

Final Pitch Presentation

Friday, 11 September 2026 · Morning session · **5 minutes per team (strict)**

BUILD YOUR DECK WITH THE SEQUOIA GUIDELINE

Sequoia Capital, "Writing a Business Plan" — one idea per slide:

- 1 Company purpose** — one declarative sentence
- 2 Problem** — the customer's pain, how it is solved today
- 3 Solution** — your value proposition, use cases
- 4 Why now** — the trend that makes this possible today
- 5 Market potential** — customer, TAM, and how you win it
- 6 Competition / alternatives** — your edge, honestly
- 7 Business model** — how you make money
- 8 Team** — founders, roles, key advisors
- 9 Financials** — unit economics, traction, the ask
- 10 Vision** — what the world looks like if you win

A NOTE FROM YOUR INSTRUCTOR

This is your stage to present **everything you built through the BM and AI courses**. Covering every item in the guideline and the sample decks may be hard — that is fine. Present as much as you can, as well as you can.

REFER TO THE SAMPLE DECKS IN THIS FILE

Airbnb seed deck — the classic 10-slide structure

Uber early deck — problem → solution → market

Notion product-led story — clarity and focus

PRESENTATION RULES

- 5 minutes per team (strict), followed by short Q&A
- Every team member should speak at least once
- Slides submitted to your ToT by end of Day 4

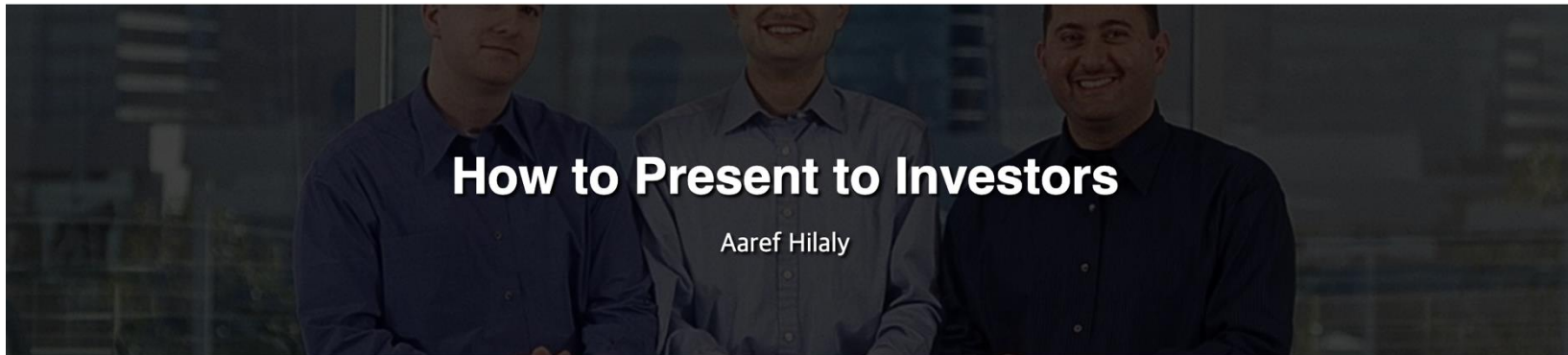
INSTRUCTOR

KyungBae Park (Ph.D.) — Eduniety Lab

CEO, Anvyl Labs & Adjunct Professor, Korea University Business School

LOCATION

Abuja, Nigeria



How to Present to Investors

Aaref Hilaly

<https://articles.sequoiacap.com/how-to-present-to-investors>



Writing a Business Plan

Team Sequoia

<https://articles.sequoiacap.com/writing-a-business-plan>

[IR] Pitch Deck Sample

1. AirBnB
2. Uber
3. Notion

Lean Canvas AirBnB

Problems 1

- Hard to find cheap and affordable accommodation.
- Traditional hotels lack authenticity.
- People with extra space or accommodations may not know how to monetize them.
- Home-sharing culture is far from being cultivated.

Existing Alternatives

- Booking.com
- Hotels.com

User's needs

Solutions 4

- A web service that allows travelers to find affordable accommodations, and helps homeowners to earn extra money by renting out their accommodations on a day-by-day basis.

Product features? Core function?

Key Metrics 8

- Number of bookings
- Number of accommodation hosts on the platform
- NPS
- DAU/MAU

What is the core business?
What are the key index around the core business?

Unique Value Proposition 3

- Travelers can get an authentic living experience at an affordable price.
- Homeowners can earn extra money by renting out their vacant areas.

High-Level Concept

- An app that establishes a host-sharing economy

What differentiated value does the product offer?
What are the product advantage?
What are the basic attributes?

Unfair Advantage 9

- Any homeowner has the option to rent out space.
- Flexible bi-directional rating system.
- Insurance by default by hosts.

Barrier to cost?
Barrier to channel?
Barrier to patent?
Barrier to resource?

Channels 5

- Interaction with the audience
- Word of mouth
- Online ads
- Referrals

In what ways can users be reached?
How do we reach them?
How are our channels integrated?

Customer Segments 2

- Travelers searching for affordable and authentic accommodations.
- People that are interested in renting out their extra space.

Early Adopters

- People that are ready to share their residences and become hosts.

Who do we serve?
Who are our core users?
Basic attribute segmentation
Behavioral attribute segmentation

Cost Structure 7

- Development
- Hosting
- Payroll
- Marketing
- Insurance
- Photography

What are the fixed costs?
What are the variable costs?

Revenue Streams 6

- Fees from travelers

How much are users willing to pay?
How would users prefer to pay?



Airbnb Pitch Deck

Book rooms with locals, rather than hotels.

The Problem

- 1 **Price** is an important concern for customers booking travel online.
- 2 Hotels **leave you disconnected** from the city and it's culture.
- 3 **No easy way exists** to book a room with a local or become a host.

The Solution

A web platform where users can rent out their spaces and host travelers to:



Save money when traveling.

The Solution

A web platform where users can rent out their spaces and host travelers to:



Make money while hosting.

The Solution

A web platform where users can rent out their spaces and host travelers to:



Share culture with a local connection to the city.

