



Pitching Perfect



FASTER
FUTURE

FINTECH
FORUM

Nop Pongatorn Dhanabordeeaphat | CEO & Co-founder Refinn

Elevator pitch

Sales pitch

public pitch

Investor pitch

Co-founder pitch

Employee pitch

twitch

140 characters



Knowledge and credit: to Patai Padungtin

Body Language

Pitch Deck

AirBed&Breakfast

Book rooms with locals, rather than hotels.

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.

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

630,000

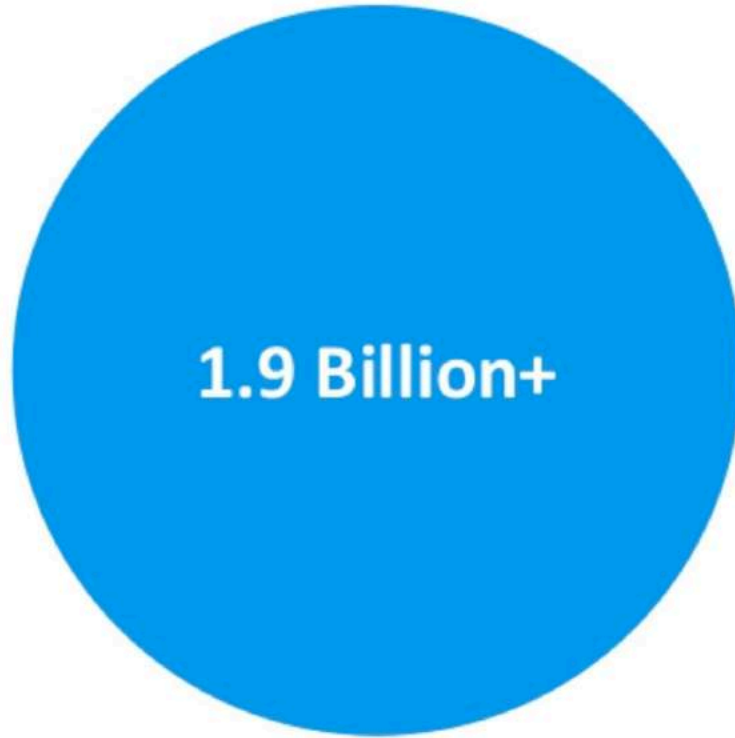
on temporary housing site
couchsurfing.com

17,000

temporary housing listings on SF
& NYC Craigslist from 07/09 – 07/16

Market Size

5



TRIPS BOOKED (WORDLWIDE)
Total Available Market



BUDGET & ONLINE TRIPS
Serviceable Available Market



TRIPS W/AB&B
Market Share

Product

6

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!

The image displays four overlapping screenshots from the Airbnb website, illustrating the user journey from search to booking:

- Top Left:** The search interface for Newport Beach, CA. It shows filters for dates (Check-in, Check-out, 1 Guest), room type (Entire Place, Private Room, Shared Room), and a price range slider set between \$0 and \$1000. A map shows the search area with several red location pins.
- Bottom Left:** A grid of search results for Newport Beach. The top result is "Oceanfront Apartment- ON THE BEACH" with a price of \$179/night. Other results include "Steps to the sand and surf!" and "Beachfront Apartment- ON THE BEACH".
- Center:** A large, detailed view of the "Oceanfront Apartment- ON THE BEACH" listing. It features a wide-angle photograph of a balcony with a blue sofa overlooking the ocean. Below the image, the listing title "Oceanfront Apartment- ON THE BEACH" is shown with its location, rating (4.9 stars), and amenities (Entire home/apt, 4 Beds, 2 Bathrooms, 2 Beds).
- Bottom Right:** The booking details for the "Oceanfront Apartment- ON THE BEACH". It displays the total price of \$220 for the stay, including a \$200 nightly rate, a \$20 cleaning fee, and a \$1 service fee. A prominent red "Request to Book" button is visible, along with a "Share" button and social media icons.

Business Model

7

We take a 10% commission on each transaction.



