



Patrick Kedziora
Boilingice.com

Copyright © 2018



patrick@boilingice.com



Click this link to view the video

<http://boilingice.com/Pitchdeckpresentationvideoprivate/>

Hello

PITCHING

Speak Slowly...

9 to 13 Slides

1. Cover slide
2. Problem
3. Solution
4. Product
5. Market Size
6. Traction (if any)
7. Barriers to Entry (if any)
8. Exit Plan (NO)
9. Competition
10. Team
11. Financials/Revenue Model
12. Amount being raised & Budget
13. Cover (End) slide
14. Appendix



Social, the most important trend


“the amount a user shares today is **twice** the amount they shared a year ago”

- Zuckerberg's Law



“it won't be long before Social Media Marketing will surpass SEO” - Donanza





**How do you use social
to drive traffic?**

Queue your updates

Saturday 1st October

2:52 PM 10 Great Tweetable Quotes To Cheer You Up <http://j.mp/nd6rzC>



8:08 PM Great list: My Favorite Tools <http://j.mp/omcnEU> by @EvanCarmichael



Sunday 2nd October

2:52 PM No man is useless while he has a friend. ~ Robert Louis <http://j.mp/nd6rzC> great find from @sandmaxprime



8:08 PM YWe make a living by what we get, but we make a life by what we give. ~ Churchill <http://j.mp/nd6rzC> featuring @amitv_tweets



Monday 3rd October

1:04 AM Don't deny your feelings. They alone are what guide you through life. ~Anon <http://j.mp/nd6rzC> featuring @LXLee



Traction

- 800 Paying Users
 - \$150,000 annual revenue run rate
 - 97% margins
 - 55,000 users, growing 40% per month
 - 1.5 million updates Buffered
- 
- A green line graph is positioned behind the list of metrics. It starts at the bottom left and curves upwards to the top right, indicating exponential growth. The graph is plotted on a light gray grid.

Milestones

- **Launched web app**
January 2011
- **55,000 users (\$150K revenue)**
October 2011
- **Launch the API**
October 2011
- **Integrated in 50 apps**
December 2011
- **100,000 users (\$288K revenue)**
January 2012
- **1 million users (\$3.6M revenue)**
January 2013



Business Model

- **Freemium model with consistent 2% conversion from Free to Paid plans**
- **5% churn equates to a LTV of \$240 and allows us to pay up to \$5 to acquire a free user**
- **At 1M users, our projected revenue is \$3.6M**



Social Media Landscape

- Of 200M daily Tweets, 55% contain links
- 4 billion items shared on Facebook per day
- Zuckerberg's Law shows exponential growth of sharing
- Traffic through social is soon to surpass traffic from search



