

IO3 – S11

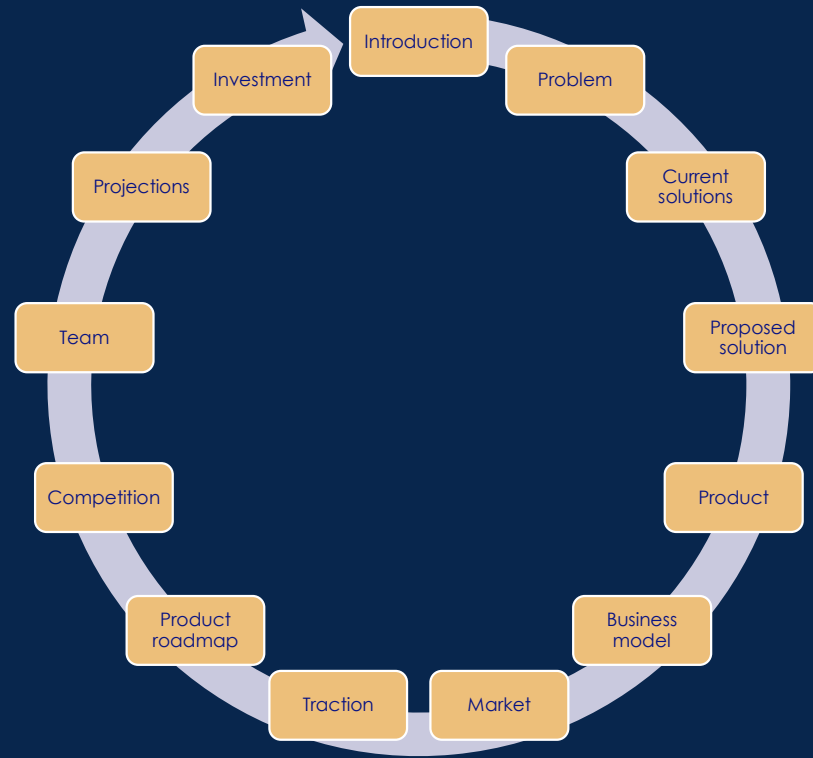
PITCH



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PITCH DECK



PITCH DECK

First slide deck

- Company logo
- Slogan or phrase that defines the vision of the company
- Contact information

Cover

Who are you and why are you here?

- First slide of the presentation
- In a sentence indicate:
 - Who are you?
 - What is the value proposition of the project?
- Try to include:
 - Problem you solve
 - Solution provided
 - Result for the client

Introduction

What problem will you solve?

- Explain problem or lack in the market
- Why it can be a business opportunity?
- Specify market niche, avoid generalizations
- Make mention of the following:
 - Quantify the problem
 - Who is affected by the problem?
 - How big is the market?

