

The logo for AirBed&Breakfast is displayed in a playful, bubbly font. 'AirBed' is in blue, '&' is in blue, and 'Breakfast' is in pink. A small 'TM' trademark symbol is located at the top right of the 't' in 'Breakfast'. The entire logo has a white outline and a soft drop shadow.

AirBed&BreakfastTM

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

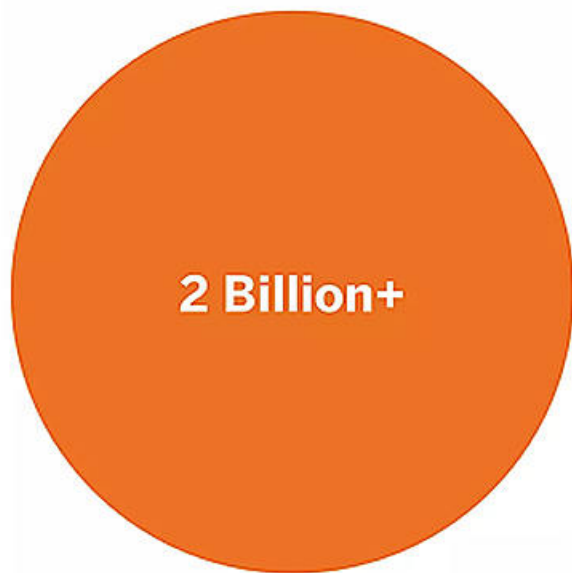
total users²

Craigslist.com

50,000

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

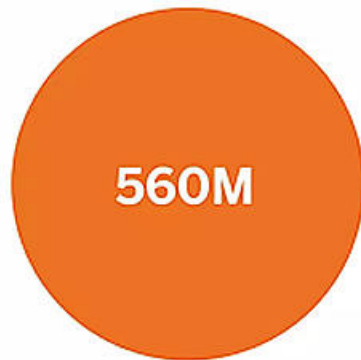
(1) www.couchsurfing.com
(2) www.craigslist.org



TRIPS BOOKED (WORLDWIDE)

Total Available Market

source: Travel Industry Association of America &
World Tourism Organization



BUDGET&ONLINE

Serviceable Available Market

source: comScore

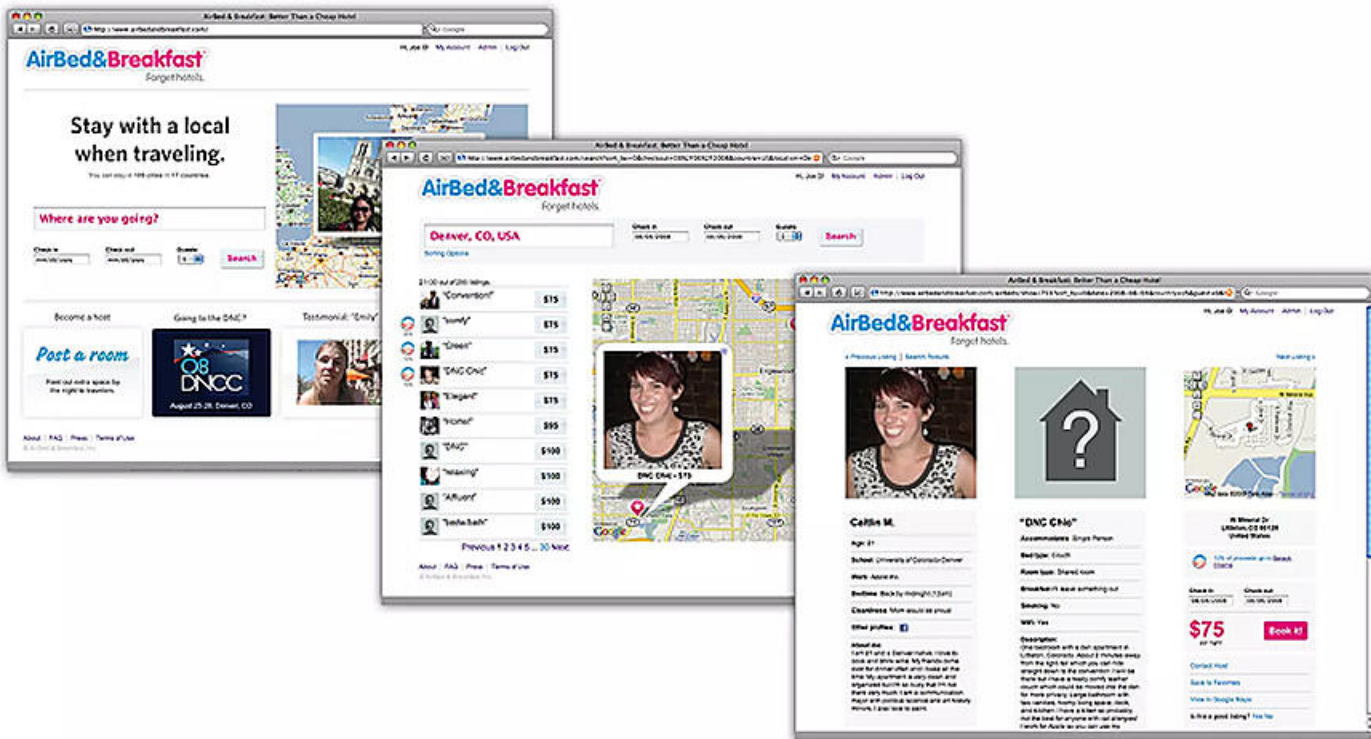


TRIPS W/AB&B

Share of Market

15% of Available Market

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!