The effect of Buffering

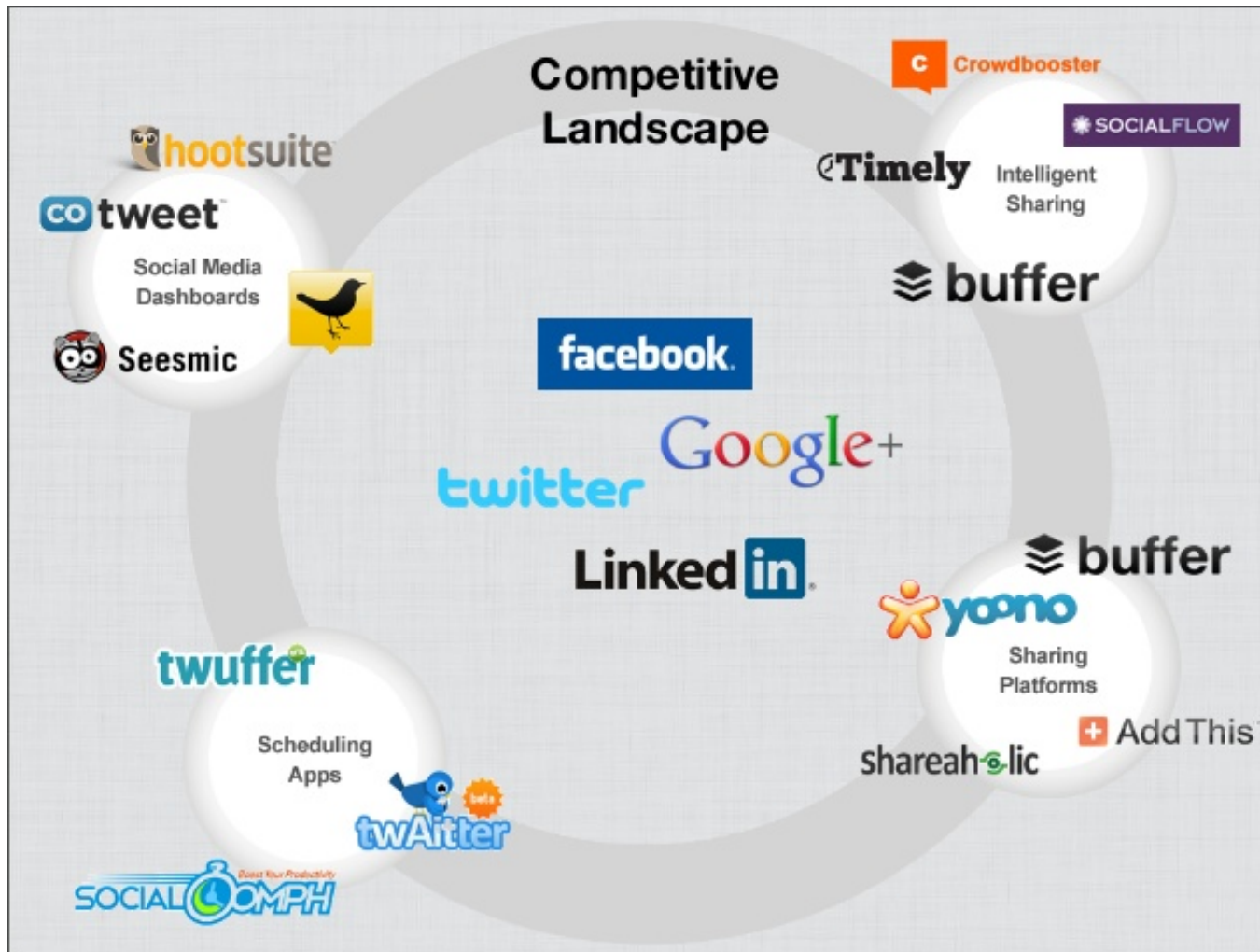
**“Buffer Finds Tweet Scheduling
Can Increase Clicks by 200%”**



A sharing standard

- 6 integrations so far
- in talks with Reeder, Pocket and Feedly
- We plan to become the default sharing standard in any app





Team

Joel Gascoigne

Co-Founder, took the idea to revenue in 7 weeks, Masters in CS

Leo Widrich

Co-Founder, marketer, took Buffer from 200 to 55,000 users

Advisors

Guy Kawasaki


Former Chief Evangelist of Apple. Co-Founder of Alltop. Author of ten books

Hiten Shah

CEO / Co-Founder of KISSmetrics.
Previously started CrazyEgg & ACS

Previous Investors

AngelPad

 INSPIRATION





founders@bufferapp.com

1. Cover

2. Problem

3. Solution

4. Product

5. Market Size

6. Traction

7. Barriers to entry (if any)

8. Exit Plan (NO!)

9. Competition

10. Team

11. Financials/Revenue Model

12. Amount raising & Budget

13. Cover (End) Slide

14. Appendix

Welcome

1

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>

Problem

2

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.

