

AirBed&Breakfast

Book rooms with locals, rather than hotels.

“不用订酒店，直接入住当地民宿”

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 room with a local or become a host.

价格是出门旅行的消费者最关注的问题

住在酒店，反而感受不到当地的文化

但是从当地人手里订房间没有一个可靠的方式

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

“一个让当地人可以出租房间赚钱、让旅游的人可以租到便宜房间的在线平台”

Couchsufing.com

660,000

total users²

630,000

某短租平台上的
用户数

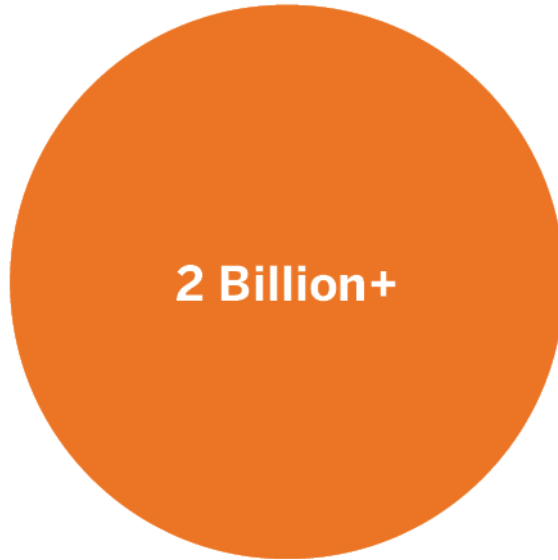
Craigslist.com

50,000

temporary housing listings per
week in the US. 07/09 – 07/16²

17,000

某交易平台上
1周内的房源数



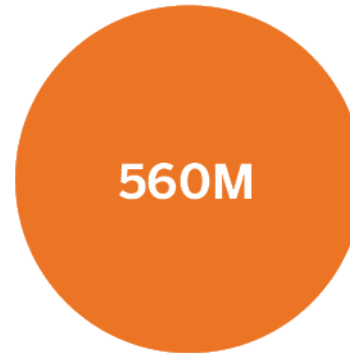
TRIPS BOOKED (WORLDWIDE)

Total Available Market

source: Travel Industry Association of America &
World Tourism Organization

20亿次

旅游订房人次



BUDGET&ONLINE

Serviceable Available Market

source: comScore

5.6亿次

来自在线平台



TRIPS W/AB&B

Share of Market

15% of Available Market

8400万次

爱彼迎的份额

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

产品图片，学浪过
不了审，盖住了

按城市搜索→查看列表→预定

We take a 10% commission on each transaction.



8400万笔*每笔10%佣金*80美金*3个晚上=21亿美金收入

Adoption Strategy 推广方案

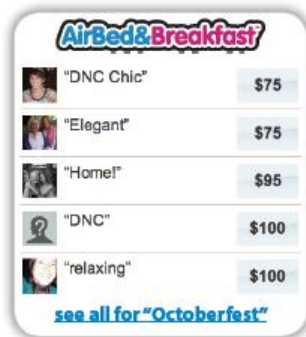
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EVENTS

