

Welcome

# AirBed&Breakfast

Book rooms with locals, rather than hotels.

I have provided AirBnb and a template I created for reference only. You may format your slides any way you choose. You do NOT need slides 15 or 16 (market validation and market adoption).

Make a copy of this deck, create your own 10 slides, and delete the examples.

Company Name

A large, empty, light gray rounded rectangle with a thin black border, intended for a logo or image.

Tagline/Mission Statement

# Problem

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**Price** is a 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.

# The Problem

This slide should identify a customer pain point.

**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

# Solution & Value Proposition



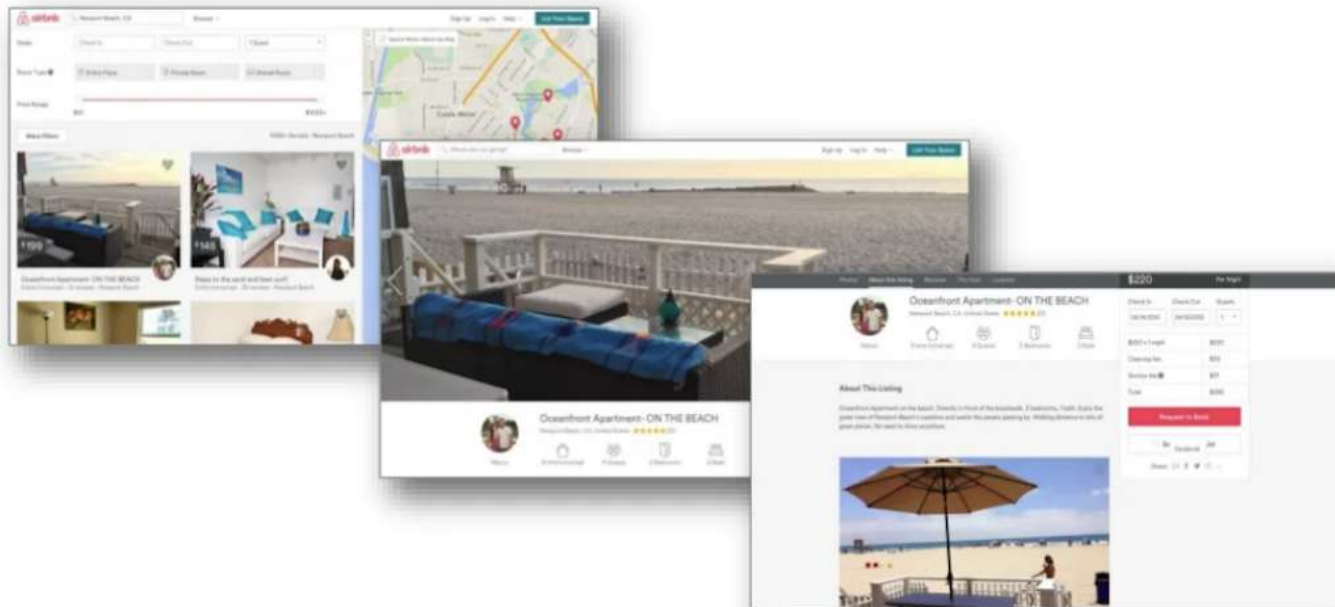
**Feature 3**

**\*User Experience, Needs, Wants, Fears, Benefits,**

# Product

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



# Product

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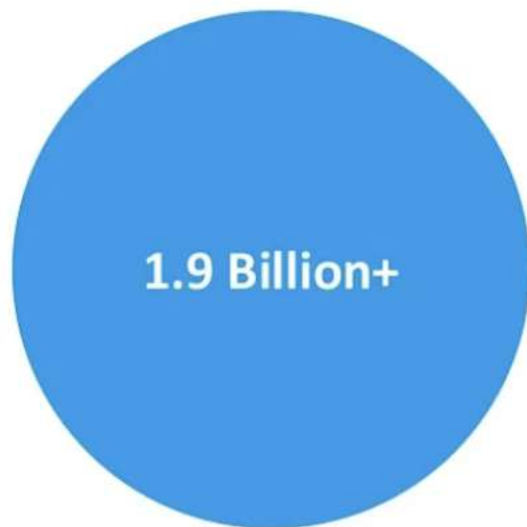
\*User Experience, Needs, Wants, Fears, Benefits,

