

A solid white rectangular bar is positioned on the left side of the slide, partially overlapping the text 'airbnb' in the title.

airbnb 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

670,000

users on temporary housing site couch
surfing.com

17,000

temporary housing listings in SF & NYC
from 7/09 to 7/16

Market Size

1.9 Billion +

Trips Booked (WorldWide)
Total Available Market

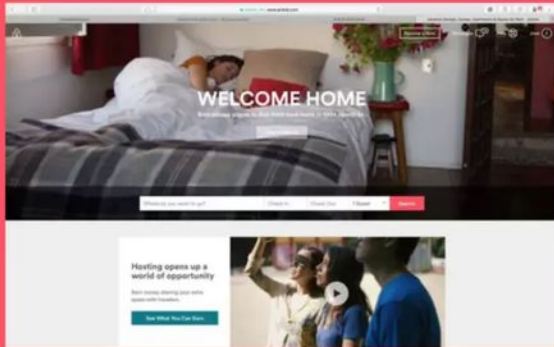
532M

Budget&Online
Serviceable Available Market

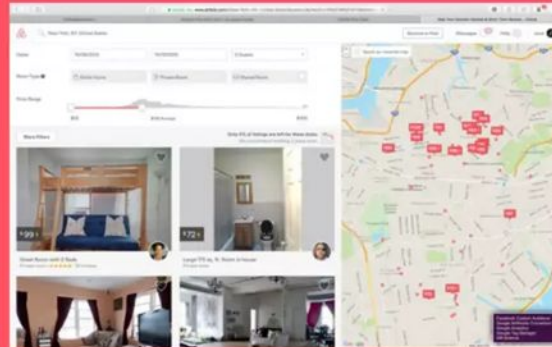
10.6M

Trips w/AirBnB
Share of Market

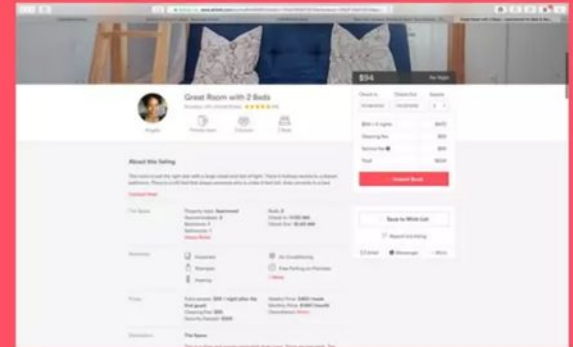
Product



Search by Cities



Review Listings



Book it!

Business Model:

10% commission on each transaction

10.6M

Trips with AirBnB

Share of Market

\$20

Avg fee

\$70/night for 3 nights

\$200M

Revenue

2008-2011

Market Adoption

Events

Octoberfest (6M)

Cebit (700,000)

Summerfest (1M)

Eurocup (3M+)

MardiGras (800,000)

Partnerships

GoLoco

Kayak

Orbitz

Craigslist

dual posting feature



Competition

AFFORDABLE



craigslist



OFFLINE TRANSACTION



ONLINE TRANSACTION



EXPENSIVE

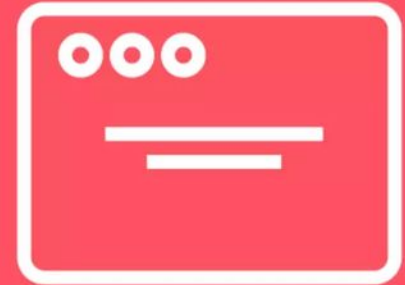
Competitive Advantage



First to Market



Host Incentive



List Once



Competitive Advantage



Ease of Use



Profiles



Design and Brand

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