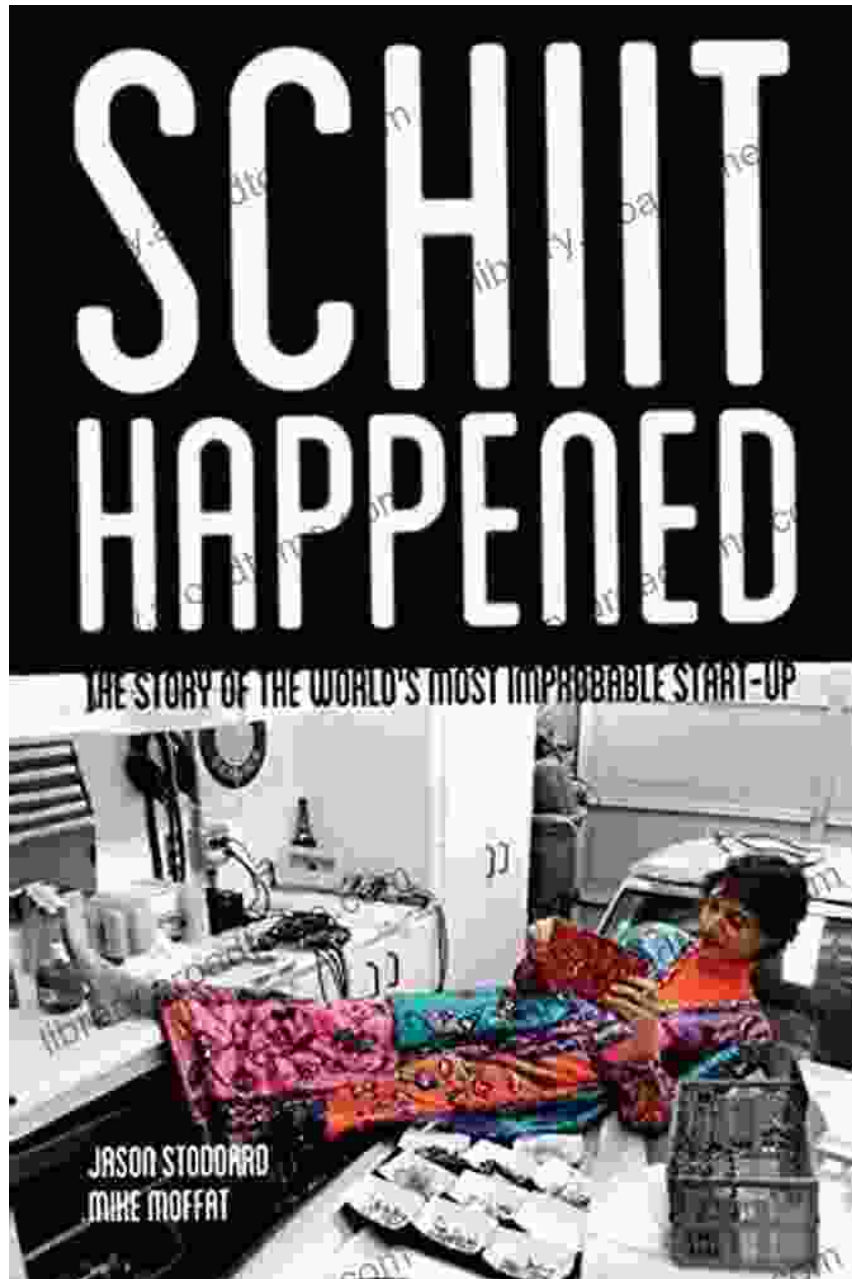


# The Story of the World's Most Improbable Start-Up: How Airbnb Became a \$31 Billion Success



**Schiit Happened: The Story of the World's Most Improbable Start-Up**

★★★★☆ 4.6 out of 5



Language	: English
File size	: 1328 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 383 pages
Lending	: Enabled



The story of Airbnb is one of the most improbable in business history. Two guys with an air mattress and a dream turned their idea into a \$31 billion success. This is their story.

## **The Early Days**

Brian Chesky and Joe Gebbia met in 2007 while living in San Francisco. They were both struggling to make ends meet, and when a design conference came to town, they realized that all the hotels were booked. Desperate for a place to stay, they decided to rent out their own apartments on an air mattress.

To their surprise, people were willing to pay for a place to stay on an air mattress. They quickly realized that they had a business on their hands. They called their new company Airbnb, and they soon started to gain traction.

## **The Challenges**

Airbnb's early days were not without their challenges. The company faced legal challenges from hotels and regulators, and they struggled to raise

money. But Chesky and Gebbia persevered, and they eventually overcame these obstacles.

One of the biggest challenges that Airbnb faced was the Great Recession. In 2008, the global economy collapsed, and Airbnb's bookings plummeted. Chesky and Gebbia were forced to lay off staff and they almost went out of business.

## **The Comeback**

Despite the challenges, Airbnb survived the Great Recession. In 2009, the company launched a new marketing campaign that focused on the human stories behind Airbnb hosts and guests. This campaign was a huge success, and it helped to revive Airbnb's bookings.

In the years since the Great Recession, Airbnb has continued to grow rapidly. The company has expanded into new markets, and it has launched new products and services. Today, Airbnb is one of the most successful companies in the world.

## **The Lessons**

The story of Airbnb is a great example of how anything is possible with hard work and determination. Chesky and Gebbia faced many challenges, but they never gave up on their dream. They persevered, and they eventually achieved success.

Here are some of the lessons that we can learn from the story of Airbnb:

- Don't be afraid to take risks.
- Never give up on your dreams.

- The power of perseverance is necessary.

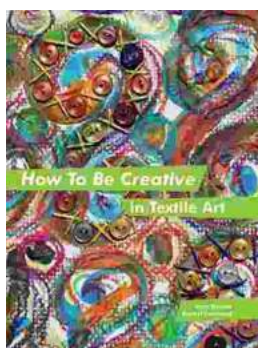
If you have a dream, don't let anything stop you from pursuing it. Hard work and determination can make anything possible.



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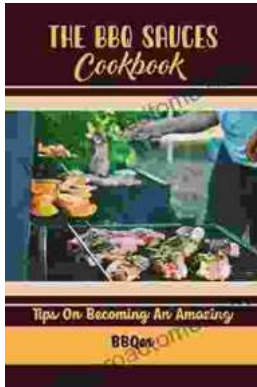
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