



de la torre

Media Clip

- **Topic:** Monetization Strategies for digital products (Design + Code workshop)
- **Publication:** Arabnet
- **URL:** <http://news.arabnet.me/monetization-strategies-for-digital-products-design-code-workshop/>
- **Date:** 18.03.2015

The screenshot shows the Arabnet website interface. The top navigation bar includes 'arabnet', 'NEWS', 'CONFERENCE', 'STARTUP DATABASE', 'JOB BOARD', 'ABOUT', and 'AR'. Below this is a secondary navigation bar with 'BUSINESS', 'DIGITAL MEDIA', 'ENTREPRENEURSHIP', 'EVENTS', and 'TECHNOLOGY'. The main content area features a large image of a presentation slide titled 'Airbnb Business Model' and 'HOW AIRBNB STARTED'. The slide content includes:

- Airbnb Business Model**
When a client / person is willing to drive the product
- Estimated value: \$1.3 billion
- Last year's Rank/Valuation: N/A
- Business: Offers a global network of accommodations offered by hosts.

The 'HOW AIRBNB STARTED' section shows a timeline from 2008 to 2015. A red circle highlights the '2011' mark on the timeline, which is labeled 'LAUNCH'. Below the slide, a caption reads: 'After the ideation and development of a startup the real challenge is the launch and management phase'. To the right of the main image is a sidebar with a list of news articles, including 'Team-Building...', 'Virtual Reality Boom Rising in MENA', '10 Tips to Startup Success', 'Win Big at the UAE Drones for Good Award!', and 'VR vs AR: The Battle for Tech's Love'. A Windows watermark is visible in the bottom right corner of the screenshot.