

Welcome

1

AirBed&Breakfast

Book rooms with locals, rather than hotels.

This is a faithful reproduction of the original AirBnB pitch deck.

You may download an editable PowerPoint version at PitchDeckCoach.com

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 home 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

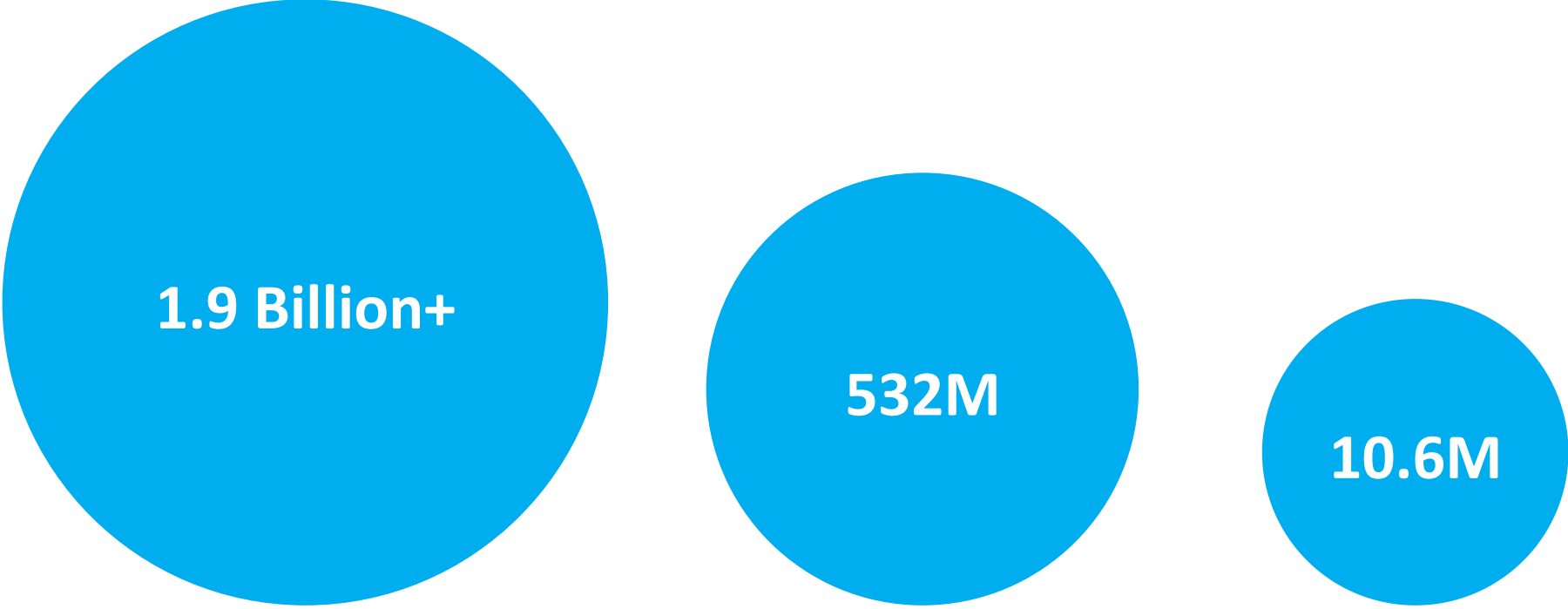
on temporary housing site
couchsurfing.com

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

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!

The collage illustrates the user journey on Airbnb:

- Search Interface:** The top-left screenshot shows the search bar with 'Newport Beach, CA' entered. Filters for dates, room type (Entire Place, Private Room, Shared Room), and price range (\$10 to \$1000+) are visible.
- Map View:** The top-right screenshot shows a map of the Newport Beach area with several red location pins indicating search results.
- Search Results:** The middle-left screenshot displays a grid of search results. The first result is 'Oceanfront Apartment- ON THE BEACH' for \$199, with a thumbnail showing a balcony view of the ocean.
- Detailed Listing Page:** The bottom-right screenshot shows the full listing page for 'Oceanfront Apartment- ON THE BEACH'. It includes a large hero image of the beachfront, the host's profile (Marco), and a table with pricing details.

