

PITCH

Airbnb Pitch Deck Case Study



In this cheatsheet, we at Venngage are going to show you our Airbnb startup pitch deck, why it's one of our most popular deck templates and include some practical design tips to help you make engaging investor pitch decks, for yourself.

But what makes our Airbnb pitch deck template so popular? Well, here are some numbers:

- 1 In the last 12 months, our Airbnb pitch deck template has been used by ~20,000 Venngage customers (both old and new).
- 2 ~2,000 of these customers have completed & even shared their designs using this template (that's a ~10% completion rate).

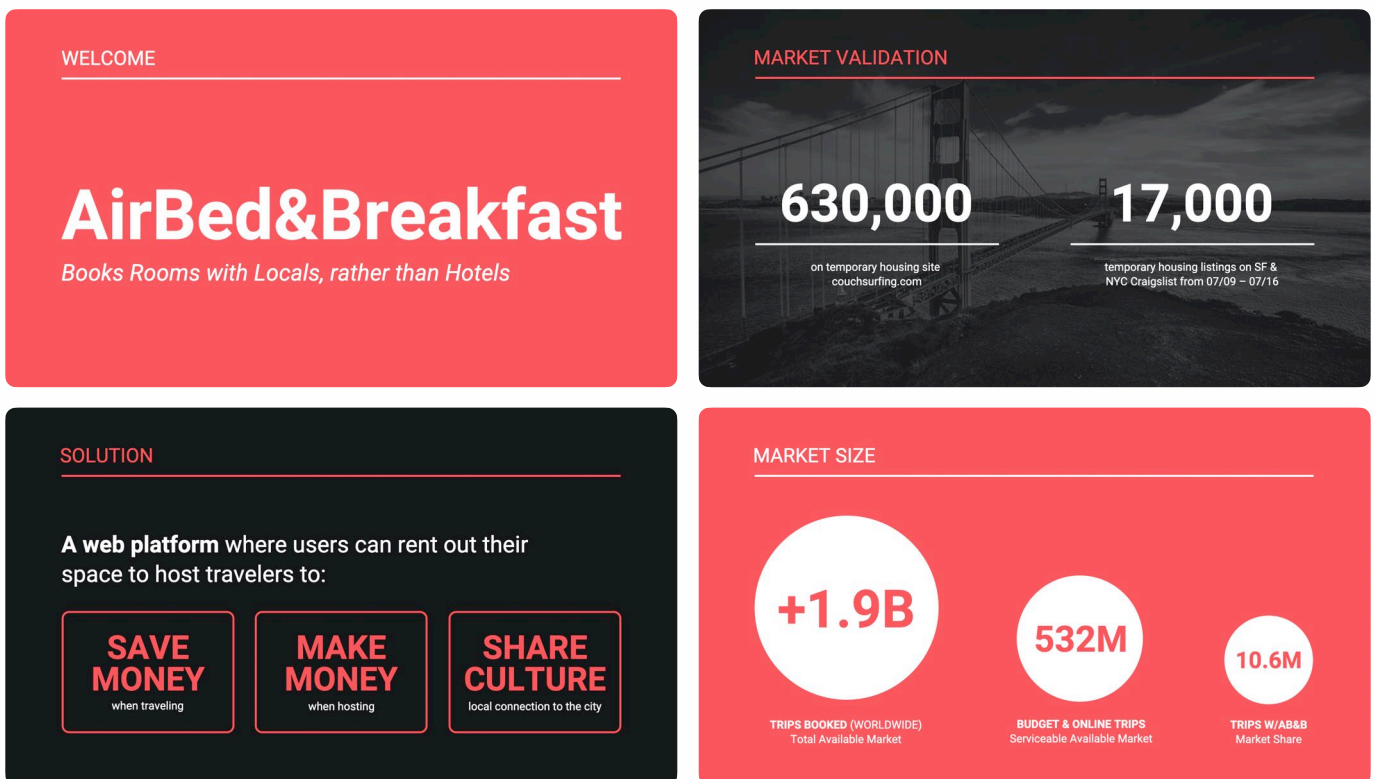
And that's why we decided to create a cheat sheet around our most popular pitch deck template. So, let's get right to it.

What is a startup pitch deck?

A pitch deck is a presentation you create to raise venture capital from potential investors for your business. It includes everything from why your business exists, the problem you're trying to solve, business model, current progress, the team as well as a call to action to conclude.

Presenting a new idea to strangers is hard enough. And most of them have never even heard of you. So the odds are already not in your favor.

