

IE 101 | Innovation and Entrepreneurship 101

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Introducing the Airbnb Pitch Deck Case

As you read the case, consider these questions:

1. How does the deck turn a simple travel frustration into an entrepreneurial story?
2. Which slide creates the strongest link between need, approach, benefits, and competition?
3. What should a student team borrow from this deck, and what should it avoid copying too literally?