Experience



# Market Size

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**TRIPS BOOKED (WORDLWIDE)**

Total Available Market



**BUDGET & ONLINE TRIPS**

Serviceable Available Market



**TRIPS W/AB&B**

Market Share

Market Size



Market

630,000

on temporary housing site  
couchsurfing.com

17,000

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

# 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



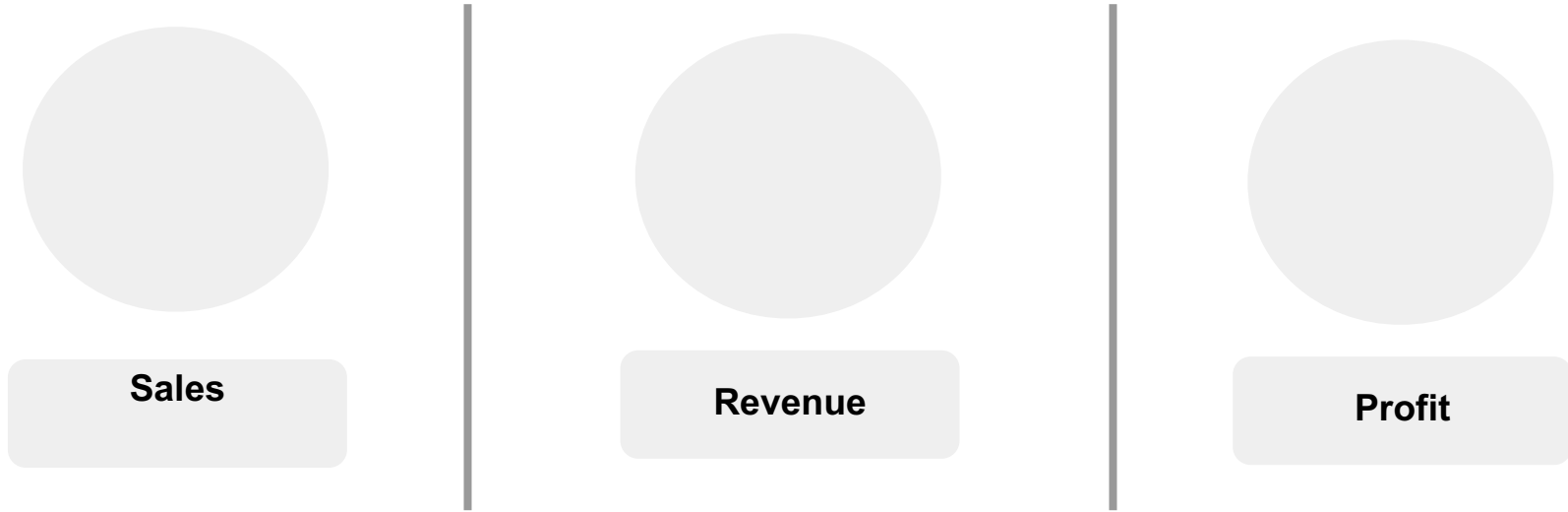
# Business Model

7

We take a 10% commission on each transaction.



# Business Model



# Market Adoption

8

## EVENTS

target events monthly

- Octoberfest (6M)
- Cebit (700.000)
- Summerfest (1M)
- Eurocup (3M+)
- Mardi Gras (800.000)