Market Validation

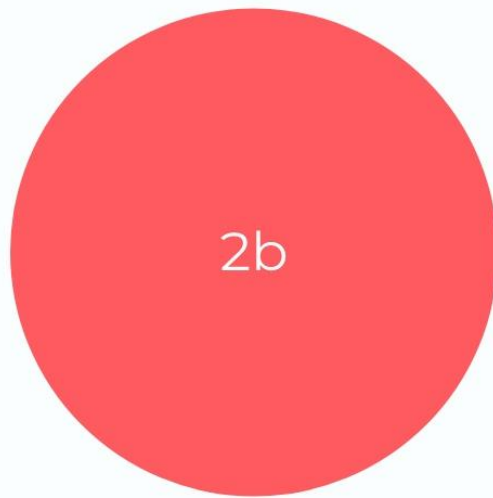
660,000

listings on temporary housing site couchsurfing.com

50,000

temporary housing listings on NYC and SF Craigslist for 1 week

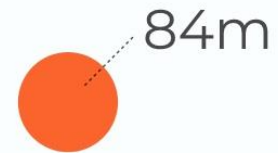
Market Size



Trip Booked (Worldwide)
Total Available Market

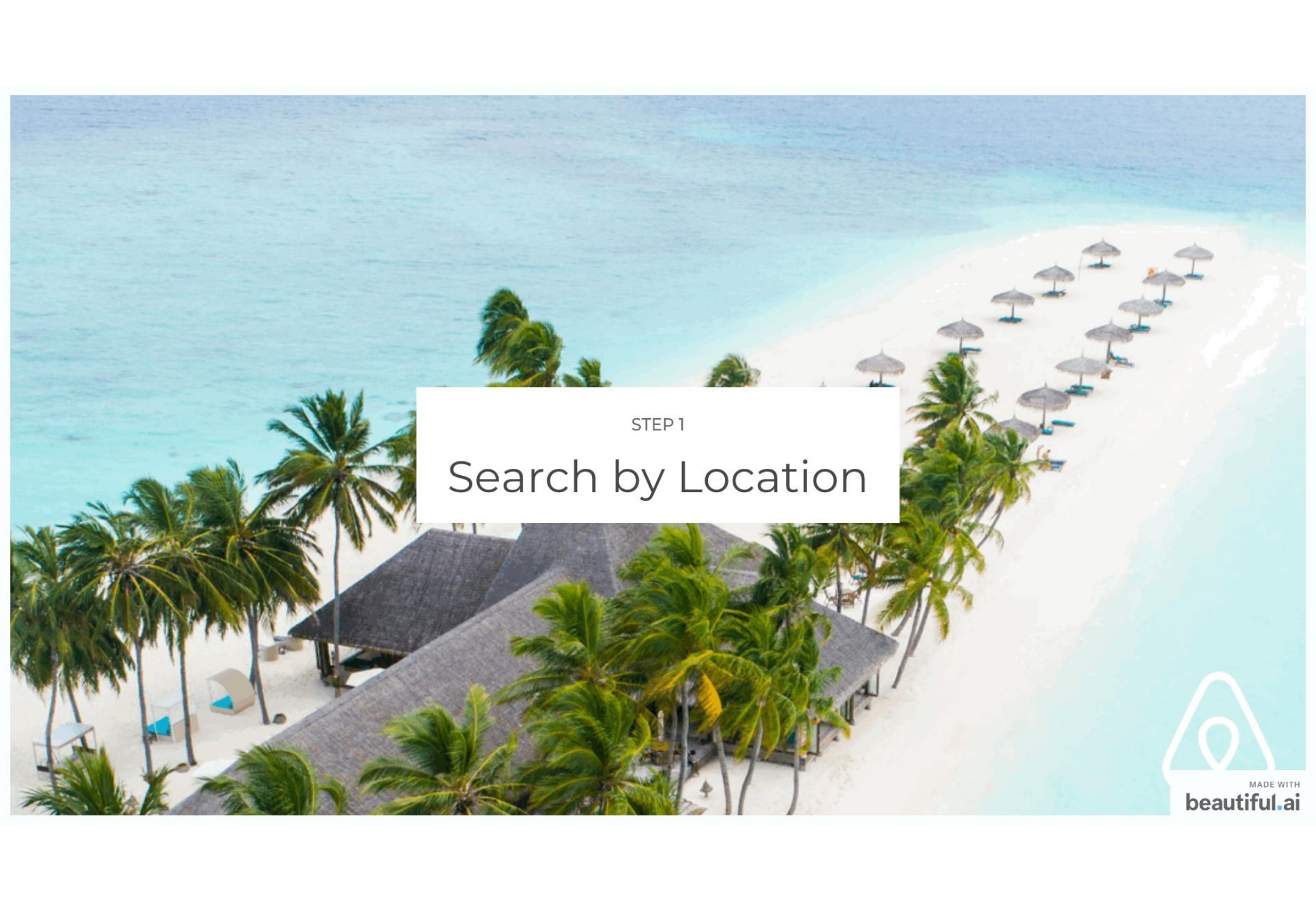


Budget and Online Trips
Serviceable Available Market



Trips with Airbnb
Market Share

The **Airbnb** product is simple.



STEP 1

Search by Location

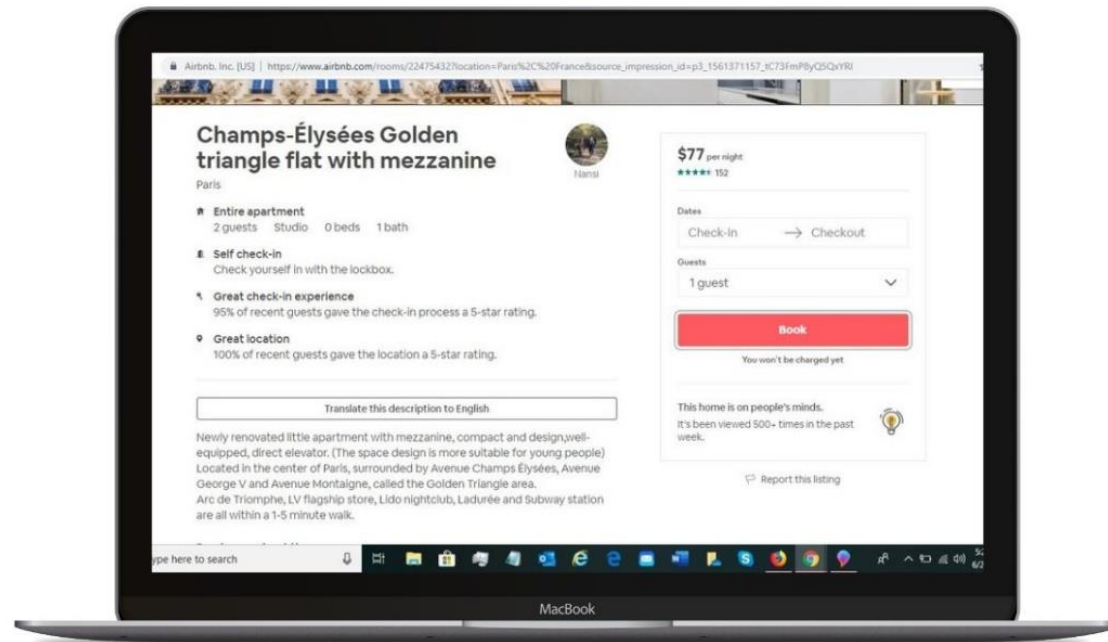


STEP 2

Review Listings



MADE WITH
beautiful.ai



STEP 3

Book It!

