



PAY WHAT YOU WANT FOR ROOM NIGHTS

PROBLEM



FLEXIBILITY

- Tools that allow hoteliers to introduce flexible pricing strategies are expensive and hard to obtain.



SEASONALITY

- Lots of hoteliers find it difficult to sell their rooms in lower seasons.



PERISHABILITY

- It is better to sell a room for a smaller rate instead of not selling it at all.



COMPETITIVE MARKET

- Smaller hospitality-related entities find it hard to fight with larger hotels and AirBnbs.



RATE PARITY

- Travel Agencies forbid hoteliers to publish lower rates online.



TIME

- There are so many travel-related websites it is difficult and time-consuming to find the best deal.



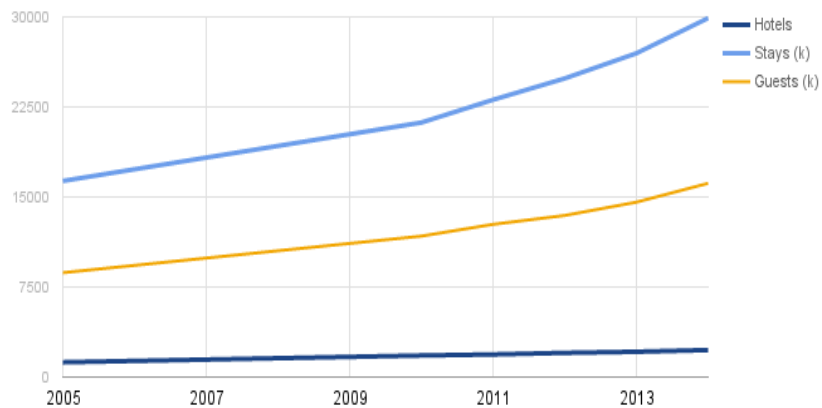
SOLUTION

Findbed is a place where tourists define the rates they are willing to pay for accomodation.

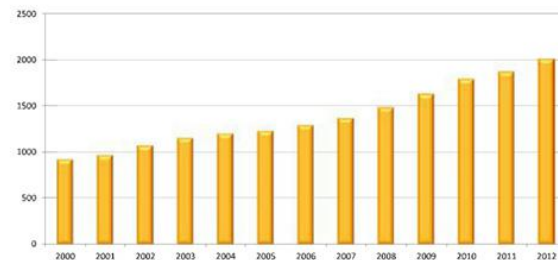


MARKET

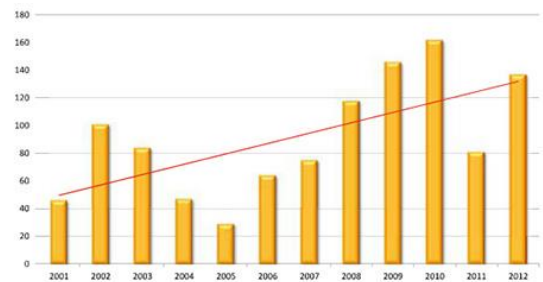
HOSPITALITY MARKET IN POLAND



Growth in the number of hotels in Poland 2000 - 2012



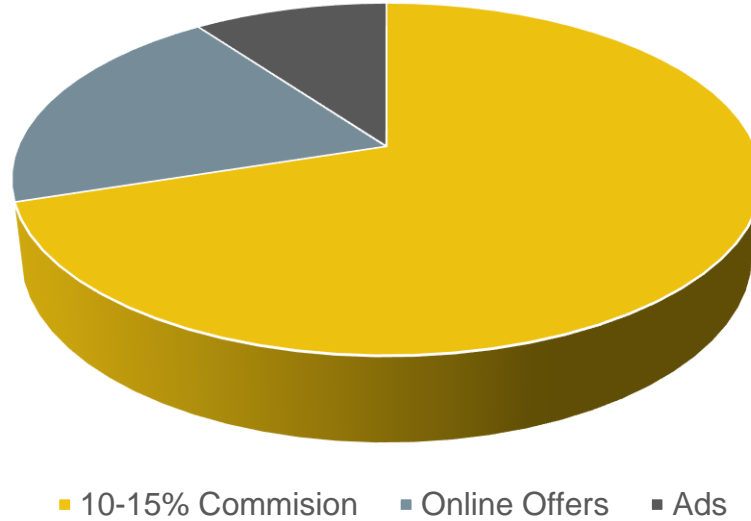
A year on year growth in new hotels in Poland 2000-2012



