

# AirBed&Breakfast™

Book rooms with locals, rather than hotels.

**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.

**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

Couchsurfing.com

660,000

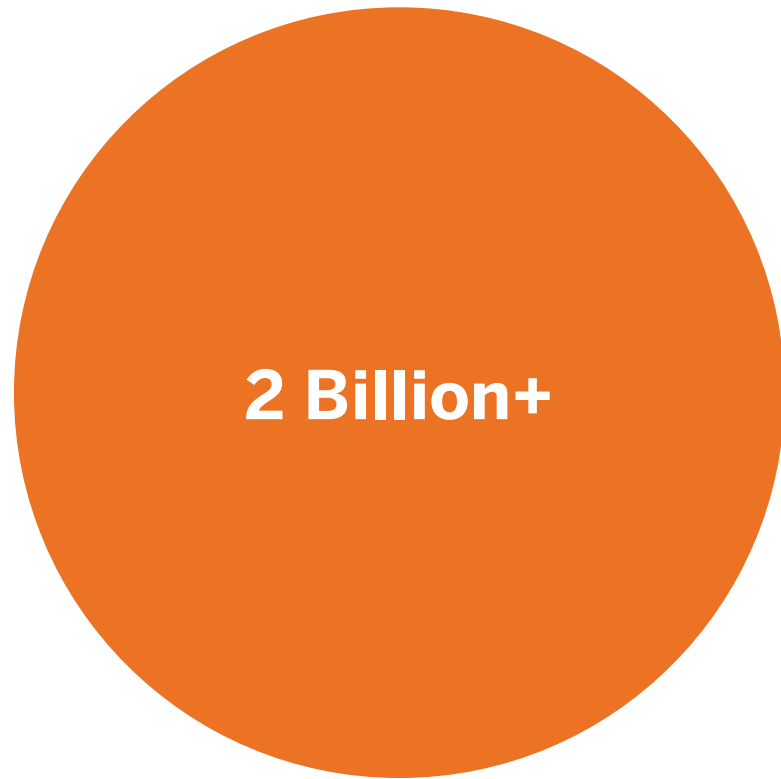
total users<sup>2</sup>

Craigslist.com

50,000

temporary housing listings per week in the US. 07/09 – 07/16<sup>2</sup>

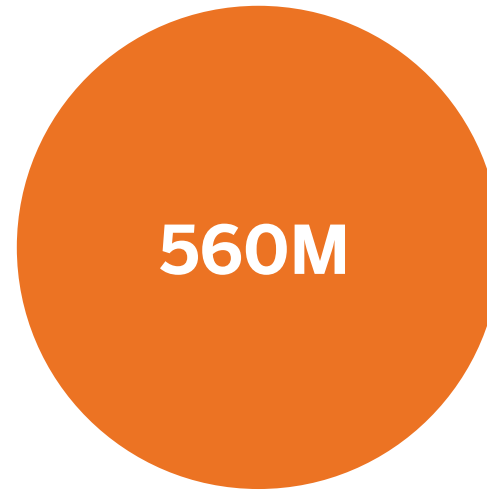
(1) [www.couchsurfing.com](http://www.couchsurfing.com)  
(2) [www.craigslist.org](http://www.craigslist.org)



## TRIPS BOOKED (WORLDWIDE)

Total Available Market

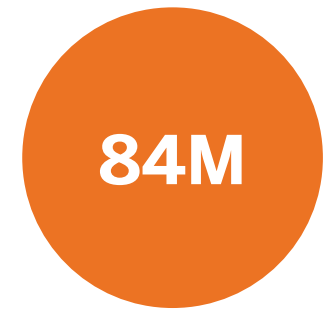
source: Travel Industry Association of America & World Tourism Organization