Business Model

We take 10 percent of each transaction



MARKET ADOPTION

Events

Target Events Monthly



Eurocup

3 Million+



Oktoberfest

6 Million



CeBit

700,000



Summerfest

1 Million



Mardis Gras

800,000

MARKET ADOPTION

Partnerships

Cheap Alternative Travel



Go Loco



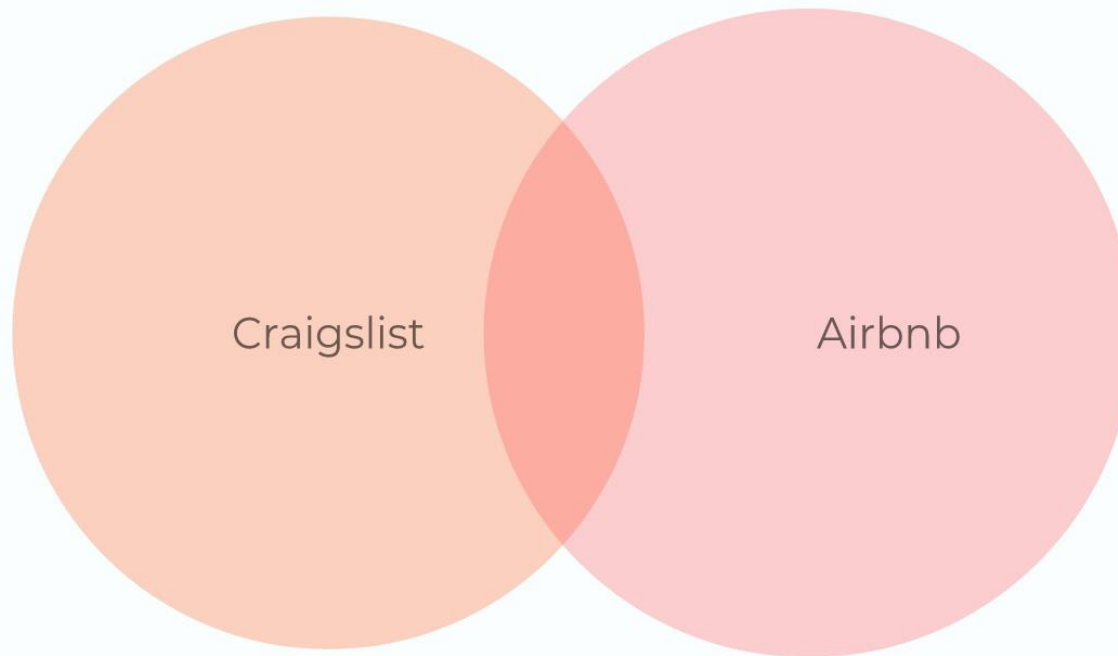
Orbitz



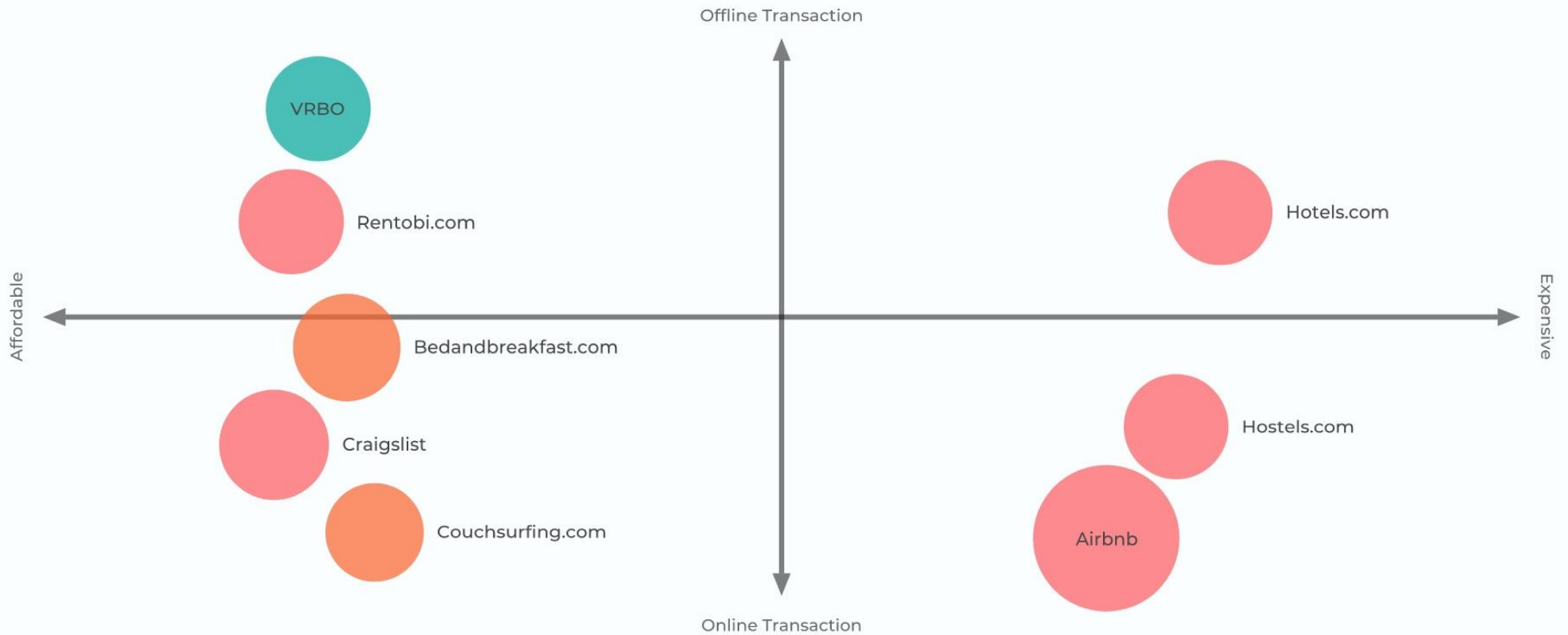
Kayak

MARKET ADOPTION

Craigslist Dual Posting Feature



Competition



Competitive Advantages



First to Market

First transaction-based temporary housing site to go to market

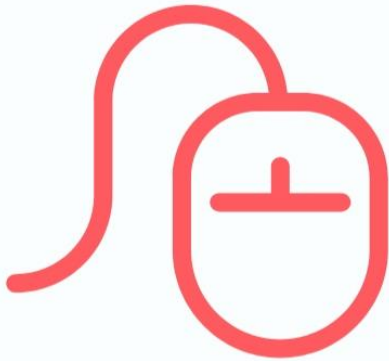
Competitive Advantages



Host Incentive

They can make more money than with couchsurfing.com

Competitive Advantages



List Once

Hosts post one time with Airbnb compared to daily on Craigslist.

Competitive Advantages



Ease of Use

Search by price, location and check-in/check-out dates.

Competitive Advantages



User Profiles

Browse host profiles, and book in three clicks.

Competitive Advantages



Design & Brand

Memorable name will launch at historic DNC to gain share of mind.

Meet Our Team



Joe Gebbia

User Interface and PR

Patent for his product Critbuns
Dual BFAs in Graphic Design and Industrial
Design from RISD



Brian Chesky

Business Development & Brand

Founder of Brian Chesky Inc., industrial
Design Consultant
BFA in Industrial Design from RISD



Nathan Blecharczyk

Developer

Created Facebook apps "Your Neighbors"
with 75,000 users, "Rolodexterous".



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Press

The logo for Mashable, featuring the word "Mashable" in a bold, blue, sans-serif font.

"A cool alternative to a boring evening in a hotel room. "

Mashable

The logo for Springwise, featuring the word "SPRING" in a bold, purple, sans-serif font above the word "WISE" in a similar font, with a small registered trademark symbol (®) to the left of "WISE".

"Airbed's fee-based service could help alleviate concerns about quality of accommodations."

Springwise

The logo for Webware.io, featuring an orange icon of two hands shaking above the text "Webware.io" in a black, sans-serif font.

"Airbnb is a fun approach to couch surfing."

Webware

The Airbnb logo, featuring a red icon of a stylized 'A' made of three connected dots, followed by the word "airbnb" in a red, lowercase, sans-serif font.

MADE WITH
beautiful.ai

User Testimonials



"I met with locals who could teach me about their lives and about their traditions... Having these real experiences is my treasure."

Kiminari

Sukagawa, Japan



"Inviting guests in during Hurricane Sandy brought a sense of community right into my home."

Shell

New York, United States



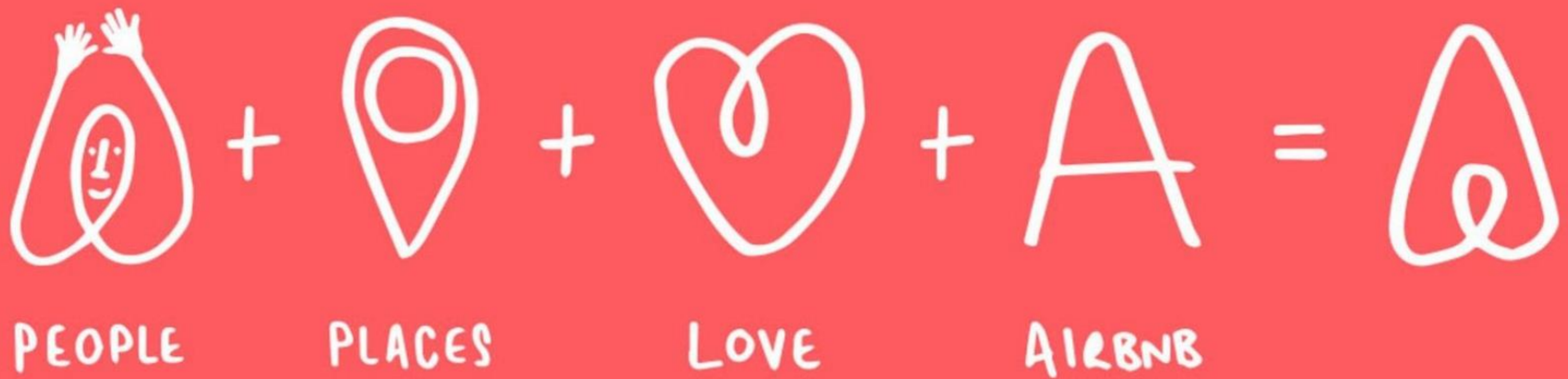
"When I am in Rome I want to feel Italian, when I am in Denmark I want to feel Danish... I am able to experience everything like living there."