Prepared by Hotelon
Data by GUS

BUSINESS MODEL

FUTURE REVENUE STREAMS



COMPETITION

Booking.com

GROUPON™

TRAVELIST
PODRÓŻE PEŁNE INSPIRACJI

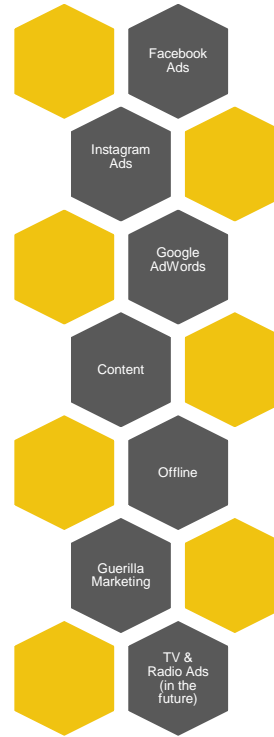
 nocowanie.pl

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trivago®

 findbed

MARKETING STRATEGY



TEAM



[Rafal Zielinski](#) - CEO FINDBED

Experience : Guest Service Manager in a 4* Adults-Only Hotel. Worked for Starwood Hotels and Accor Group.

Education : BA (Hons) Event & Venue Management from University of Wolverhampton

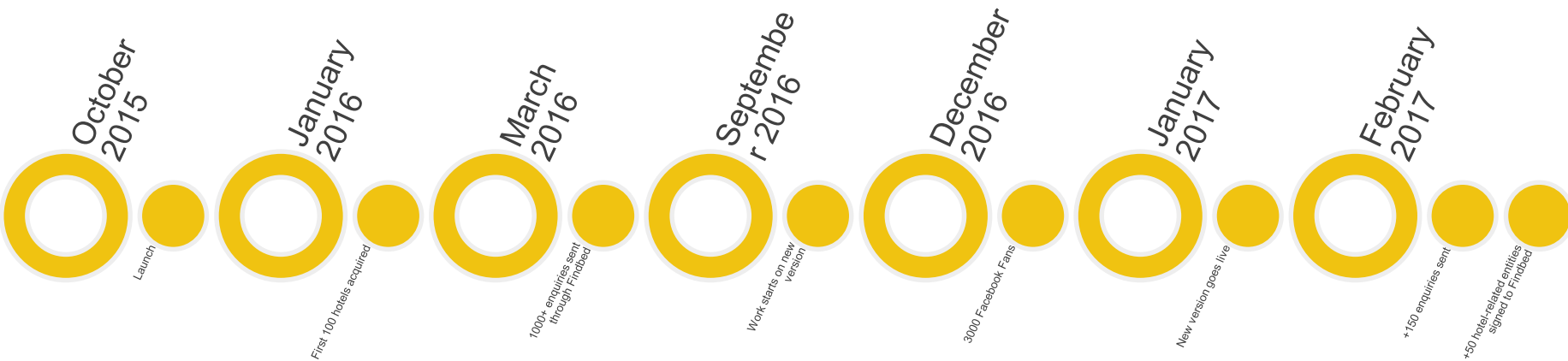


[Karol Bak](#) - CTO FINDBED

Experience : Owner of WebTie Agency

Education : Jagiellonian University student - 4th year of Computer Science

TIMELINE



THANK YOU!

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