

# Welcome

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# AirBed&Breakfast™

Book rooms with locals, rather than hotels.

空中旅馆  
民宿预订，而非酒店

**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.

问题：

价格是在线预订旅游用户需要考虑的重要因素

酒店让人与当地的文化产生隔离感

游客预订一个当地的房间，或者当地人向游客出租房屋，目前没有便利的方式

**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

## 解决方案

搭建一个网络平台，用户可以借此向游客出租他们的房间，从而：

游客可以省钱

房东可以挣钱

游客接近当地人，进行文化分享

Couchsufing.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>

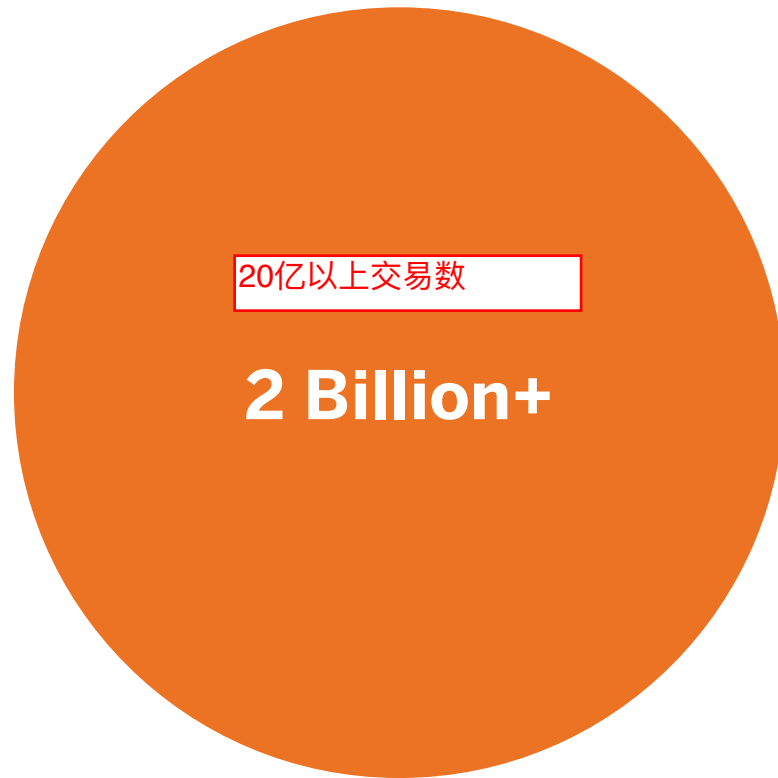
市场验证

Couchsufing.com (网站)

660000 总用户

Craigslist.com (网站名)