target events monthly

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

with listing widget



活动营销

PARTNERSHIPS

cheap / alternative travel



异业合作

CRAIGSLIST

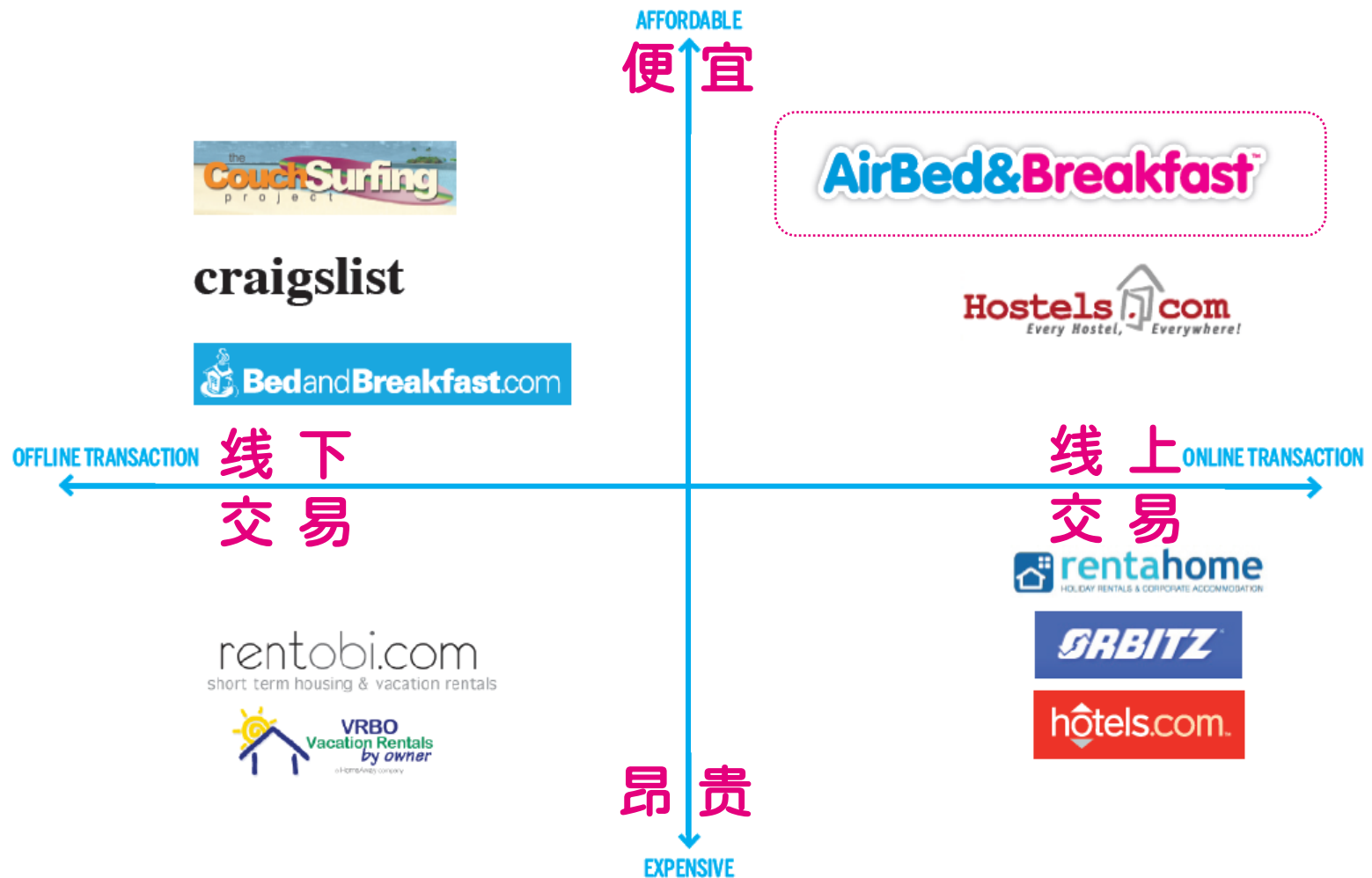
dual posting feature



同步Craiglist

Competition 竞争定位

9



Competitive Advantages 竞争优势 10

率先入局

1st TO MARKET

for transaction-based
temporary housing site

吸引房东

HOST INCENTIVE

they can make money
over couchsurfing.com

一键上线

LIST ONCE

hosts post one time with
us vs. daily on craigslist

极简易用

EASE OF USE

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

3次点击

PROFILES

browse host profiles,
and book in 3 clicks

品牌露出

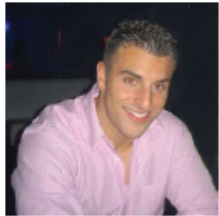
DESIGN & BRAND

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, 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

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



www.joshspear.com

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



www.mashable.com

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



www.springwise.com

很棒

"AirBed&Breakfast
freaking rocks!"

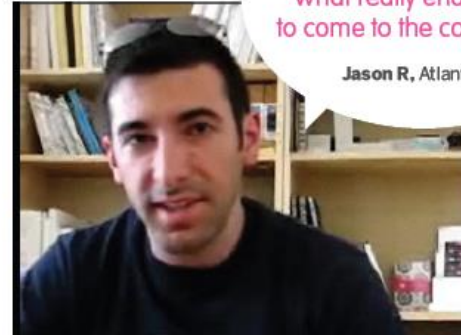
Josue F, Washington, DC



有用

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

Jason R, Atlanta, GA



省钱

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

Emily M, Austin, TX



独特

"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.

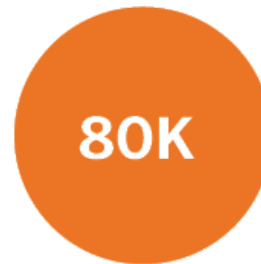
50万美金
天使轮



ANGEL ROUND

initial investment opportunity

8万笔
交易



TRIPS W/AB&B

avg \$25 fee

200万美金
收入



\$2M

REVENUE

over 12 months