with listing widget



AskRedd.com Breakfast

	SING Club	\$75
	Majest	\$75
	Tune	\$85
	TUNE	\$100
	Tuning	\$100

see all for Oktoberfest

## PARTNERSHIPS

cheap / alternative travel



## CRAIGSLIST

dual posting feature



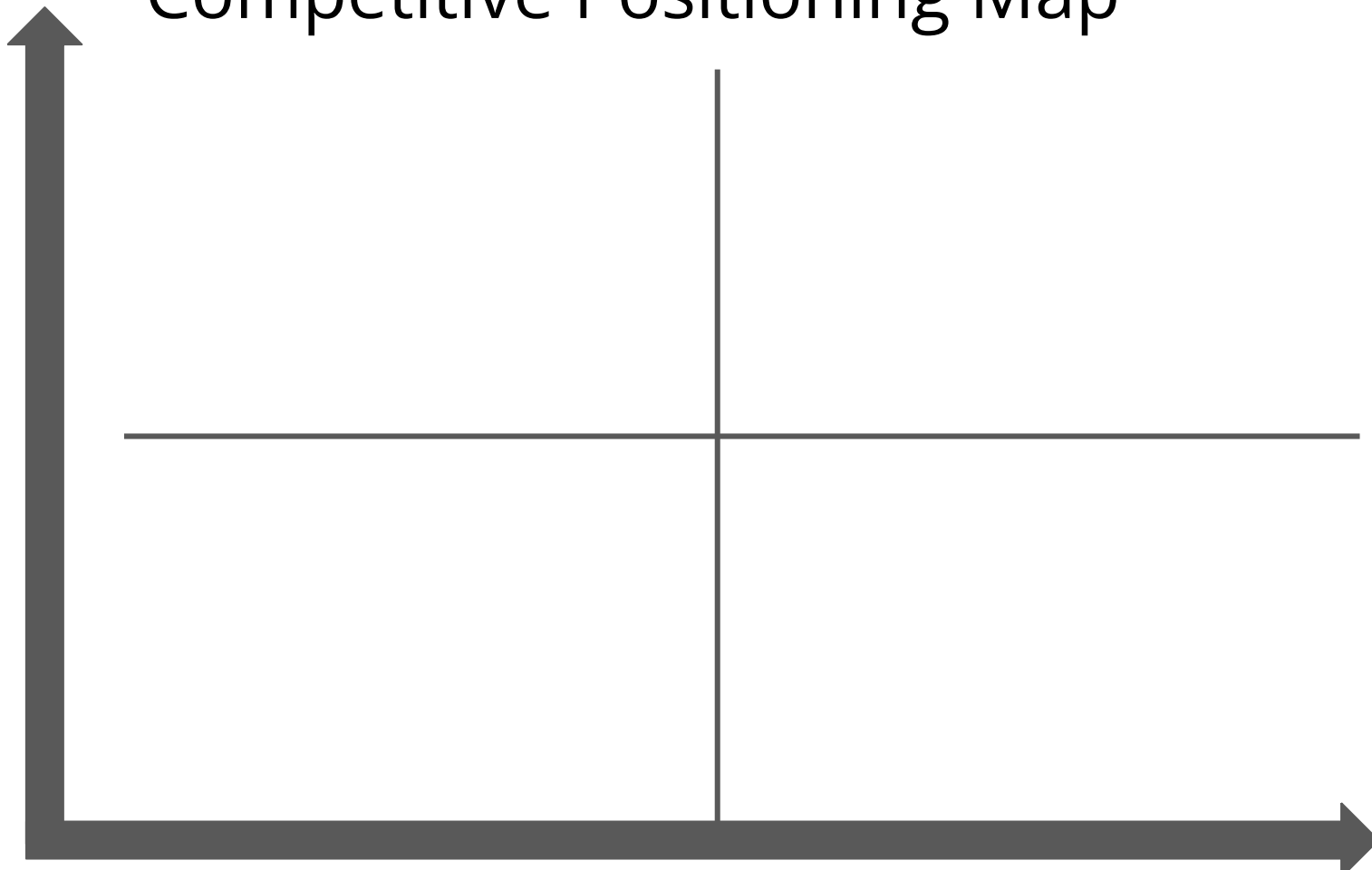
# Competition

9





# Competitive Positioning Map



# Competitive Advantages

10

## 1<sup>st</sup> 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.

# Competitive Advantage

# Funding Request

Seeking:

For:

# Airbnb

## Team



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Brian Chesky



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Nathan Blecharczyk



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Joe Gebbia



# Team



Name



Name



Name