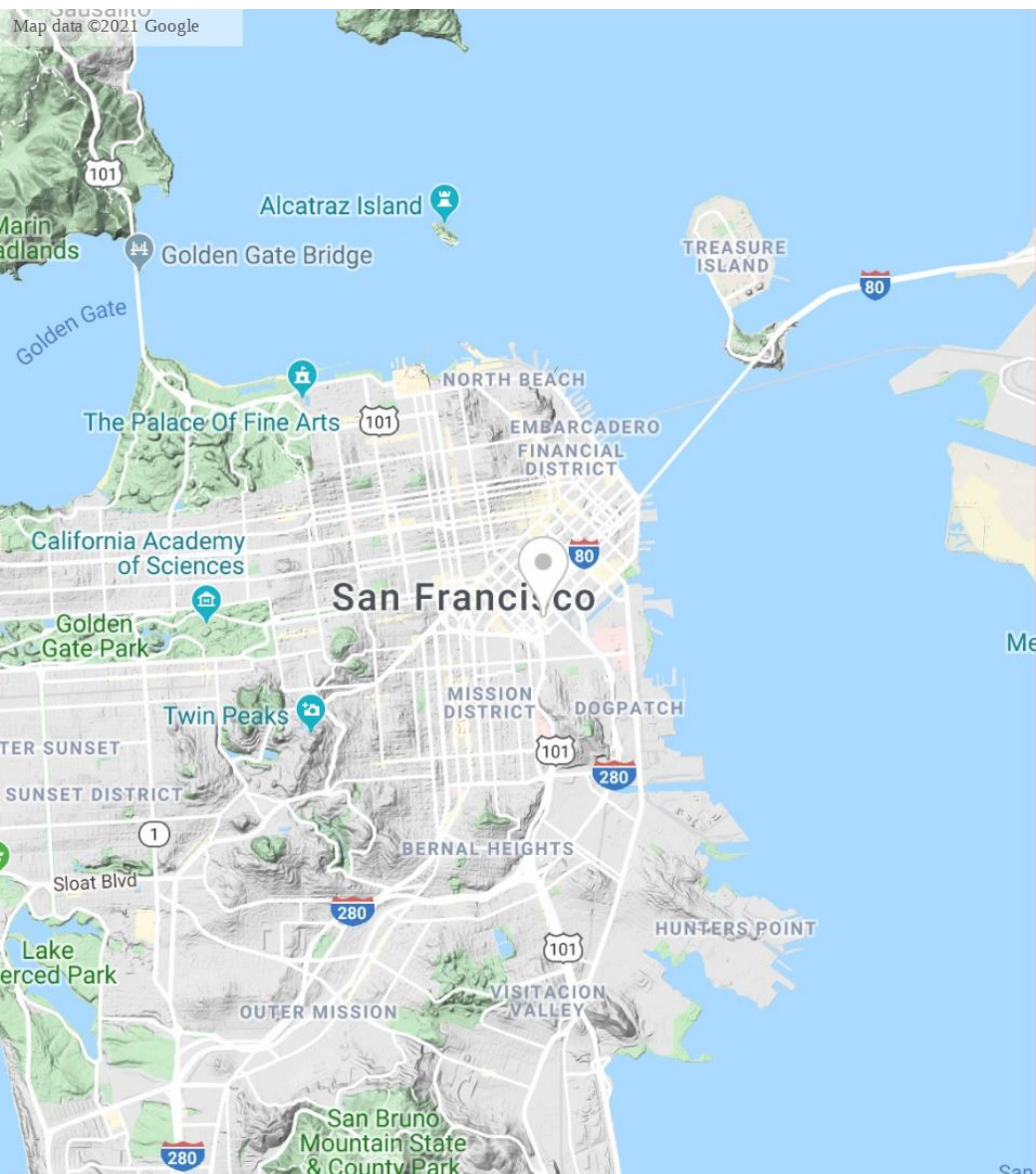
Anna

Reykjavik, Iceland



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Headquarters

888 Brannan St, San Francisco, CA 94103

 (855) 424-7262

 airbnb

 Airbnb

Press **Esc** to exit full screen

캡션 원본 ...



Uber Cab

Next-Generation Car
Service

Windows 정품 인증
[설정]으로 이동하여 Windows를 정품 인증하

Problem



Most cabs in 2008 use aging & inefficient technology.



Taxi-monopolies reduce the quality of service.



No GPS coordination between client/driver.

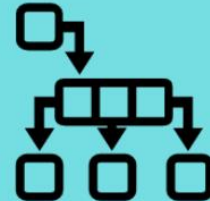
Solution



UberCab Concept: a fast & efficient on-demand car service.



Latest consumer web & device technology.



Automate dispatch to reduce wait-time.



Optimized fleets and incentivized drivers.

How it works:



Client must be a member to use the service.



Not hailed from the street but from your phone.



Guaranteed Pick-up (unlike a yellow-cab)

Key Differentiators



1-click hailing

"Pickup here in 5 mins"



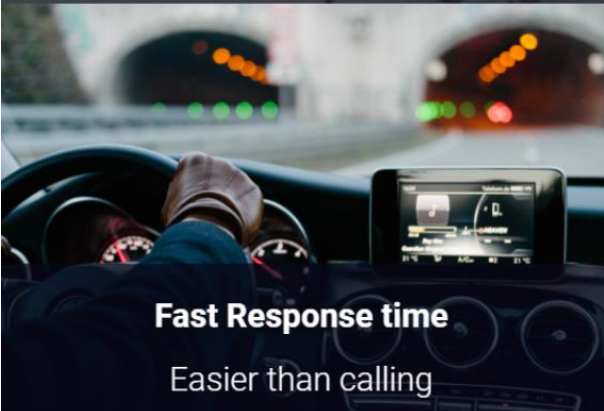
Members Only

Respectable clientele



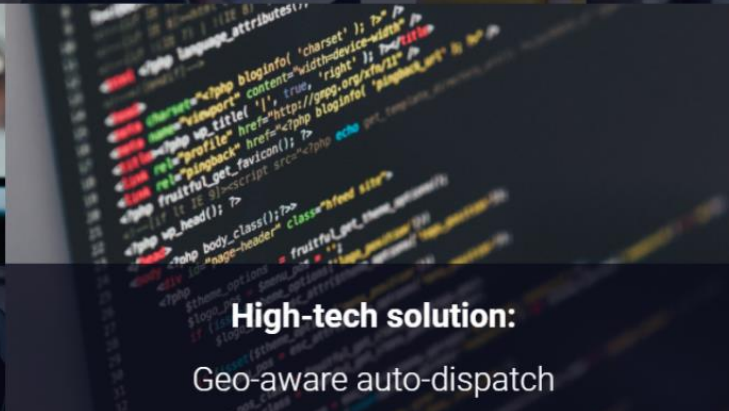
Optimized fleet

Logistical LBS software



Fast Response time

Easier than calling



High-tech solution:

Geo-aware auto-dispatch

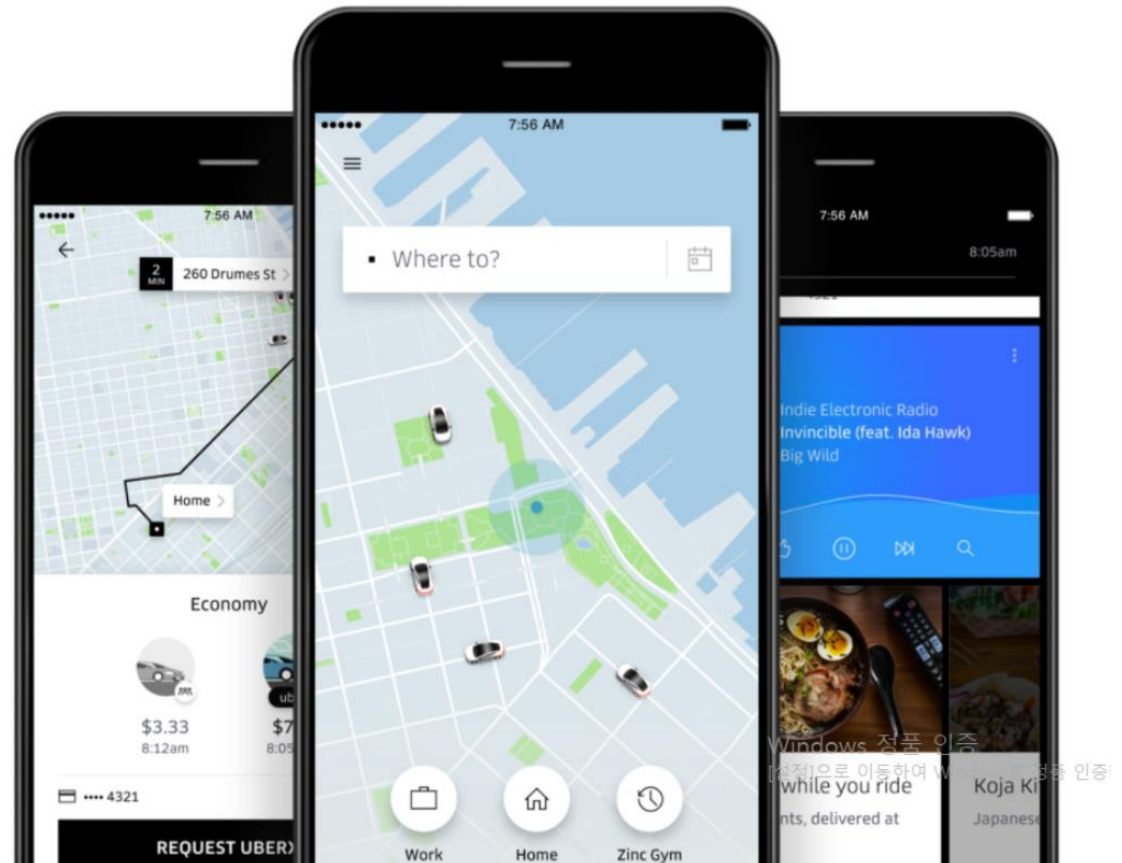


Great drivers

Rating system

Product

- 1-Click request from Geo-aware devices.
- Book Trips, show Fleet status, trip history.