Market Adoption

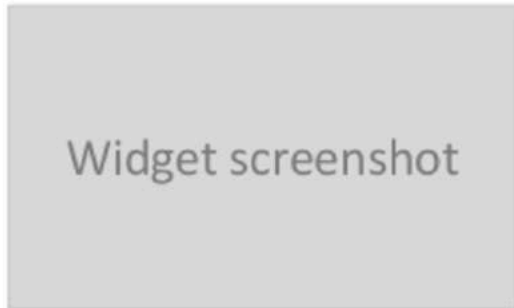
8

EVENTS

target events monthly

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

with listing widget



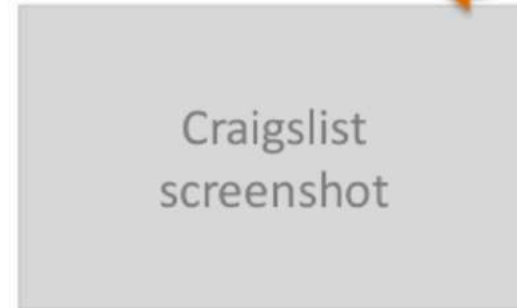
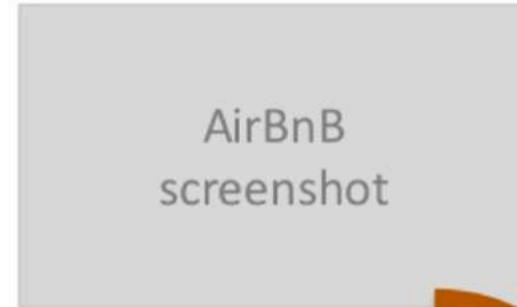
PARTNERSHIPS

cheap/alternative travel



CRAIGSLIST

dual posting feature



Competition

9



craigslist



1st TO MARKET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

HOST INCENTIVE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

LIST ONCE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

EASE OF USE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

PROFILES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

DESIGN & BRAND

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero.

Team

11



Brian Chesky
CEO

Rhode Island School of Design
Industrial Designer at 3DID
Principal at Brian Chesky, Inc.



Nathan Blecharczyk
CTO

Computer Science at Harvard
Software Engineer at OPNET
Software Engineer at Batiq
Owner at Consult Mavens, LLC



Joe Gebbia
CPO

Rhode Island School of Design
Designer at Chronicle Books

Welcome

AirBed&Breakfast

Book rooms with locals, rather than hotels.

This is a PowerPoint reproduction of an early AirBnB pitch deck via Business Insider @ <http://www.businessinsider.com/airbnb-a-13-billion-dollar-startups-first-ever-pitch-deck-2011-9>

1 Problem

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.

2 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

3 Market Validation

630,000

on temporary housing site
couchsurfing.com

17,000

temporary housing listings on SF
& NYC Craigslist from 07/09 – 07/16

5 Market Size

1.9 Billion+

TRIPS BOOKED (WORDLWIDE)
Total Available Market

532M

BUDGET & ONLINE TRIPS
Serviceable Available Market

10.6M

TRIPS W/AB&B
Market Share

6 Product

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!

7 Business Model

We take a 10% commission on each transaction.

10.6M

TRIPS W/AB&B
Share of Market

→ **\$20** →

AVG FEE
\$70/night @ 3 nights

→ **\$200M**

REVENUE
2008-2011

8 Market Adoption

EVENTS
target events monthly

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

with listing widget

PARTNERSHIPS
cheap/alternative travel

CRAIGSLIST
dual posting feature

9 Competition

OFFLINE TRANSACTION

↑ AFFORDABLE

↓ EXPENSIVE

AirBed&Breakfast

ONLINE TRANSACTION

10 Competitive Advantages

1st TO MARKET

HOST INCENTIVE

LIST ONCE

EASE OF USE

PROFILES

DESIGN & BRAND

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Designer at Chronicle Books

TIPS



1. What am I really pitching for ?



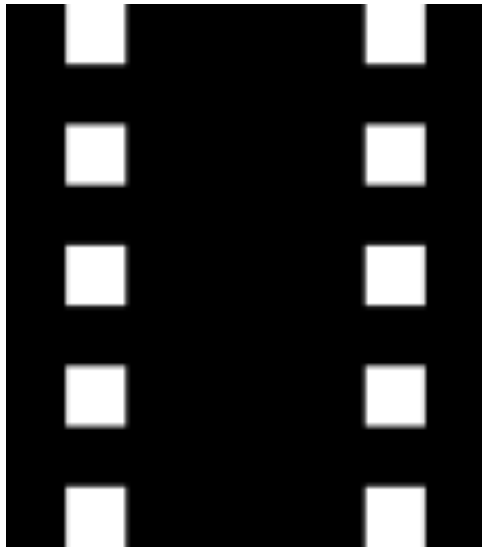
2. Clear understanding of judging criteria