## BUDGET&ONLINE

Serviceable Available Market

source: comScore



## TRIPS W/AB&B

Share of Market

15% of Available Market

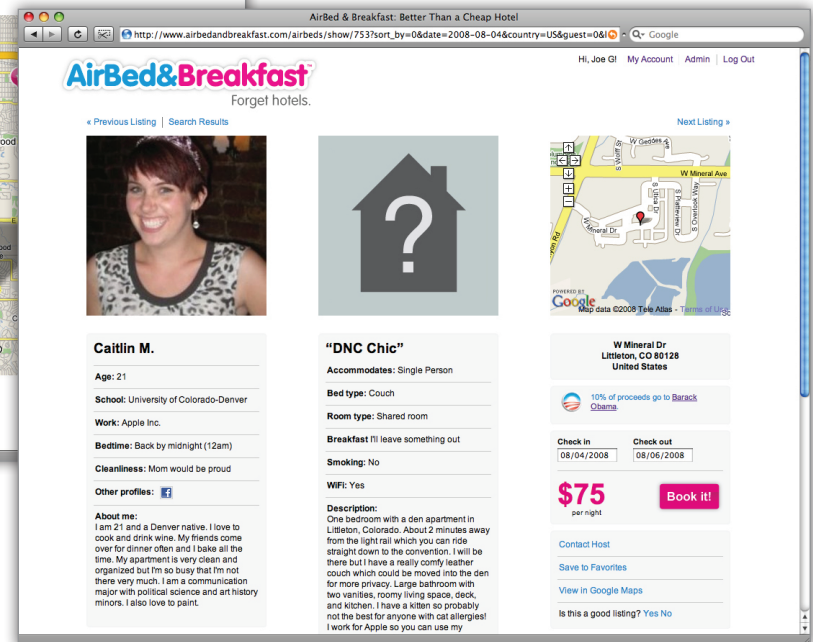
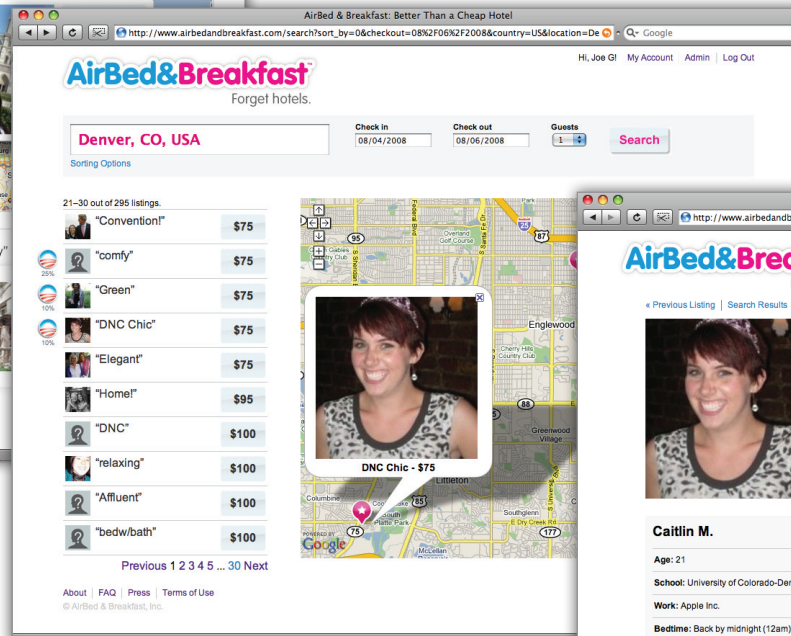
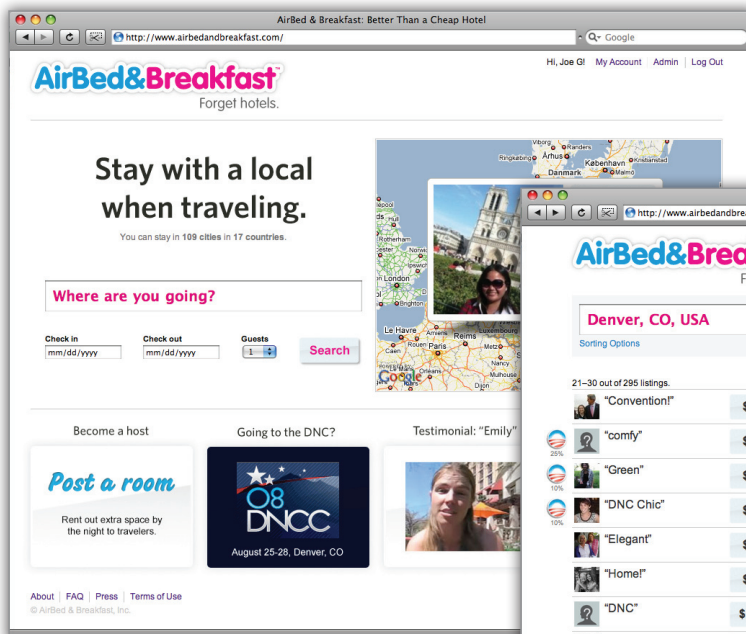
SEARCH BY CITY



REVIEW LISTINGS



BOOK IT!



# Business Model

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We take a 10% commission on each transaction.