This [Airbnb pitch deck template](#) is the most popular pitch deck available on Venngage and for reasons I'm going to explain in greater detail:



This cheat sheet will help you create a pitch deck just like Airbnb and while this isn't the [original Airbnb pitch deck](#), Venngage has made some design tweaks to it to make editing this pitch deck template as easy as possible.

Here's are 5 reasons why this pitch deck works and some design tips to get you started:

1

The best startup pitch decks stick to the rule of three

What makes this deck so great is that every slide only has three or less important points on each slide. It's concise, to the point and contains zero fluff (see what I did here?)

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.

The [rule of three](#) has been employed in storytelling, writing and even when it comes to creating engaging presentations.

Why? Three is the most persuasive number when it comes to communicating, persuading or helping your audience remember key points from your presentation (and prevent information overload).

2

Less is Often More

Pitch decks aren't meant to include tons of information, that's where your speaker notes come in. Sticking with the rule of three, focus on the concept of less is more when designing your pitch decks.

Less is more is a concept dear to my heart for a simple reason: it allows your audience to digest what you're presenting easily and forces you to really hone your message by communicating it in the least amount of words as possible.

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

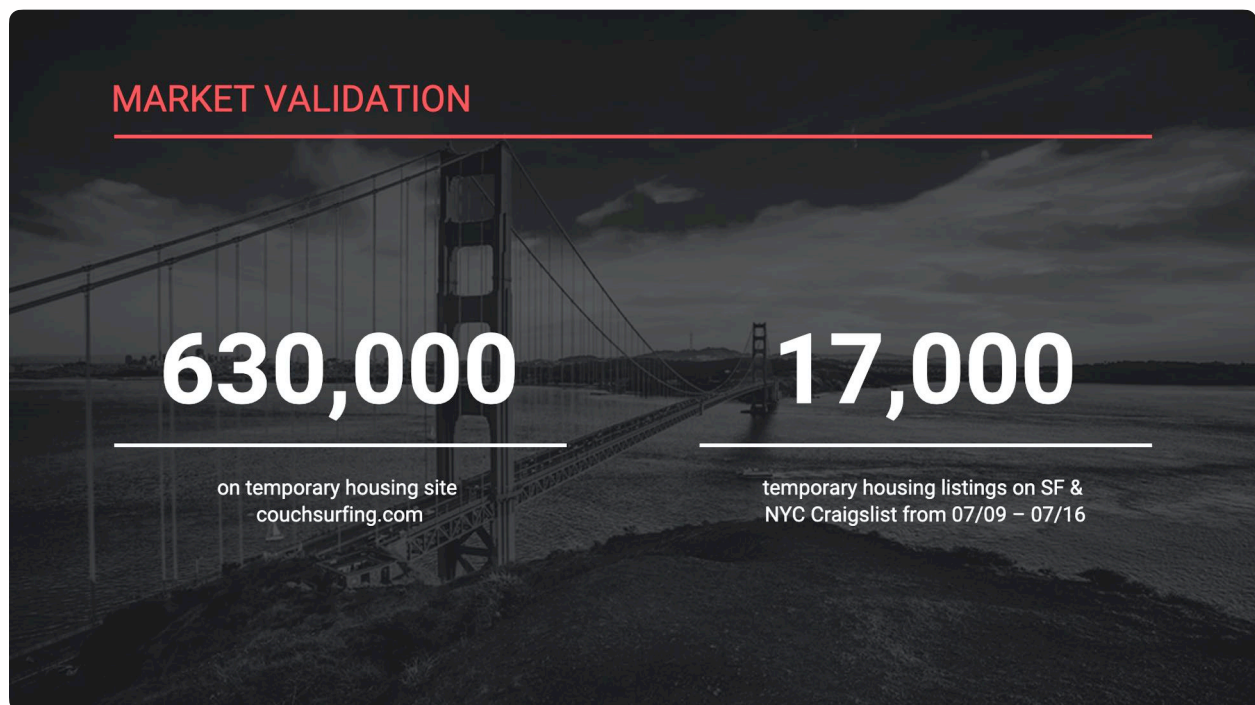
Check out Airbnb's solution slide. It not only obeys the rule of three but also presents only the crucial elements of their solution (forcing them to condense their message down to its bare form).

Any investor or audience member looking at this slide will instantly know what Airbnb does and how they aim to fix the problem they've outlined in the previous slide.

