

Welcome

1

# AirBed&Breakfast

Book rooms with locals, rather than hotels.



## Problem

2

**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.

## Solution

3

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

4

630,000

users on temporary housing site  
couchsurfing.com

17,000

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

# Market Size

5



**TRIPS BOOKED (WORLDWIDE)**

Total Available Market

Source: TripAdvisor, "Forecast of Travel and Tourism 2014-2018"  
Worldwide, 2014



**BUDGET&ONLINE**

Serviceable Available Market

Source: TripAdvisor



**TRIPS W/AB&B**

Share of Market

2013-2014 Market

# Product

6

SEARCH BY CITY

REVIEW LISTINGS

BOOK IT!



# 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

AirBnB Breakfast	
 "DND ONE"	\$79
 "DND ONE"	\$79
 "DND ONE"	\$89
 "DND ONE"	\$108
 "DND ONE"	\$108

[see all for "Octoberfest"](#)

## PARTNERSHIPS

cheap / alternative travel



KAYAK

ORBITZ

## CRAIGSLIST

dual posting feature





# Competition

9



# Competitive Advantages

10

## 1<sup>st</sup> TO MARKET

Get a head start on your competitors

## HOST INCENTIVE

Offering a special benefit to your customers

## LIST ONCE

Reduce your marketing costs

## EASE OF USE

Reduce the time and effort required to use your product

## PROFILES

Offer a variety of profiles to your customers

## DESIGN & BRAND

Offer a unique design and brand to your customers