# Adoption Strategy

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## EVENTS

target events monthly

- Octoberfest (6M)
- Cebit (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- Mardi Gras (800,000)

with listing widget

Image	Listing Title	Price
	"DNC Chic"	\$75
	"Elegant"	\$75
	"Home!"	\$95
	"DNC"	\$100
	"relaxing"	\$100

[see all for "Octoberfest"](#)

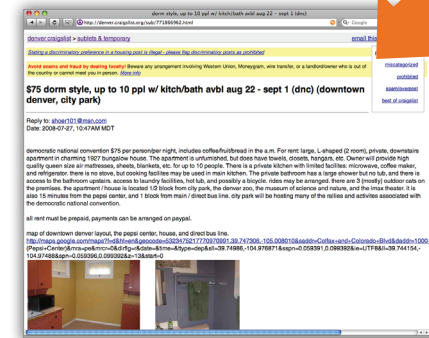
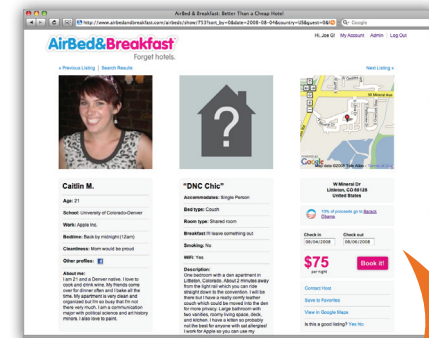
## PARTNERSHIPS

cheap / alternative travel



## CRAIGSLIST

dual posting feature





# Competition

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AFFORDABLE



craigslist



AirBed&Breakfast™



OFFLINE TRANSACTION



ONLINE TRANSACTION



rentobi.com  
short term housing & vacation rentals



EXPENSIVE



# Competitive Advantages

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

for transaction-based temporary housing site

## HOST INCENTIVE

they can make money over couchsurfing.com

## LIST ONCE

hosts post one time with us vs. daily on craigslist

## EASE OF USE

search by price, location & check-in/check-out dates

## PROFILES

browse host profiles, and book in 3 clicks

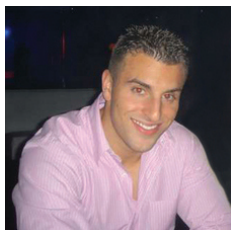
## DESIGN & BRAND

memorable name will launch at historic DNC to gain share of mind



## **Joe Gebbia**, User Interface & PR

Entrepreneur and designer. Holds a patent for his product, CritBuns®. A graduate of the Rhode Island School of Design (RISD), has dual BFA's in graphic design and industrial design.



## **Brian Chesky**, Business Development & Brand

Founder of Brian Chesky, Inc, industrial design consultant. A graduate of the Rhode Island School of Design (RISD), has a BFA in industrial design.



## **Nathan Blecharcyk**, Developer

Created Facebook Apps "Your neighbors" (75,000 users) and "Rolodextrous", recently launched "Identified Hits". A graduate of computer science Harvard, Nate has worked at Microsoft, OPNET Technologies, and Batiq.

### **Michael Seibel**, Advisor

Michael is the CEO and co-founder of [www.justin.tv](http://www.justin.tv), a San Francisco based venture funded start up that delivers live video to the internet.

"AirBed & Breakfast is a fun approach to couch surfing."



[www.webware.com](http://www.webware.com)

"Think of it as Craigslist meets Hotels.com, but a lot less creepy."



[www.joshspear.com](http://www.joshspear.com)

"A cool alternative to a boring evening in a hotel room."



[www.mashable.com](http://www.mashable.com)

"AirBed's fee-based service could help alleviate concerns about quality of accommodations."



[www.springwise.com](http://www.springwise.com)

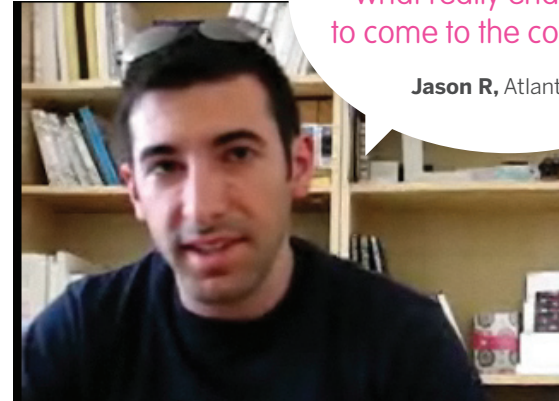
"AirBed&Breakfast  
freaking rocks!"

**Josue F**, Washington, DC



"I found something in  
my price-range, and that's  
what really enabled me  
to come to the conference."

**Jason R**, Atlanta, GA



"A complete success.  
It is easy to use and it  
made me money."

**Emily M**, Austin, TX



"It's about the ideas,  
the interactions, the  
people. You don't get  
that in a hotel room."

**Dan A**, Ontario, Canada

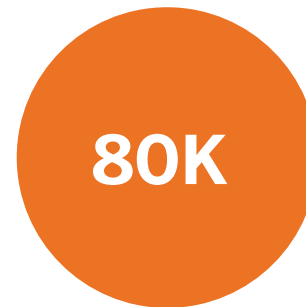


We are looking for 12 months financing to reach 80,000 transactions on AirBed&Breakfast.



**ANGEL ROUND**

initial investment opportunity



**TRIPS W/AB&B**

avg \$25 fee



**\$2M**

**REVENUE**

over 12 months