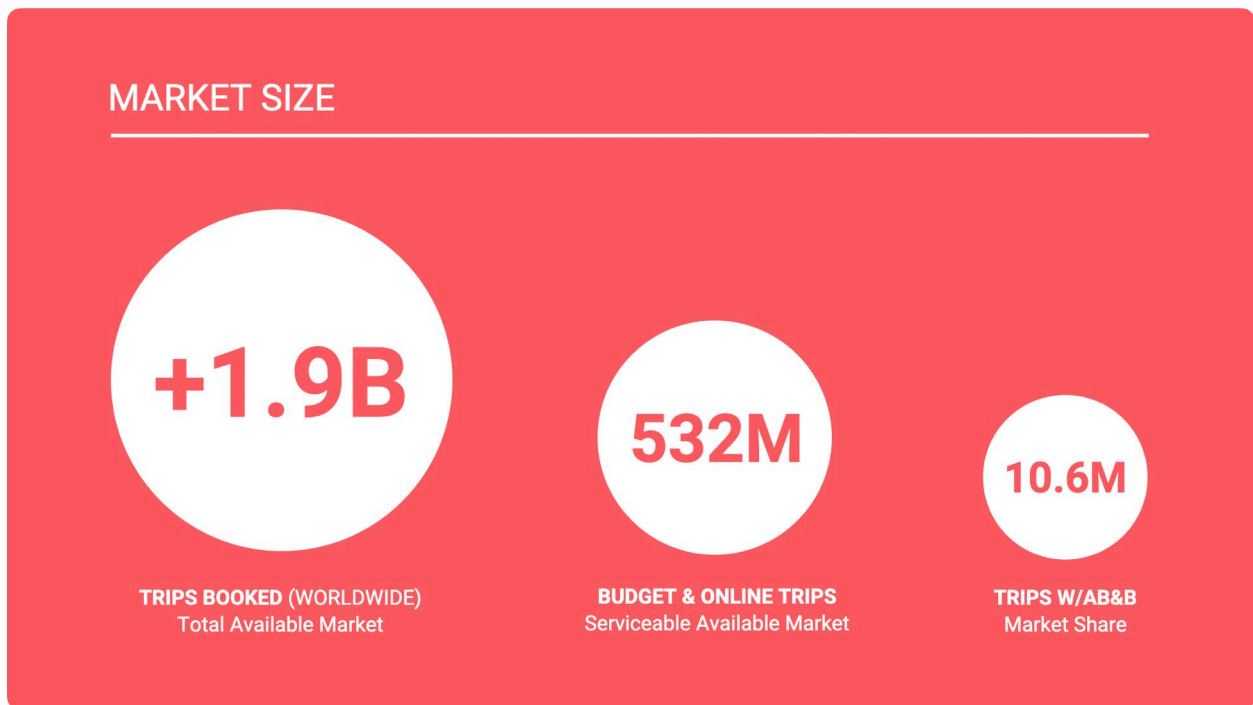
3 Include only the most crucial metrics in your slide deck

When creating a pitch deck, chances are you're going to include tons of numbers and useful metrics to make a case for your business.

But often, they're presented in a way that makes them harder to recall or focus on. Some are hidden within long paragraphs, while others are included with less important numbers.



That's why I'm a huge fan of how Airbnb included important numbers in their slide deck. As you can see above and below, metrics and numbers have slides dedicated to them:



This helps the audience grasp each number and pay their full attention to it. They'll even be able to recall these metrics even after the presentation has ended.

Common knowledge? Yeah, I get it.