3. Research the judges



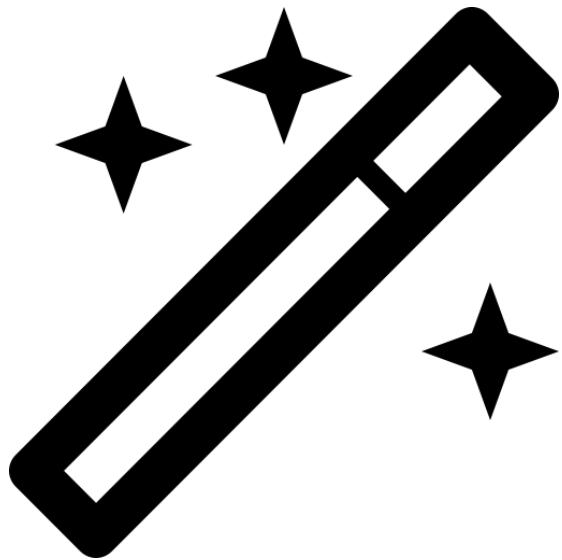
4. Structure your pitch, open with sentence



5. Good movies
never come in
single plot



6. Real-life problem connection



7. Polish your deck

Refinn

Home Refinance Best Deal With Online Submit

Zero to One

Home Refinance Platform

Refinn International Dot Com Co., Ltd.



Refinn

Compare the Best Mortgage
Refinance Rates Online

Online Refinance Platform
www.refinn.com

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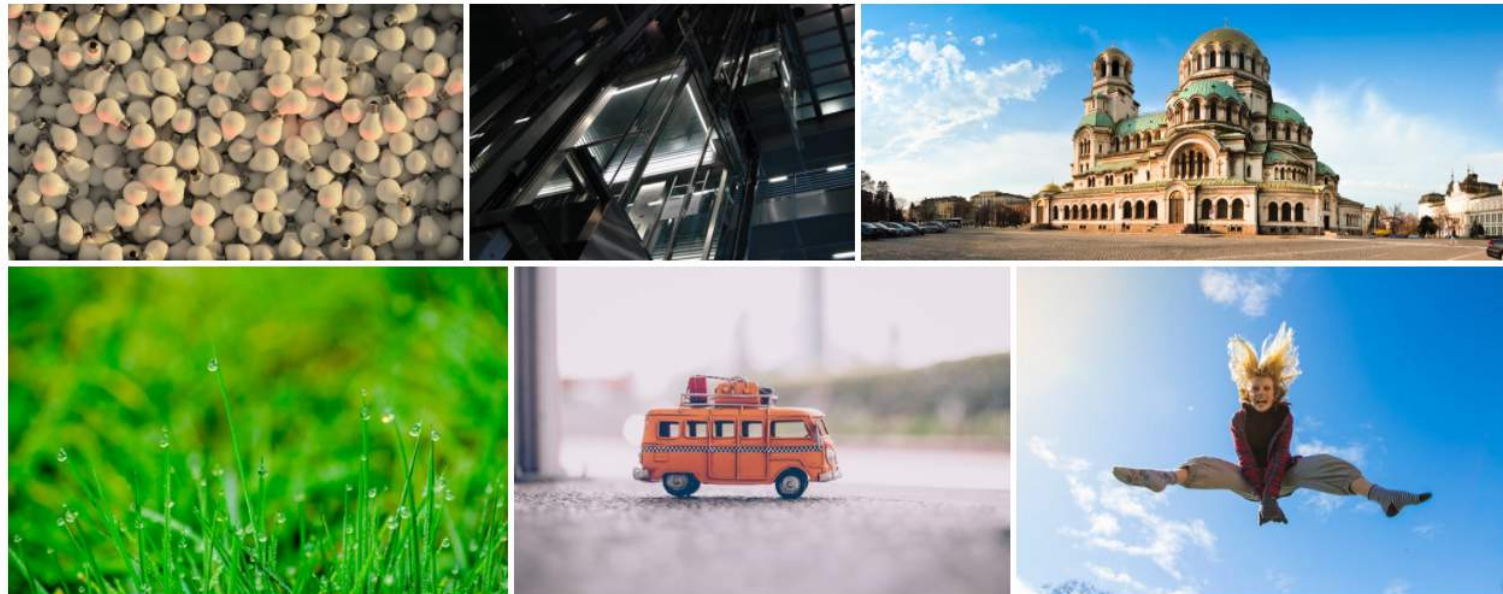
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Single user only

