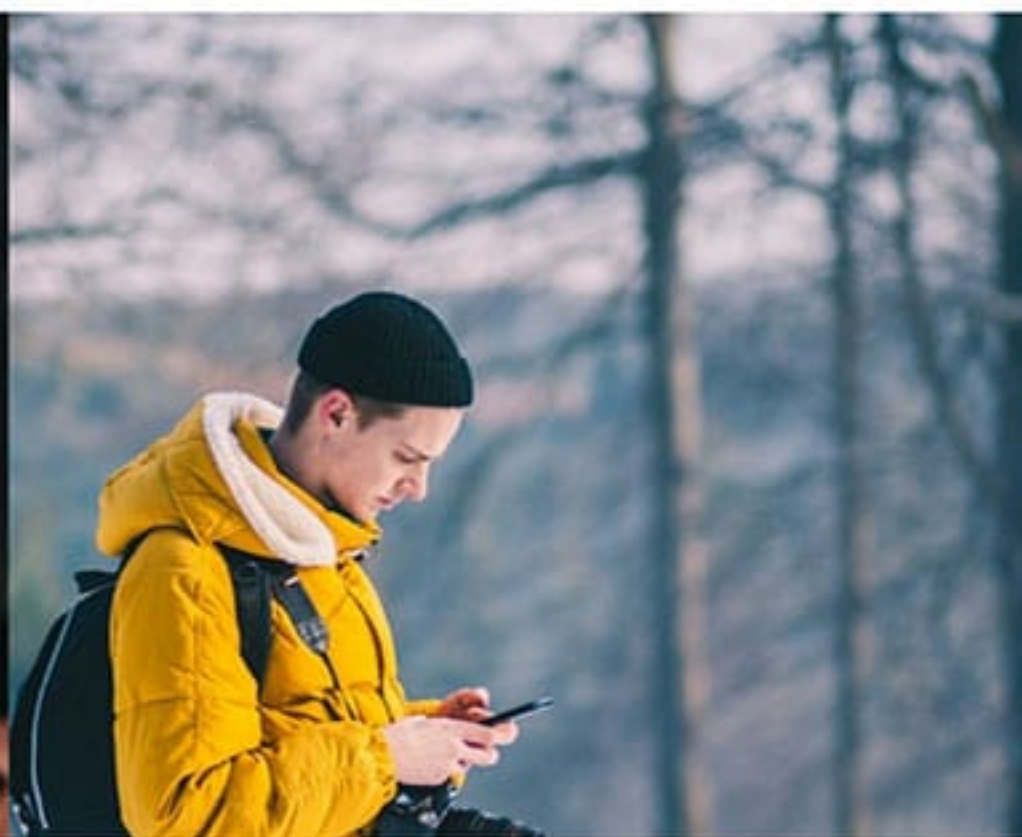


# Market Adoption



## 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



A solid red square icon.

# Competition

AFFORDABLE

Competitor



OFFLINE  
TRANSACTION

ONLINE  
TRANSACTION

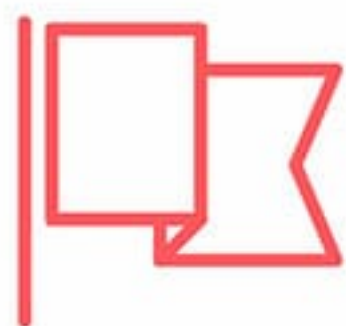
Competitor

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](http://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](http://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](http://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

# Congrats on making it to the end!

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