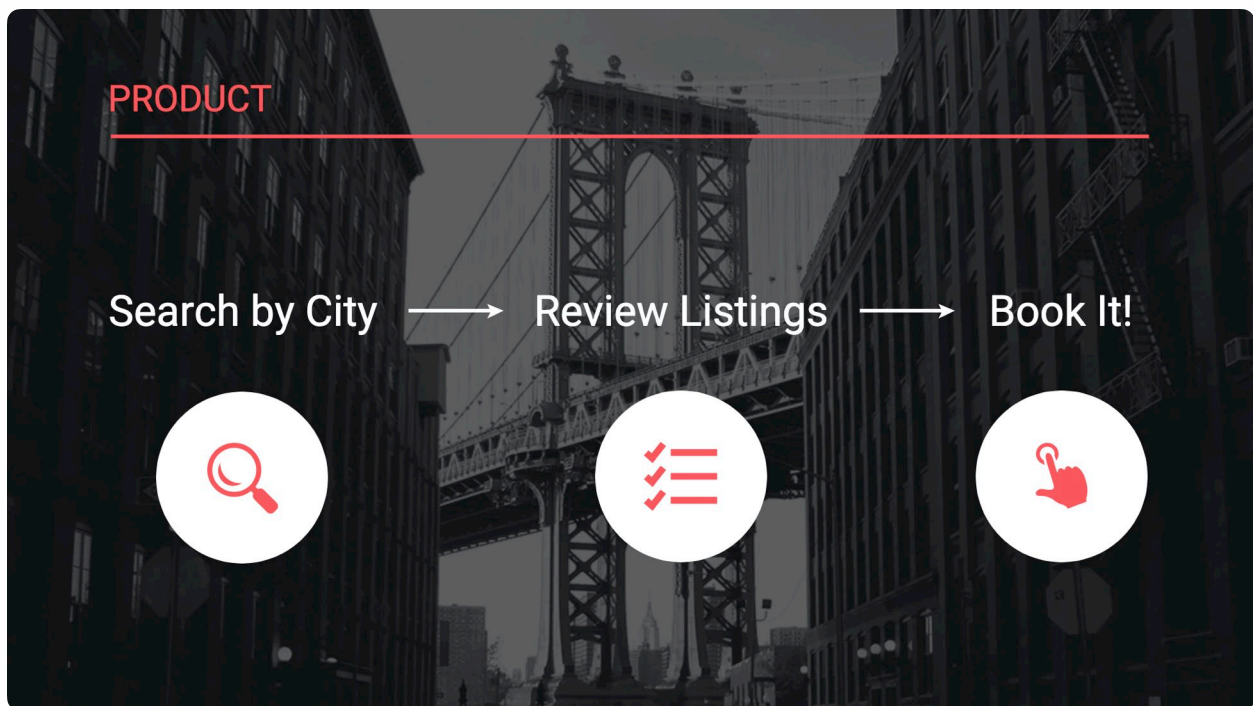
But some of the most popular investor pitch decks follow this format to the letter. And if you want your numbers to be impactful, it's important you do too.

4

Make use of illustrative icons in your deck

Icons are useful only if they're used minimally and improve the slide rather than take away from it. And they're useful for presenters who want to add a little flair to their pitch decks.

Airbnb did this phenomenally well by showing how their product works using a process accompanied by icons:



Each icon gives you a more context for the text that accompanies it above. Also, what's a slide deck without a little pizzazz? Icons work great for providing more context and catching your audience's eyes when used well.

Pro tip: When your slides are text heavy, think about whether an icon can replace some of that text and get the job done instead?

5

The best pitch decks do the math for your audience

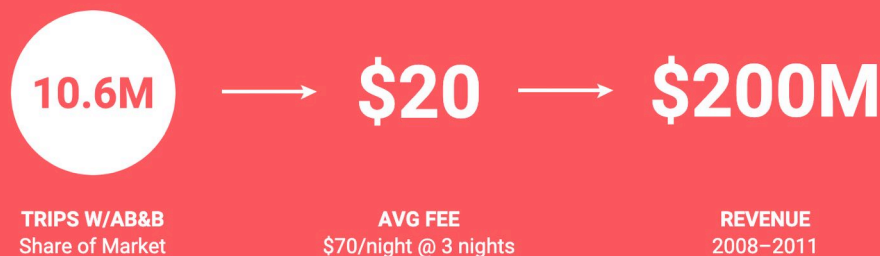
Let's face it: people dislike doing math. Especially when they're forced to do math while you're presenting your idea or company.

Out of all the tips in this cheatsheet, this is the most important. Why? Because, forgetting to do this could instantly ruin your chances of raising any venture capital.

So you never want to make the audience or investors try to do quick math on any of your graphs or charts. Especially when you're dealing with potential millions, small percentage changes or complicated numbers.

BUSINESS MODEL

We take a 10% commission on each transition.



So whenever you include a graph or a chart, always “do the math” for your audience. Just as Airbnb did above.

This prevents any cognitive overload for your audience and keeps the focus on you, the presenter and your what you have to say.

If there's anything I'd change in this deck is this: Include a slide with information on how to contact you.

I noticed this section absent in the original Airbnb deck as well, but having said that the founders must've done so after presenting their idea without dedicating an entire slide to it.

I however do recommend you conclude with a CTA, so anyone who has access to your deck (even after you presented it) can instantly find a way to connect with you through email, social media or your preferred method of communication.

Bringing it all together

Now that you know how to design an engaging investor pitch deck, it's time to apply what you've learnt and create your own pitch deck.

Use our Airbnb startup pitch deck template to get started. →