Brian Chesky

an American billionaire technology entrepreneur, co-founder and the CEO of the peer to peer lodging service Airbnb ("Air Bed and Breakfast"), alongside Joe Gebbia and Nathan Blecharczyk in 2008

Creativity

Back in 2007 in San Francisco, he needed to pay his rent, but was broke... he noticed that all hotel rooms in the city were booked. The youngster saw an opportunity, bought a few airbeds and quickly put up a site called "Air Bed and Breakfast." The idea was to offer visitors a place to sleep and breakfast in the morning.

Determination

He's started from selling cereals, had many problems with advertising the company and its ideas... but right now all the hard work is paying off. People are extremely interested in the sevices of Airbnb.

Risk-taking

At the beginning of the business, he was desperate because he needed to pay rent. He decided to take a risky decision, to rent his place to 3 people.

Humility

He continues to use humility in dealing with various company conflicts. Specifically, issues that have arisen with landlords and city governments are being approached with a desire to understand.

Mindfulness

He' s pledged to give at least half his fortune to charity over the course of lifetime (along with Gebbia and Blecharczyk).

Sense of humor

Alongside Gebbia and Blecharczyk he'c come up with funny jingles for the advertisement of Airbnb.

Vision

At the beginning of the Airbnb project, people thought he was crazy for starting it, But he saw the bigger picture that other people couldn't.

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