Problem

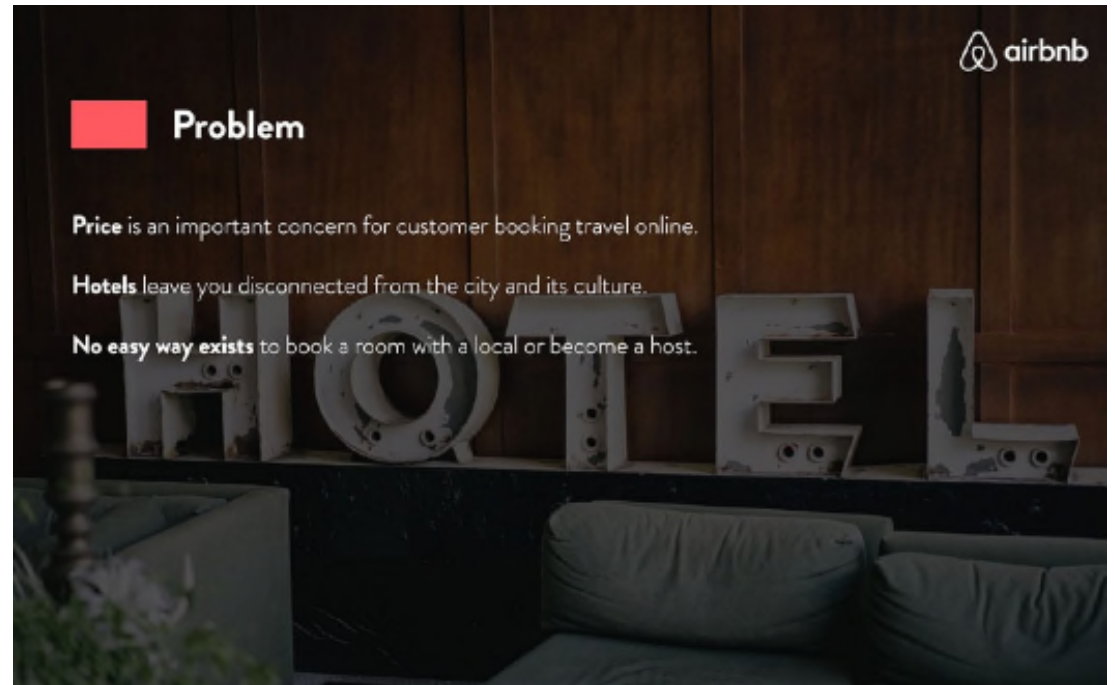
COVER



Pitch Deck

Book rooms with locals rather than hotels

PROBLEM



PITCH DECK

Current solutions don't solve the problem?

- Market Validation
- Explain existing solutions
- Why current solutions do not solve the problem?
- Where do they fail?
- What problems do they present to users?

Current solutions

How are you going to solve the problem?

- Exhibit value of the product or service
- Why it solves the existing problems?
- Defend why it better solves the problem
- Demonstrate novelty of the project
- Detail product benefits

Proposed solution

How does your product work?

- Explain added value.
- Show your product
- Explain how customers use it
- What users exist and how they interact with the product?

Product

MARKET VALIDATION (Current Solutions)



Market Validation

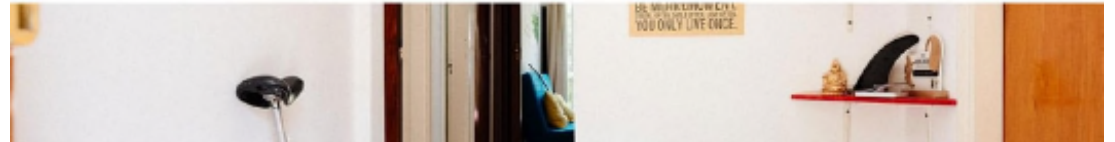
craigslist.com

670,000
TOTAL USERS

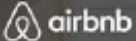
couchsurfing.com

17,000
TEMPORARY HOUSING LISTINGS

In SF & and NYC from
7/09 to 7/16




PROPOSED SOLUTION




Solution


A web platform where users can rent out their space to host travelers to



Save Money
when traveling

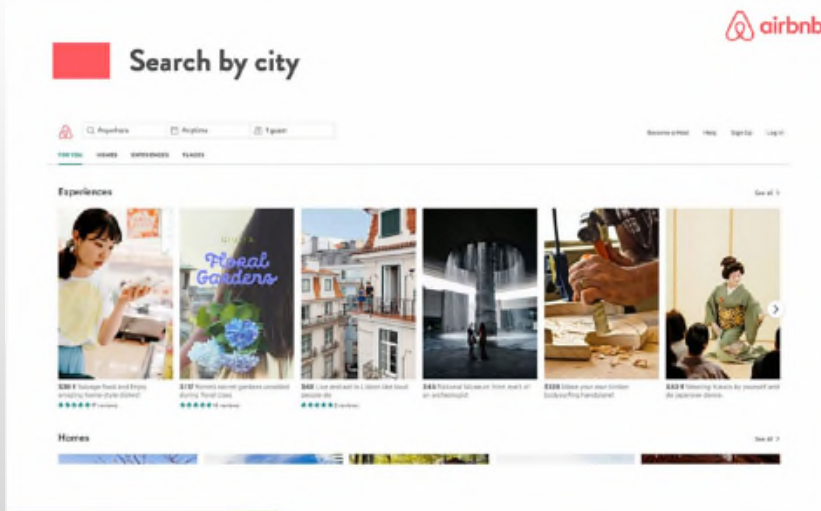


Make Money
when hosting



Share Culture
local connection to the city

The image shows a darkened photograph of a modern kitchen and dining area. Overlaid on this image are three red icons: an airplane, two hands holding a dollar sign, and a group of four stylized human figures. The text 'Solution' is in a bold, white font, followed by a subtitle. The three benefit points are arranged horizontally across the bottom of the image area.