Use-Cases



Trips to/from
restaurants, bars &
shows



Fast local transport
where parking isn't
easy



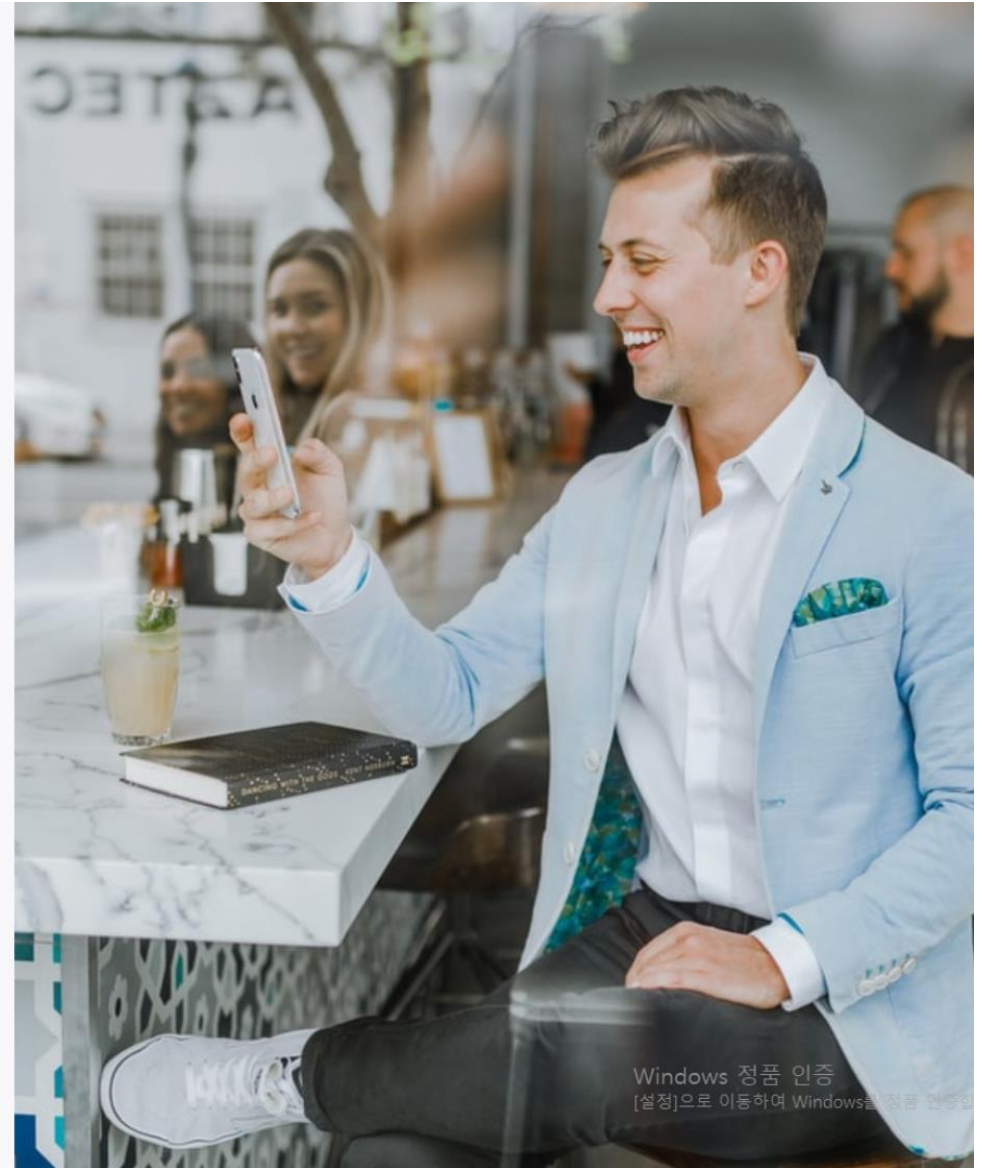
Airport
pickup/dropoff (pre-
scheduled)



Working while
commuting (wifi in
cars)

User Benefits

- UberCab would be faster & cheaper than a limo
- UberCab is nicer & safer than a regular taxicab



Windows 정품 인증
[설정]으로 이동하여 Windows를 정품 인증



Technology



Mobile phones +
intelligent
scheduling.



Payment/utilization.
Reputation tracking.



Patent-pending
system design.

Looking Forward: Potential Outcomes



Best-Case Scenario:
Becomes market leader,
\$1B+ in yearly revenue



Realistic Success Scenario
Gets 5% of the top 5 US
Cities. Generates 20-30M+
per year profit



Worst-Case Scenario
Remains a 10 car, 100
client service in SF. Time-
saver for San-Francisco
based executives.

Go-to Market Plan



Referral:

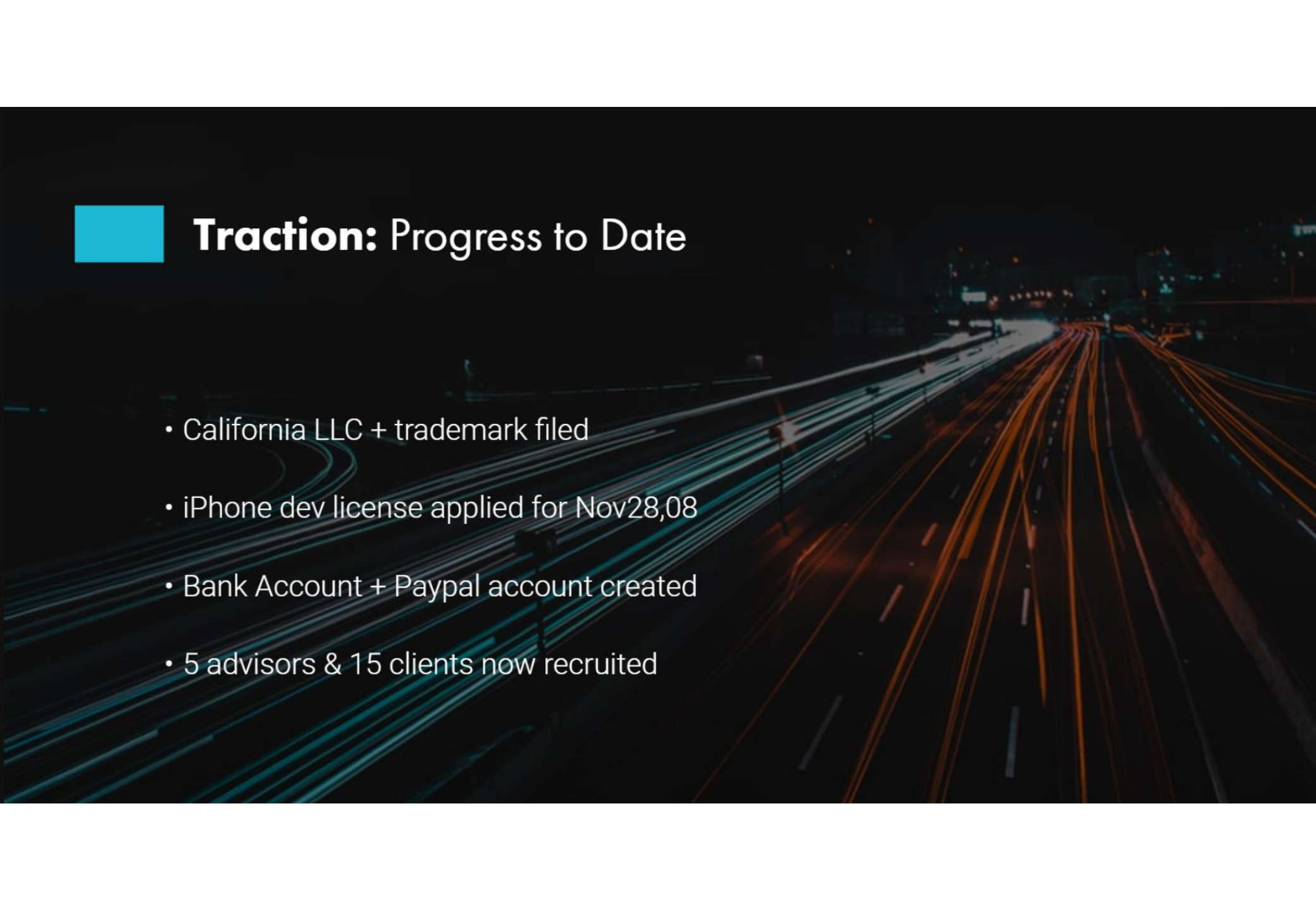
Invite only from an existing member



Virality:

Become the ubiquitous "premium" cab service





Traction: Progress to Date

- California LLC + trademark filed
- iPhone dev license applied for Nov28,08
- Bank Account + Paypal account created
- 5 advisors & 15 clients now recruited



NOTION

The Future of Work

Collaboration + productivity in one workspace



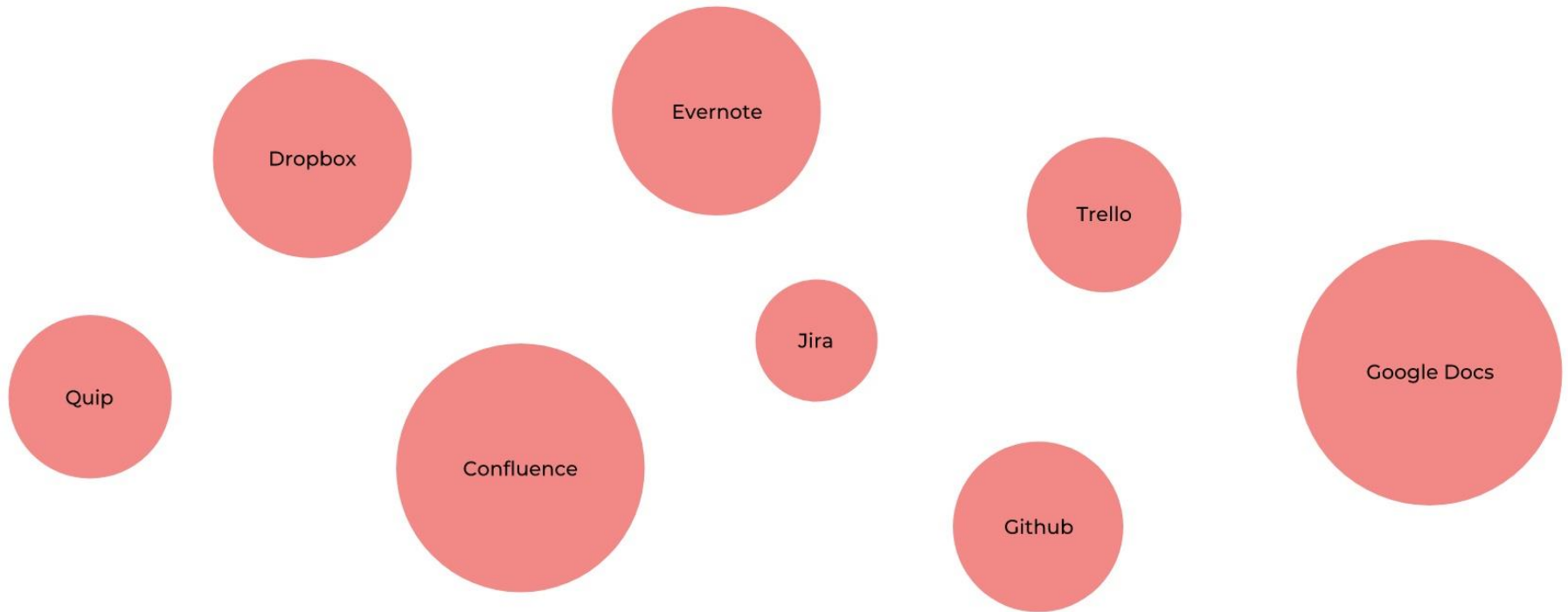
THE PROBLEM

Information is Silo'd



THE PROBLEM

Information is Scattered



Where things break down

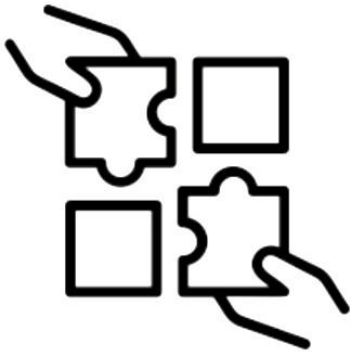


Lower productivity

- More time searching than reading docs
- Repeating the same things over and over
- Notification overload



Where things break down



Collaboration challenges

- Different teams on different tools
- Inconsistent processes
- Duplication of work



Where things break down



Lack of transparency

- History of decisions and projects unavailable
- Hard to share info across teams and geographies
- No place to broadcast information



THE SOLUTION

Organize all of your company's work in **one** single workspace.



