

《Airbnb不想只做民宿，现在进军办公楼了》

As Airbnb absorbs more and more of the demand for housing, it ' s exploring how to monetize opportunities beyond vacation rentals.

??Airbnb??

A marketplace for longer-term corporate housing could be a huge business, but rather than build that itself, Airbnb is making a strategic investment in one of the market leaders called Zeus Living, which will list its homes on the Airbnb site.

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In just four years of redecorating landlords' homes and renting them to relocated workers for 30-day stays (or longer), Zeus Living has grown to a \$100 million revenue run rate.

Zeus Living????????????????30?(????)????????????1????

It boosted revenue 300% in 2019, and now has 250 employees and more than 2,000 homes under management.

2019????300%????250????2,000???

Zeus makes money by charging landlords one free month of usage, and marking up the rent charged to customers.

Zeus????????????????????????????????????

It could rent out a \$4,000 per month home for \$5,000 plus take the extra month to earn \$16,000 in a year.

????4000????5000????????????????????16000???

Zeus CEO and co-founder Kulveer Taggar tells me, "I fundamentally believe that a lot of human potential is bound by location. At Zeus, we're deeply committed to making it easier for people to live where opportunity takes them." It's already hosted 27,000 residents for a total of 650,000 nights.

Zeus????????????????????"????????????????????Zeus????????????????????"????27,000????650,000???

Strong margins, swift momentum and that megatrend of more mobile workforces have earned Zeus Living a new \$55 million Series B round it's announcing on TechCrunch today.

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The funding comes from Airbnb, Comcast, CEAS Investments and Alumni Ventures Group, plus existing investors Alumni Ventures Group, Initialized Capital, NFX and Spike Ventures. The funding comes at a \$205 million post-money valuation.

????Airbnb????CEAS????Alumni Ventures Group????????Alumni Ventures Group?Initialized Capital?NFX?Spike Ventures????????2.05????