PRODUCT

Review listings

Los Angeles Anytime 1 guest

Home | **Search** | **Sign Up** | **Log In**

Home type | Price range | Instant Book | Refund policy | More filters

- 02222 Private Pool House with Amazing Ocean View! - 10 reviews
- 02223 Ocean View Malibu Palms - 10 reviews
- 02224 Beachfront Cottage in Venice Beach - 10 reviews
- 02225 Malibu By The Sea Beachfront Apt - 10 reviews
- 02226 Top of the World - 10 reviews
- 02227 Oceanfront Condo with Pool - 10 reviews

Map: Search and filter the map

Book it!

View Photos

\$370 per night

Overview | Reviews | The Host | Location

Malibu By The Sea Beachfront Apt

Malibu, CA, United States • 4.9 • 10 reviews

Check in: Check out:

Guests:

Book

More information: You need to be logged in.

Home | Search | Sign Up | Log In

PRODUCT

PITCH DECK

How will you make money?

- How are you going to get money?
- What is the payment method?
- Money flow (diagram):
 - How to collect?
 - How to pay?
 - How much does it cost to acquire a customer (CAC)?
 - How much value you capture from each client (LTV)?

Business model

Strategy to reach market

- Does the market exist?
- Market size
- How are you going to reach customers?
- Capture channels
- Business expansion model (local, national, international)

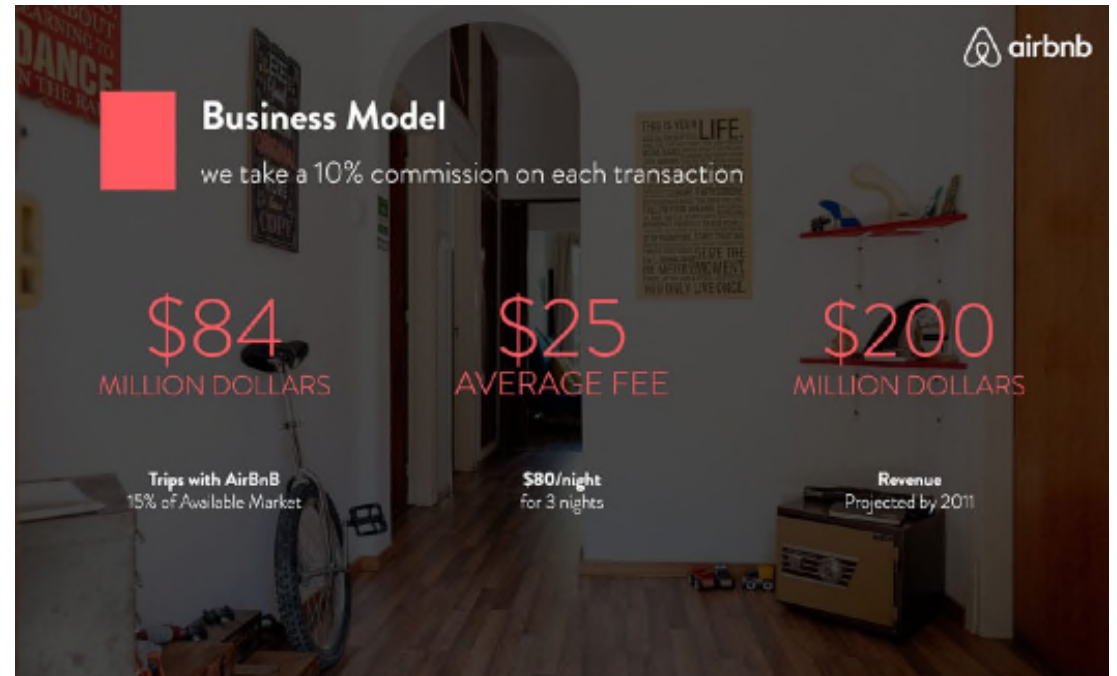
Market

What metrics does the company have?