What we do



Notes + docs



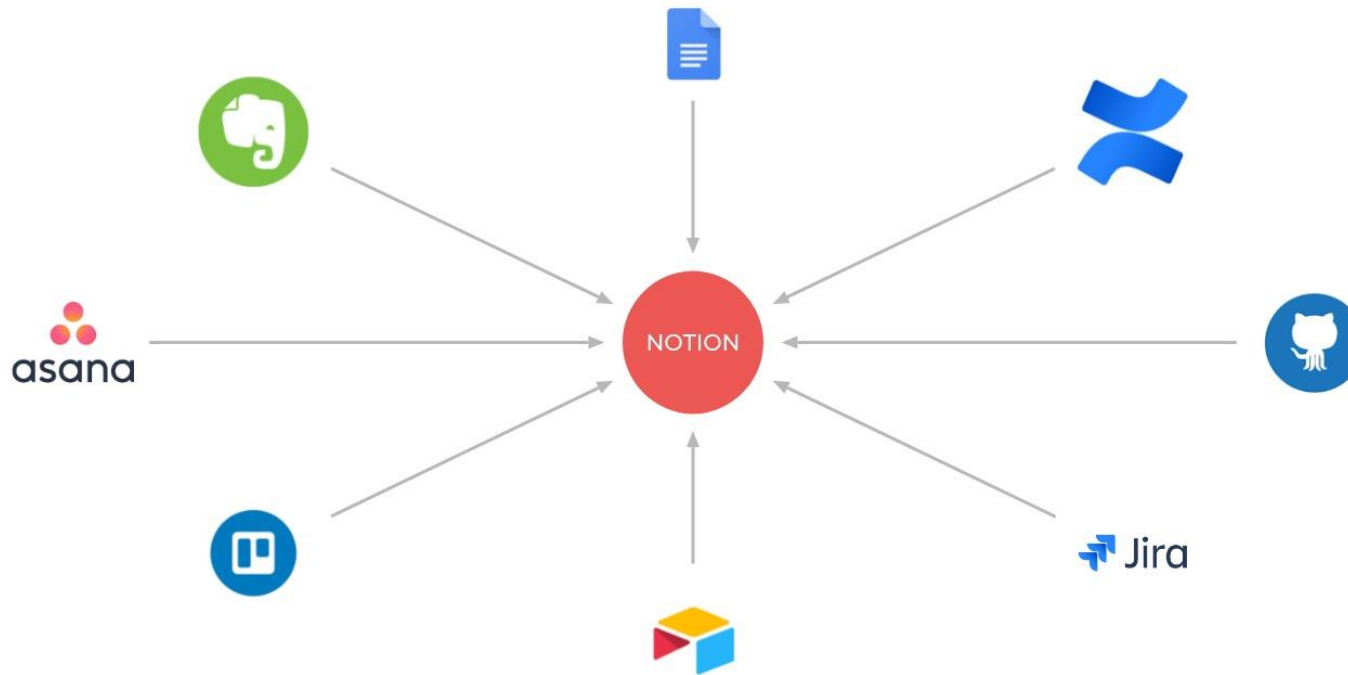
Knowledge base



Tasks + projects

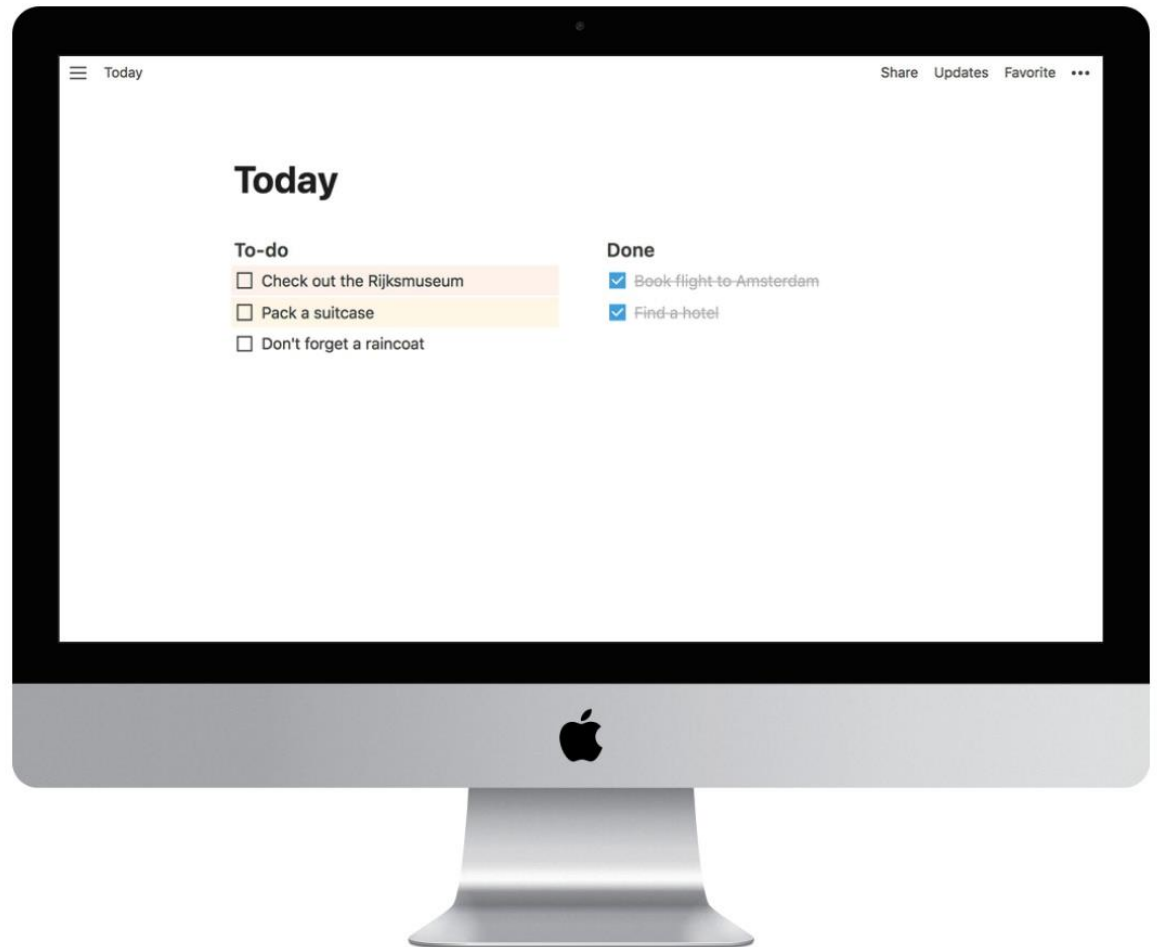


Consolidate everything in one place



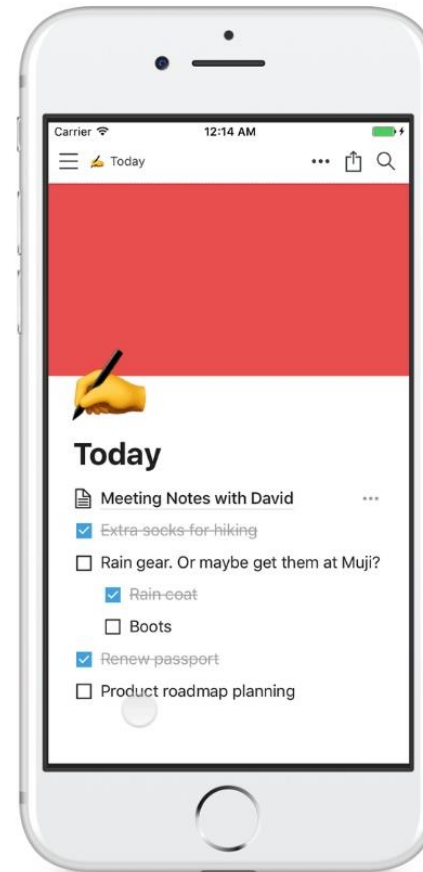
DESKTOP DEMO

How it works



MOBILE DEMO

How it works



100k+

Subscribers

Video

Just one of our 1,000,000+ happy users...

“The structure of Notion is really special. It gives all our work **context** and puts it a **click** away.”

A NOTION “TEAM PLAN” CUSTOMER



And many more happy brands...



Why does it matter?

As a company grows, **communication** and cross-functional **collaboration** become both more complex and more important.

People Just Love Us

“Without it, I couldn't do my job 1/2 as well in twice the time.”



Philip Marlowe, Head of Social Media

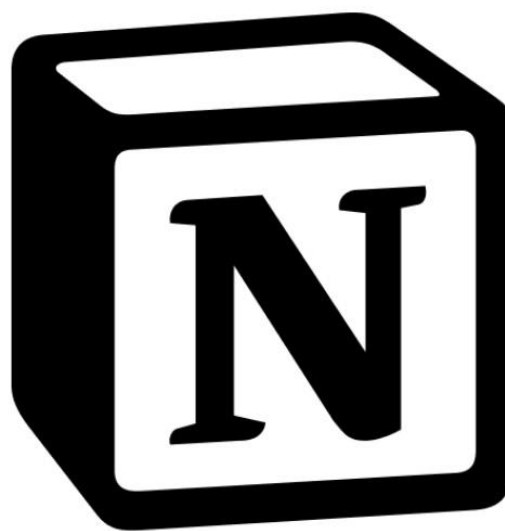


“The interface is gorgeous and so intuitive—it takes next to no time to onboard new team members.”