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Unlimited

Unlimited downloads

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Featured premium icon sets

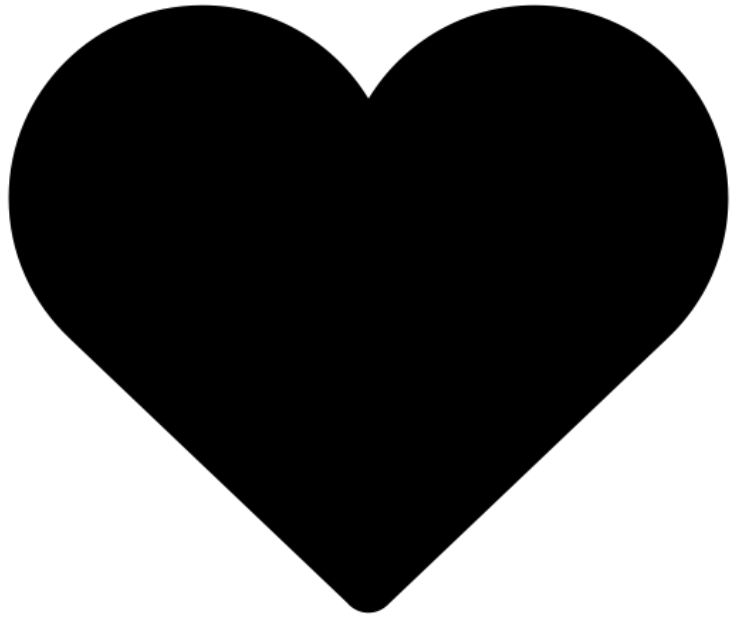
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| | | |
| Gardening 1 Socodesign | \$10 20 icons Famous Characters - Add-On Vol. 2 Vecto | \$18 49 icons Online Messaging - Colored Vecto |

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3.62K Downloads

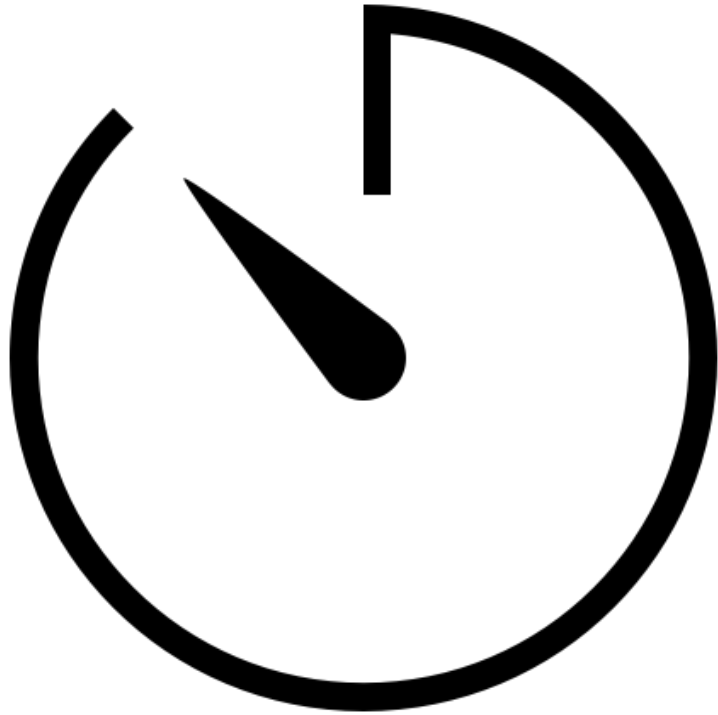
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Markus Spiske...
3K Downloads

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8. Put passion into you pitch



9. Practice & Time it



10. Just enjoy the show!