- Explain the current situation of the company with figures:
 - Income
 - Customers
 - Evolution
 - Relevant milestones

Traction

BUSINESS MODEL



MARKET



Market Size

2+
Billion

**Trips Booked
(WorldWide)**
Total Available Market

560+
Million

**Budget&Online
Serviceable Available
Market**

84
Million

Trips w/ AirBnB
Share of Market
15% Available Market

*source: Travel Industry Assn. of America and World Tourism Organization.

**source: comScore

PITCH DECK

How will the product evolve?

- Detail what ambitions exist for the business:
 - Market segments
 - Metrics
 - Product evolution
 - Team

Product roadmap

Alternative solutions to the problem?

- Direct and indirect competition
- Answer why we are better
- Analyze the following data (graph or table):
 - Price
 - Market
 - Metrics and achievements
 - Financing

Competition

Who is behind the project?

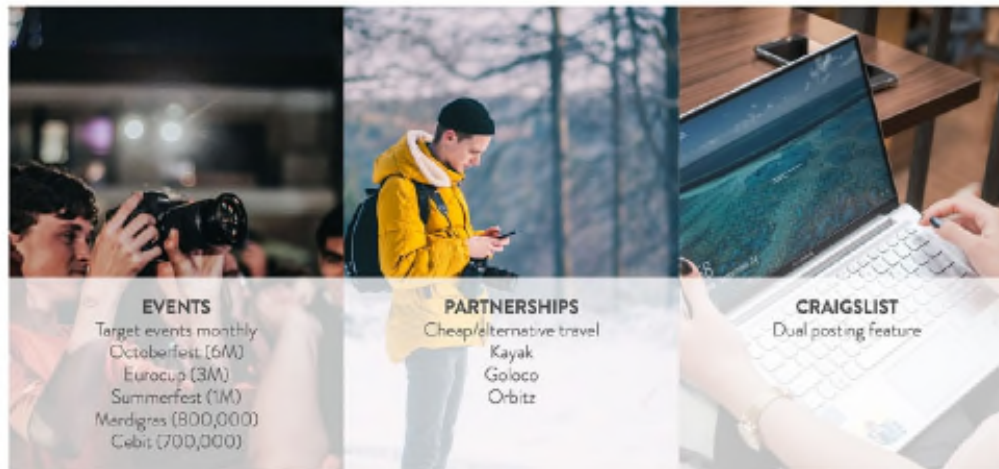
- Team and position in the company
- Previous experience
- Core skills
- Why is it the right team
- Team motivation
- Explain how the idea was born

Team

ROADMAP (Market)



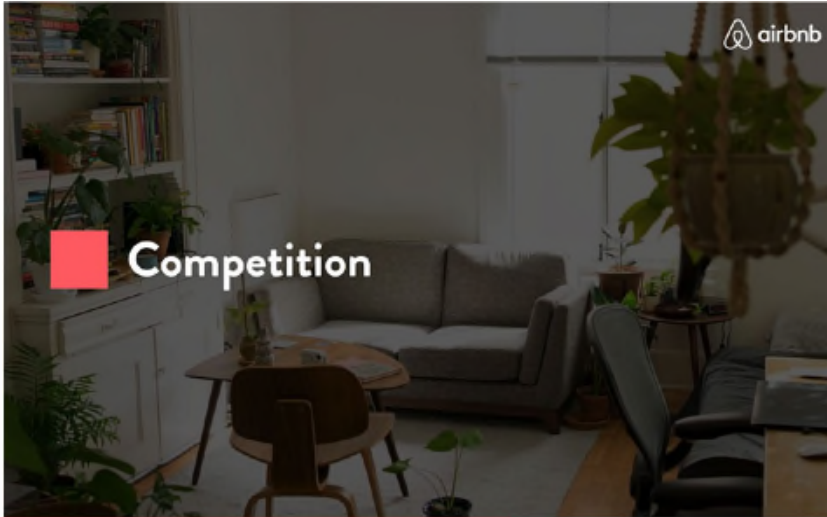
Market Adoption



EVENTS
Target events monthly
Octoberfest (6M)
Eurocup (3M)
Summerfest (1M)
Mendiges (800,000)
Cebis (700,000)

PARTNERSHIPS
Cheap/alternative travel
Kayak
Goloco
Orbitz

CRAIGSLIST
Dual posting feature



COMPETITION

COMPETITION

Competitive Advantage



First to Market
for transaction-based
temporary housing site



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



Profiles
browse host profiles,
and book in 3 clicks



List Once
hosts post one time vs.
daily on craigslist



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



Host Incentive
they can make money
over couchsurfing.com

TEAM

Team



Joe Gebbia
User Interface & PR

Holds a patent for his product, Critbuns(R). Has dual BFA's in graphic design and industrial design from Rhode Island School of Design (RISD).