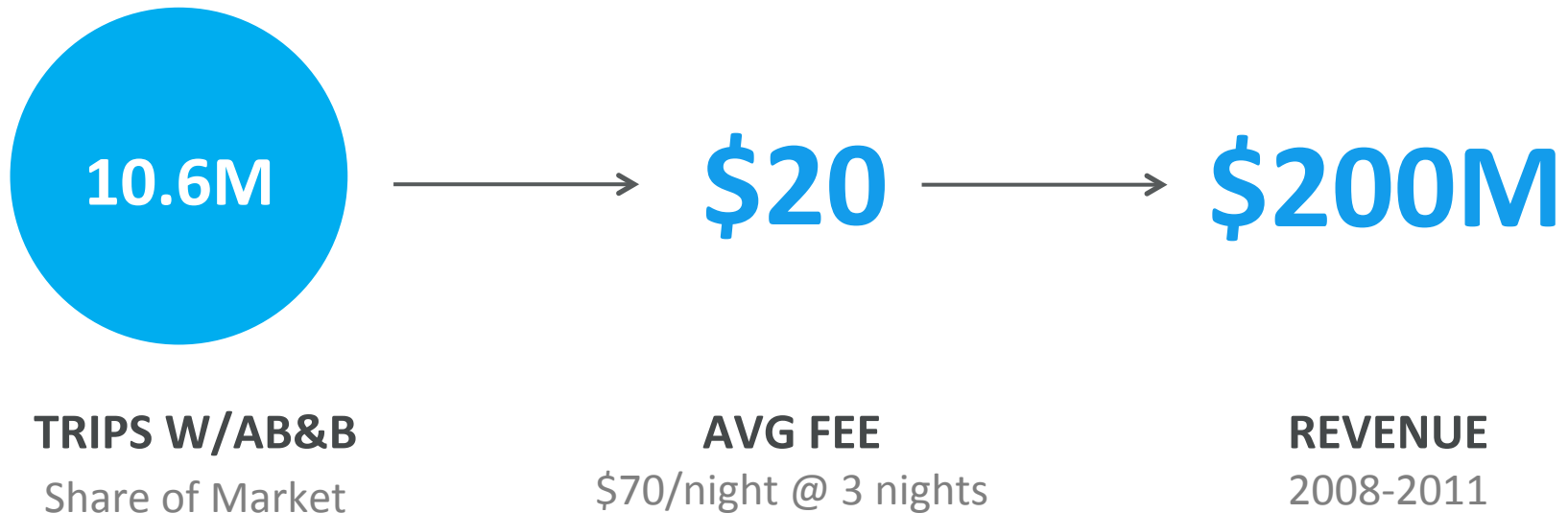
Pricing Table:

	Per Night
\$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



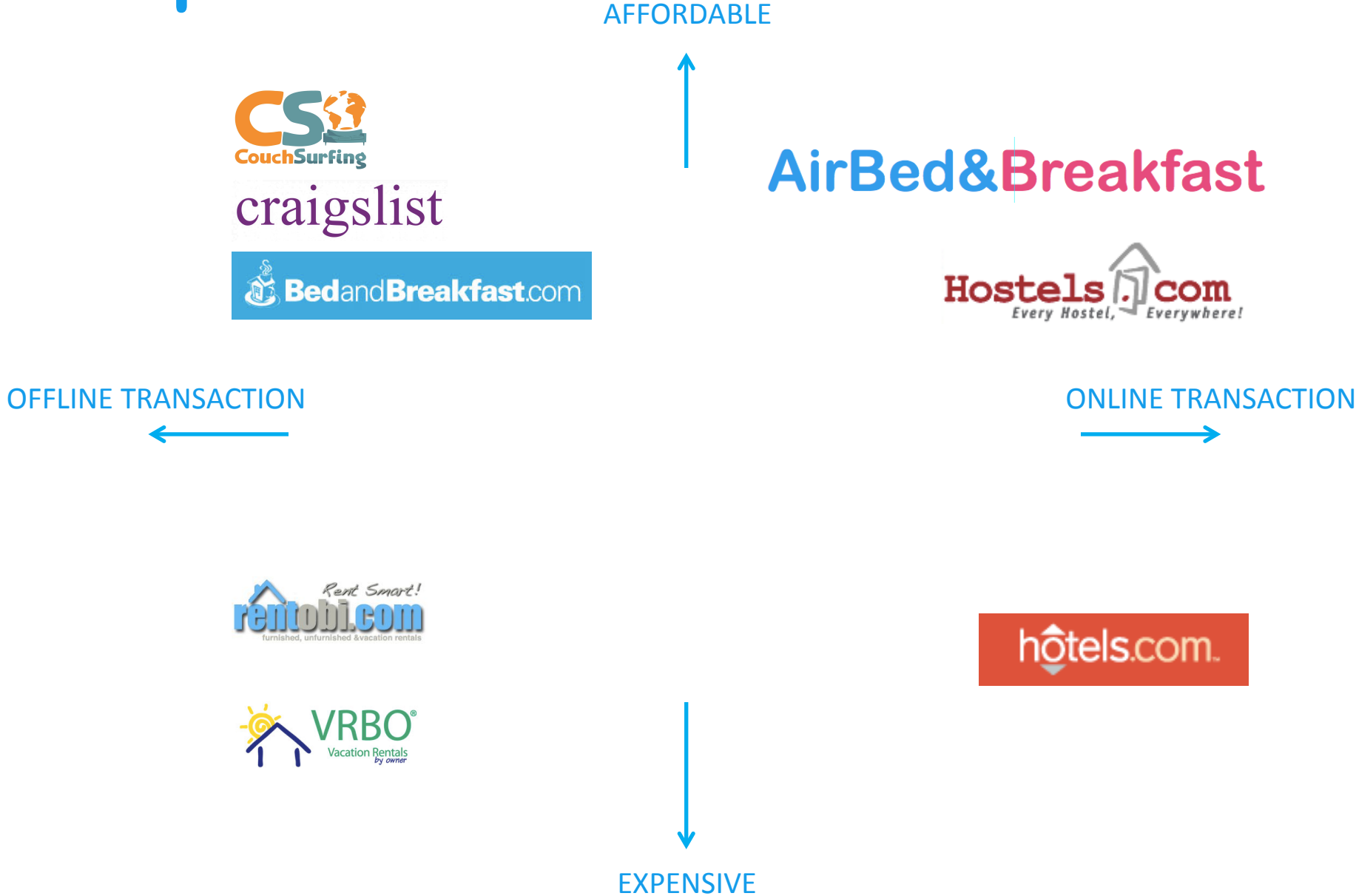
CRAIGSLIST

dual posting feature

AirBnB
screenshot

Craigslist
screenshot

Competition



Competitive Advantages

10

1st TO MARKET

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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

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