

Business Model Canvas airbnb

Key partners

- Hosts
- Business travel partners
- Travel managers
- Investors / venture capitalists
- Lobbyists

Other partners:

- Photographers (street, event, property)
- Maps, payment, cloud storage, identification
- Insurance

Key activities

- Remove friction from transactions
- Scale beyond critical mass
- Engage the participants
- Refine value proposal
- Analyse data & improve

Key resources

- The network effects
- Listings
- User generated content
- Platform architecture
- Algorithms, data, analytics capabilities/people
- Brand, App

Value proposition

For the hosts:

- Income generation
- Ease of transactions
- Meeting new people
- Ease of getting verified guests
- Calendar, booking management

For the guests:

- Lower cost
- Easy transactions
- Authentic local experience
- More variety
- Transparent ratings

Customer relationships

- Own the relationships
- Manage interactions
- Esp for hosts:**
- Issue resolution
- Guide joining steps
- Public:** company image

Channels

- Digital ads
- Content marketing
- Word of mouth
- Social, messaging
- Referral program
- **Transaction:** App, pages

Engage, mails, offers

Customer segments

Macro segmentation

Guests

- Travel type (business, leisure)
- Demographic
- Geographic
- Behavioural

Hosts

- Accommodation type
- Demographic
- Geographic
- Rental preferences

And **microsegmentation**

Cost structure

- Customer acquisition cost, CAC
- Weighted average cost of capital, WACC
- Development & expansion
- Payroll, contractors
- Infrastructure, transaction costs
- Legal, insurance
- Lobbying, legal, settlement
- Customer support

Revenues

- Charging a transaction fee based on savings on:
 - Lower cost for guests
 - Higher net income of hosts
- Rental guests: 5-15%
- Rental hosts: 3-5%
- Event hosts: 20%
- = Event guests: 0%