Lisa Hannah, Marketing





Appendix

Enterprise benefits



Unlimited workspaces



Unlimited version history



Dedicated CSM



Ownership of all data



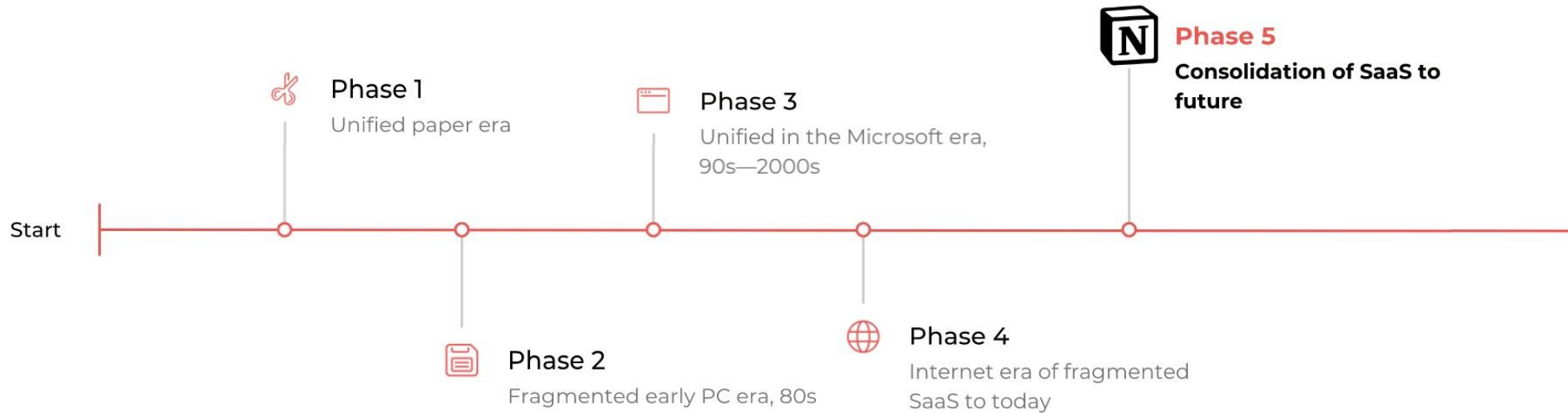
Access to new features



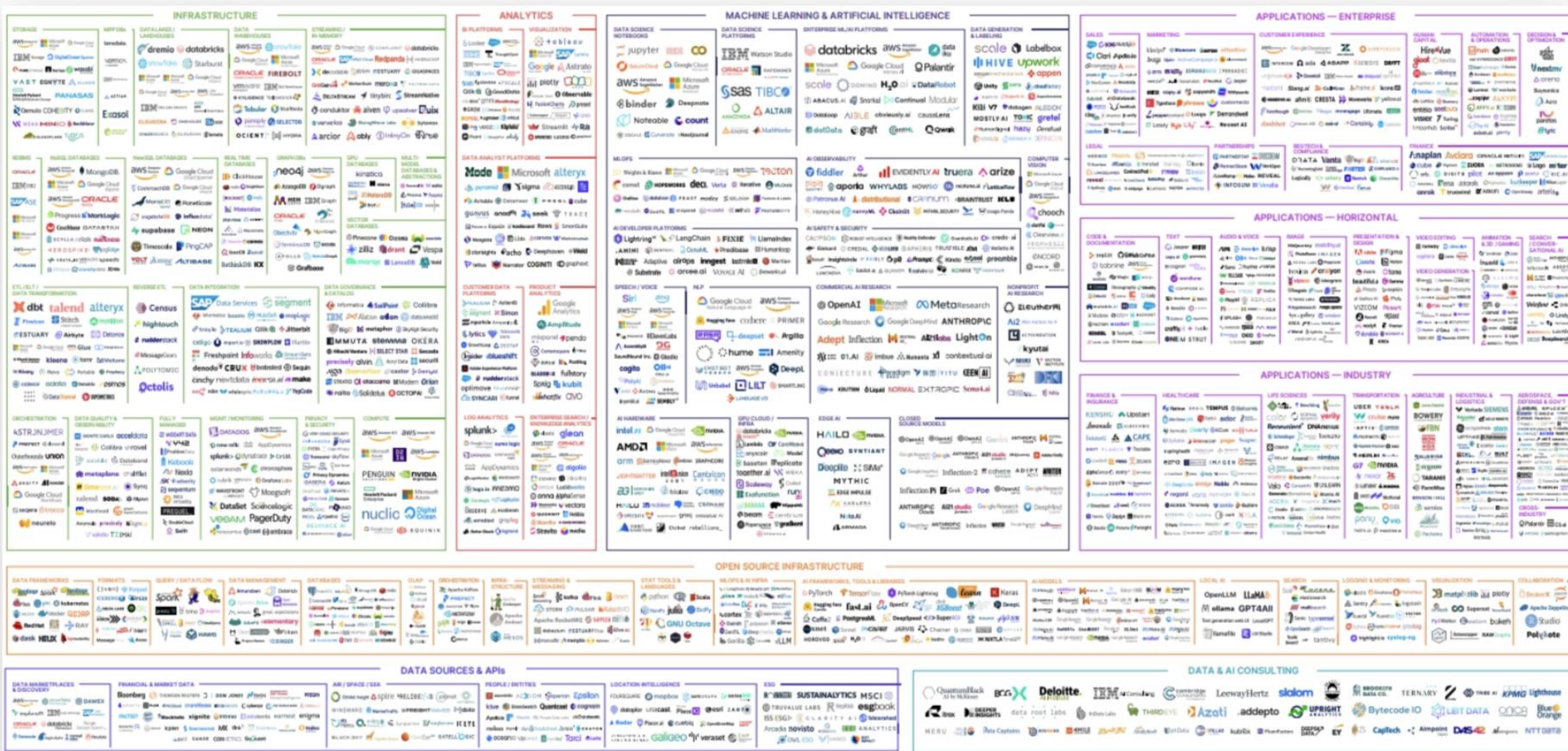
Single Sign-On



Our Story



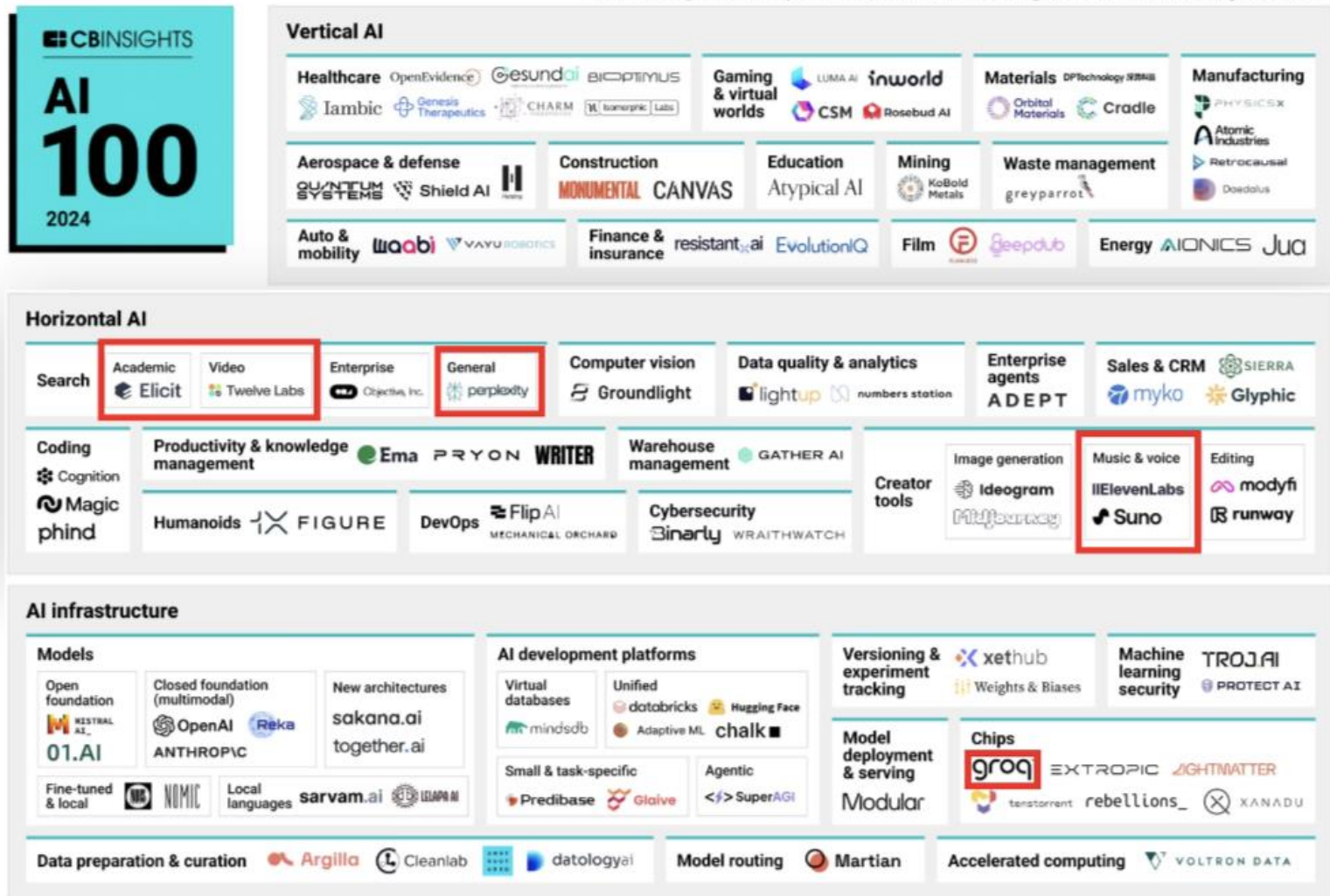
The 2024 MAD (Machine learning, AI, Data) Landscape <https://mattturk.com/mad2024/>



Tips

- CB Insight

Note: Companies are private as of 3/20/24. Categories are not mutually exclusive.



Tip

- CES