Business Model

7

We take a 10% commission on each transaction.



Adoption Strategy

8

EVENTS

target events monthly

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

with listing widget



AirBed&Breakfast

	"DNC Chic"	\$75
	"Elegant"	\$75
	"Home!"	\$95
	"DNC"	\$100
	"relaxing"	\$100

[see all for "Octoberfest"](#)

PARTNERSHIPS

cheap / alternative travel



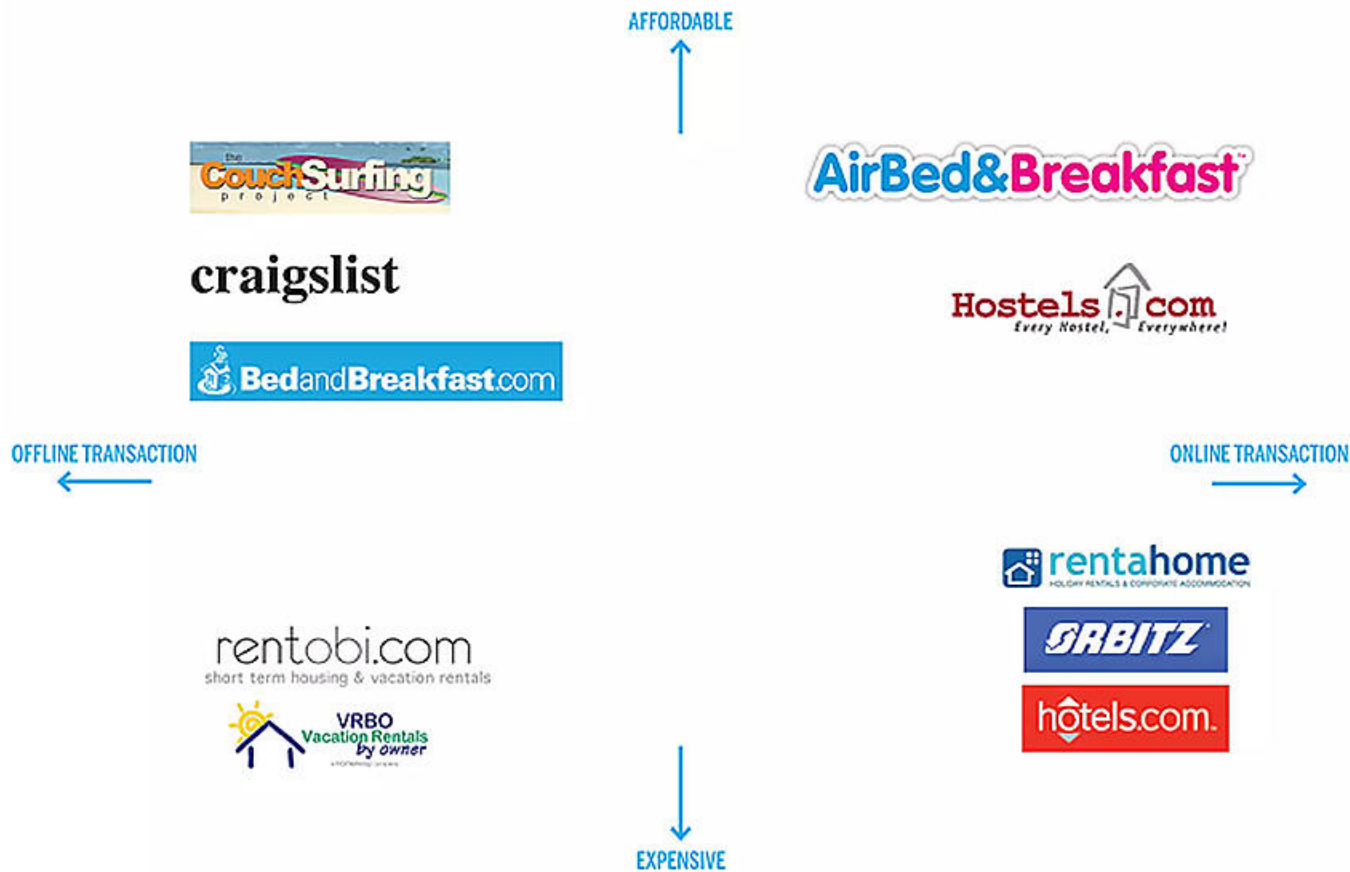
CRAIGSLIST

dual posting feature



Competition

9



Competitive Advantages

10

1st 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, 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

"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

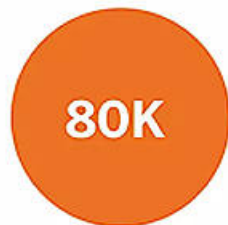


We are looking for 12 months financing to reach 80,000 transactions on AirBed&Breakfast.



ANGEL ROUND

initial investment opportunity



TRIPS W/AB&B

avg \$25 fee



\$2M

REVENUE

over 12 months