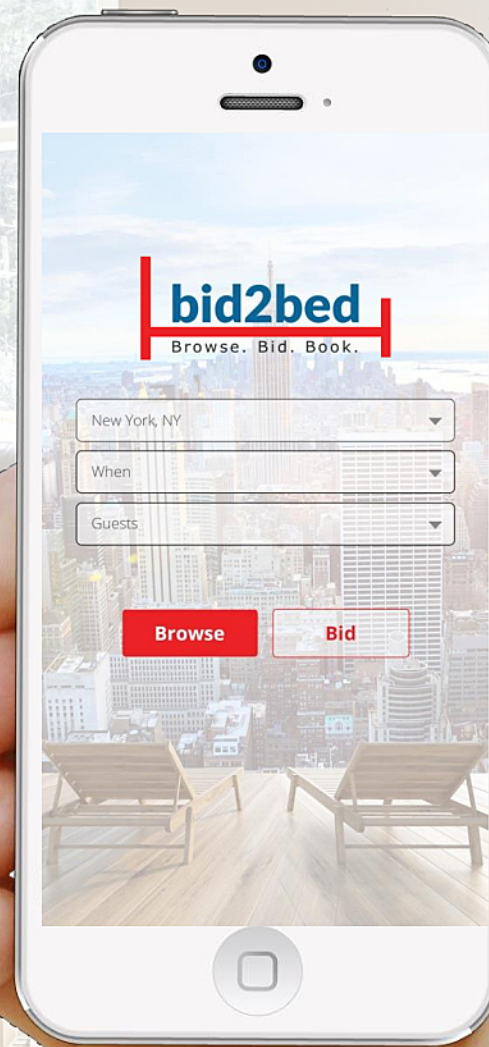


# bid2bed

Browse. Bid. Book.





# Mission

Leveraging our founders' 7 years of combined operating experience in the industry, we will develop and scale up a **new bidding platform** that addresses the major shortcomings of other vacation rental marketplaces.

# Experience

Our previous company generated **\$2.2 million** in net bookings in 2016 without raising any external capital. Customers of approximately 60 nationalities booked **11,350 nights** in 4 cities.

# The Problem



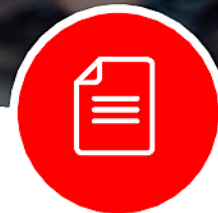
## Suboptimal usage of inventory listings

Hosts are unable to dynamically match or lower their listing prices in real time to meet demand in off-peak periods to fill vacancies.



## Lack of inventory splits

Guests are unable to easily split their stay in multiple locations to save money.



## High fees

Hosts pay 3% in addition to guest fees of 8 to 12%.



## No profit sharing

Hosts cannot receive any additional funds on their base rate.



# The Solution



## **Real-time bidding**

Hosts can dynamically set pricing based on real-time demand and fill unused inventory, while guests can book apartments that would otherwise be more expensive.



## **Lower host fees**

Hosts might be charged 1% processing fee



## **Split inventory optimization**

Guests can split their stay in multiple nearby locations to save money.



## **Hosts extra profit**

Hosts can earn extra profits on each booking through the platform.



# Business Model

## Core #1 – 1st Stage:

We take **9%** commission (plus CC's fees) on each transaction.

## Core #2 – 2nd Stage:

Bridging the gap between the supply & demand by **Bidding War Platform**

## Core #3 – 3rd Stage:

Advertising Model by **Premium Platform.**



# Business Model Comparison



## Features

Guest Fees	12%-15%	8%-12%	10%-11.6%*
Host Fees	3%	3%	Up to 1%
Real-Time Bidding War	✗	✗	✓
Inventory Splits	✗	✗	✓
Host Revenue Share	✗	✗	✓
Advertising Model	✗	✓	✓
Flexible Cancellation Policies	✗	✗	✓

\* Including CC's Fees



# Stats to Date – Outdated Platform

	2015	2016
Bookings	745	947
Nights Booked	8,596	11,350
Avg. Nights/Booking	11.5	12
ADR	\$213	\$193
Net Bookings	\$1.83M	\$2.2M
Total Revenues	\$359 K	\$591 K

# The Market

**1 Million +**

Vacation rental properties  
in the US alone



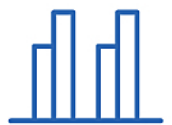
**\$193 billion**

Global vacation rental market by 2021



**7% CAGR 2018-2021**

Huge growth potential for other players



**\$2.7 billion**

Airbnb 2017 projected revenue still single  
digit penetration



**75.4 million**

Tech-savvy Millennials between the ages of  
18 and 34 to replace Baby Boomers as  
dominant consumer group by 2018



# Competition



# How We Get There



## Host Signups

- Contact scraping (i.e., HomeAway/VRBO)
- Facebook campaigns & Google ads
- Tradeshows and conventions
- API Integration as platform with leading channel managers and PMS
- Host software



## User Signups

- Facebook campaigns
- Google ads
- SEO and remarketing
- Other sites
- Travel agents
- Corporate accounts



## Technology

- Real-time bidding platform
- Dynamic pricing algorithm
- Special rate technology



## Operations

- Payment processing
- Well-experienced teams
- Events for local hosts in different cities in order to maintain and grow the community



# The Ask



We are seeking **18**  
months financing for:



Online and mobile  
development of new  
platform



Sales and  
marketing



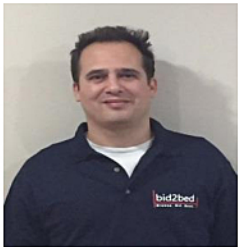
Recruiting in order to  
create the best team  
experience

# Financials Unit Economics – Expected Year 1

Avg. Daily Rate	X 5.5 Nights = Avg. Booking	Commissions @ ~1% Host @11.6% Guest = Gross Revenue/Booking	Less: Credit Card @ 3.2%	bid2bed  Net Revenue/Booking
<b>\$128</b>	<b>\$704</b>	<b>\$89</b>	<b>\$23</b>	<b>\$66</b>



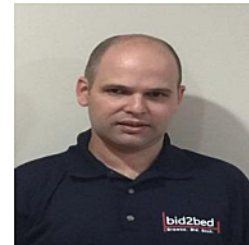
# Management Team



**Eyal Lemberg**  
Co-Founder  
CEO



**Roei Keren-Tzur**  
Co-Founder  
Business Development



**Ido Solomon**  
Co-Founder  
COO



**Itzik Lerner**  
VP  
CTO



# Thank you