Brian Chesky
Business Development & Brand

Founder of Brian Chesky Inc, industrial design consultant. Has a BFA in industrial design from RISD.



Nathan Blecharczyk
Developer

Created Facebook Apps "Your neighbors" (75,000 users). Computer Science from Harvard Nate. Worked @ Microsoft, OPNET Technologies and Batiq.

Michael Seibel, Advisor

Michael is the CEO and Co-founder of [justin.tv](#), a San Francisco based venture funded startup that delivers live video to the Internet.

PITCH DECK

What is the business forecast?

- 3-year financial projections
- Highlight the following metrics:
 - Revenues
 - Results
 - Benefit
 - Customers
 - Operations

Projections

What do you need the money for?

- Detail round size
- Valuation sought
- How the funds will be used:
 - Product R+D+I
 - Marketing
 - Customers
 - Team
 - Commitments acquired

Investment

Last slide deck

- Company logo
- Contact information
- Public attraction phrase
- Links to contact (example, QR code)
- Q&A

Back cover

INVESTMENT (Financial)



Financial

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

\$500K
Angel Round

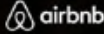
initial investment opportunity

80K
Trips w/AirB&B

avg \$25 free

\$2M
Revenue

over 12 months

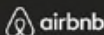
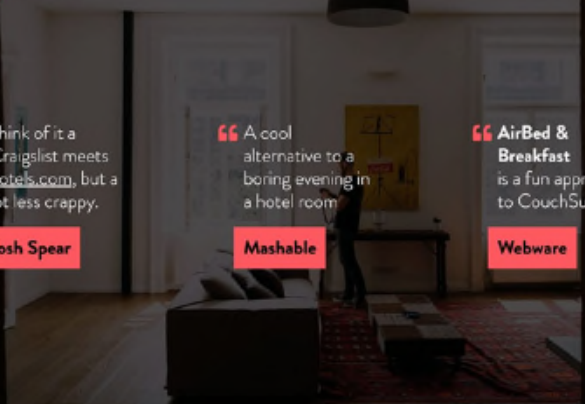


Press

“ Think of it a Craigslist meets [hotels.com](#), but a lot less crappy.”
Josh Spear

“ A cool alternative to a boring evening in a hotel room.”
Mashable

“ AirBed & Breakfast is a fun approach to CouchSurfing.”
Webware

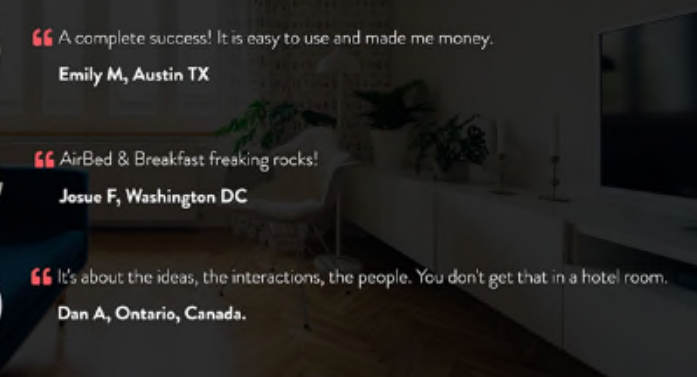


User Testimonials

“ A complete success! It is easy to use and made me money.”
Emily M, Austin TX

“ AirBed & Breakfast freaking rocks!”
Josue F, Washington DC

“ It’s about the ideas, the interactions, the people. You don’t get that in a hotel room.”
Dan A, Ontario, Canada.



OTHER (Acknowledgments)

BACK COVER

WEB

Contact information



Pitch Deck

Book rooms with locals rather than hotels

THANKS