在美国，每周有50000套房屋短租的信息（7月9日—7月16日）

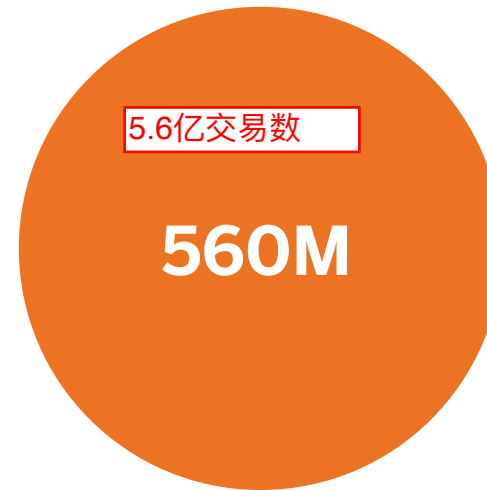


## TRIPS BOOKED (WORLDWIDE)

Total Available Market

source: Travel Industry Association of America &  
World Tourism Organization

进行预订的游客规模（全球范围）  
总市场

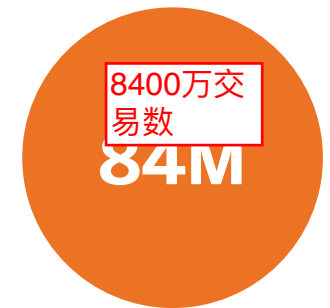


## BUDGET&ONLINE

Serviceable Available Market

source: comScore

线上预订的游客规模  
有效市场



## TRIPS W/AB&B

Share of Market

15% of Available Market

使用空中旅馆的游客规模  
市场份额 15%

SEARCH BY CITY

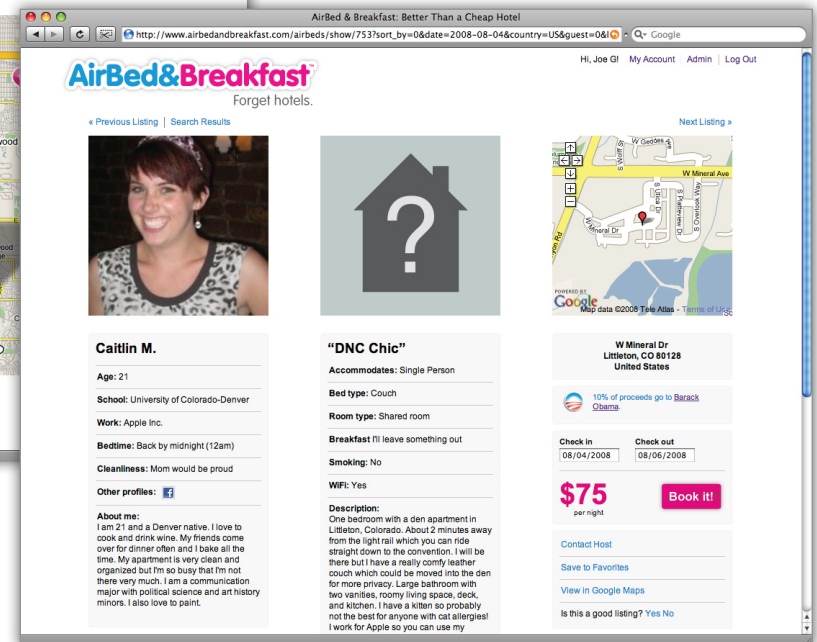
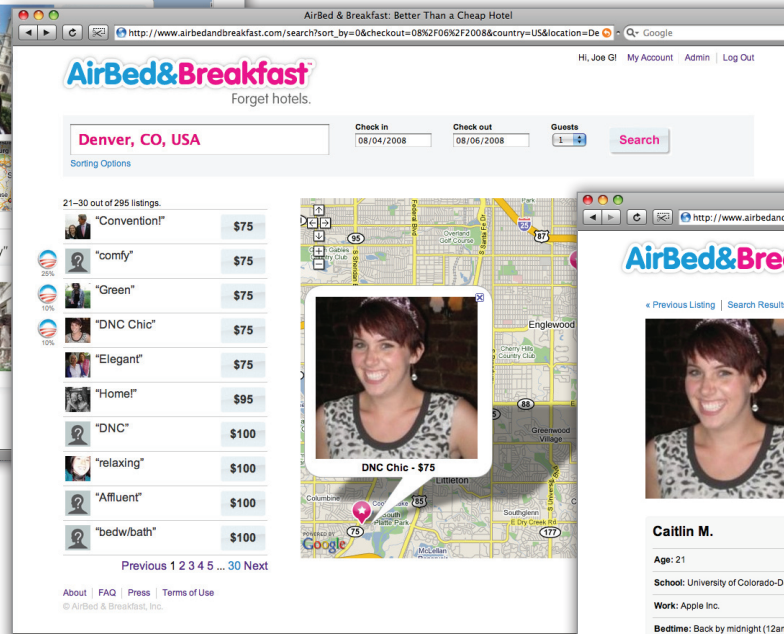
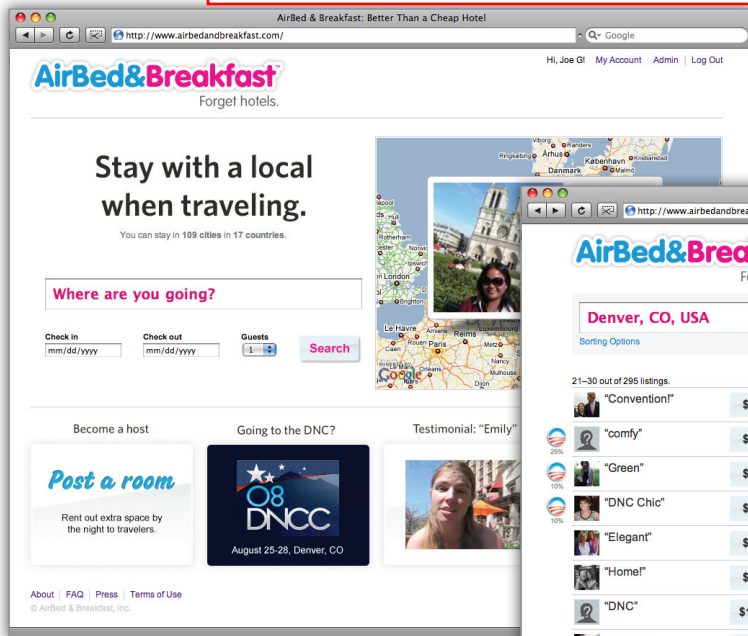


REVIEW LISTINGS



BOOK IT!

搜索城市——信息浏览——预订



We take a 10% commission on each transaction.