Solution

3

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

Market Validation

4

630,000

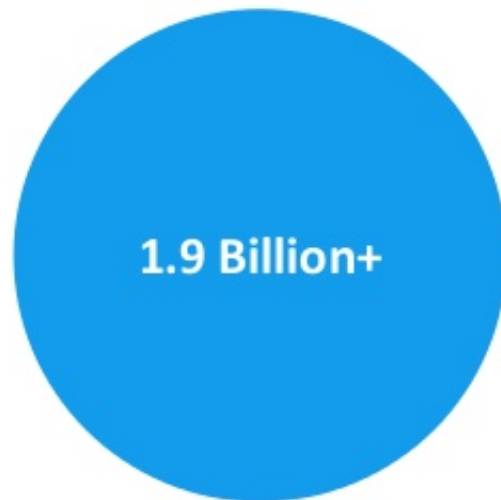
on temporary housing site
couchsurfing.com

17,000

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

Market Size

5



1.9 Billion+

TRIPS BOOKED (WORDLWIDE)
Total Available Market



532M

BUDGET & ONLINE TRIPS
Serviceable Available Market



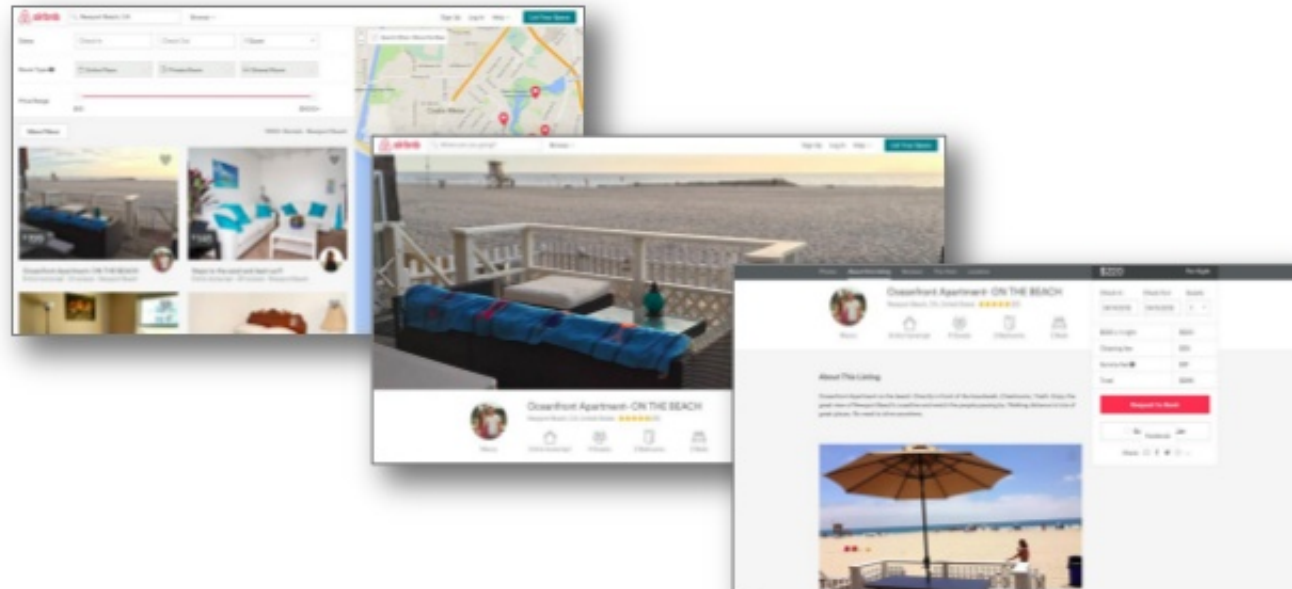
10.6M

TRIPS W/AB&B
Market Share

Product

6

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



Template by PitchDeckCoach.com

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

Widget screenshot

PARTNERSHIPS

cheap/alternative travel



CRAIGSLIST

dual posting feature

AirBnB
screenshot

Craigslist
screenshot



Competition

9



Competitive Advantages

10

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



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.

Financial

14

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

Welcome

1

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>

Resources

<https://tinyurl.com/boilingicePITCHDECKSAMPLES>

9 to 13 Slides

1. Cover slide
2. Problem
3. Solution
4. Product
5. Market Size
6. Traction (if any)
7. Barriers to Entry (if any)
8. Exit Plan (NO)
9. Competition
10. Team
11. Financials/Revenue Model
12. Amount being raised & Budget
13. Cover (End) slide
14. Appendix



Patrick Kedziora
Boilingice.com

Copyright © 2018



patrick@boilingice.com

