

How it started

Airbnb's co-founders, Joe Gebbia and Brian Chesky, were friends from design school in New York. In 2007, they

¹ _____ (share) an apartment in San Francisco. They ² _____ (both / look) for work and having a hard time paying their rent. When they ³ _____ (hear) a design conference was coming to San Francisco, and the city's hotels were fully booked, they ⁴ _____ (decide) to offer their flat as cheap accommodation to participants. They quickly designed a simple website and soon ⁵ _____ (find) three paying guests who slept on airbeds on their living-room floor. They even cooked their guests breakfast and that's where

the Airbnb name came from. They charged \$80 each a night. As they ⁶ _____ (wave) their guests goodbye, they thought they had a new business concept – the idea of a sharing economy.

In the summer of 2008 they had 800 listings but the site ⁷ _____ (not make) any money. So they ⁸ _____ (fly) to New York, the city where they had the most customers, to find out what problems people ⁹ _____ (have) with the service. They found that many of their listing photos were poor quality, so they rented a professional camera and ¹⁰ _____ (take) photos of people's apartments. Today, Airbnb has hosted over 35 million guests in 34,000 towns and cities around the world.