我们对每一笔交易提取10%的佣金



# Adoption Strategy

发展战略

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## EVENTS

事件

target events monthly

月度目标事件

- Octoberfest (6M) 十月啤酒节
- Cebit (700,000) 德国汉诺威通信博览会
- Summerfest (1M) 夏令营
- Eurocup (3M+) 欧洲杯
- Mardi Gras (800,000)

四月斋

with listing widget

| Image | Listing Name | Price |
|-------|--------------|-------|
|       | "DNC Chic"   | \$75  |
|       | "Elegant"    | \$75  |
|       | "Home!"      | \$95  |
|       | "DNC"        | \$100 |
|       | "relaxing"   | \$100 |

[see all for "Octoberfest"](#)

## PARTNERSHIPS

参与者

cheap / alternative travel

便宜/其他旅游

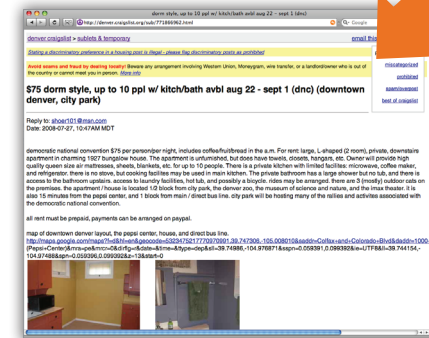
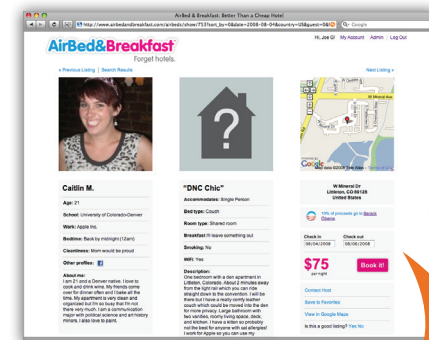


## CRAIGSLIST

克雷格列表

dual posting feature

双重发布功能



# Competition

竞争对手

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AFFORDABLE

便宜



**AirBed&Breakfast™**

**craigslist**

**Hostels.com**  
Every Hostel, Everywhere!



OFFLINE TRANSACTION

ONLINE TRANSACTION

线下交易

线上交易

**rentobi.com**  
short term housing & vacation rentals



**rentahome**  
HOLIDAY RENTALS & CORPORATE ACCOMMODATION



EXPENSIVE

昂贵

# Competitive Advantages

竞争优势

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市场首家

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

for transaction-based temporary housing site

基于临时性出租的交易

出租激励

## HOST INCENTIVE

they can make money over couchsurfing.com

房东可以利用网站 (couchsurfing.com) 赚钱

一次列表

## LIST ONCE

hosts post one time with us vs. daily on craigslist

一次性发布信息, craigslist 需要每天发布

使用便利

## EASE OF USE

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

基于价格、地点, 以及入住和离开的日期来进行搜索

背景资料

## PROFILES

browse host profiles, and book in 3 clicks

浏览出租的背景资料; 点击三次进行预订

设计&品牌

## DESIGN & BRAND

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

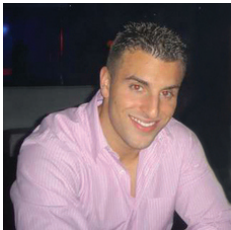
特色名字将发布在历史浏览记录中, 从而获得更多的用户的关注



## Joe Gebbia, User Interface & PR 用户交互&公关

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.

公司创办人。拥有产品的专利权。毕业于美国罗德岛设计学院，拥有图形设计和工艺设计双学位



## Brian Chesky, Business Development & Brand 商业开发&品牌

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

贝恩 克斯卡公司创始人，工业设计顾问。美国罗德岛设计学院毕业，获得工业设计学士学位



## Nathan Blecharcyk, Developer 开发人员

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.

开发了脸书APP“你的邻居”（7.5万用户）以及“名片盒子”，最近发布了“被识别的打击”。毕业于哈佛计算机专业，内森曾在微软、仿真平台等工作过

### 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.

空中旅馆是沙发漫游的有趣方式

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



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

将它想象成克雷格碰到了酒店网

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



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

绝不会像酒店房间的夜晚那么枯燥

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



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

空中旅馆基于服务的收费有助于消费者对住宿质量的关注

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



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

空中旅馆，该死的岩石

"AirBed&Breakfast  
freaking rocks!"

Josue F, Washington, DC



我发现在我的价格区间内，正是这点使得我来参加会议

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

Jason R, Atlanta, GA



绝对的成功，很好用，让我赚到钱

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

Emily M, Austin, TX



这是关于理念、交流、人群。这些你在酒店里是得不到的

"It's about 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.

我们正在寻求12个月的融资，使空中旅馆达到8万的交易量



天使轮融资

**ANGEL ROUND**

initial investment opportunity



空中旅馆的旅游业务

**TRIPS W/AB&B**

avg \$25 fee

每笔交易25美金的佣金



**\$2M**

200万美金

收入  
未来12个月

**REVENUE**

over 12 months