



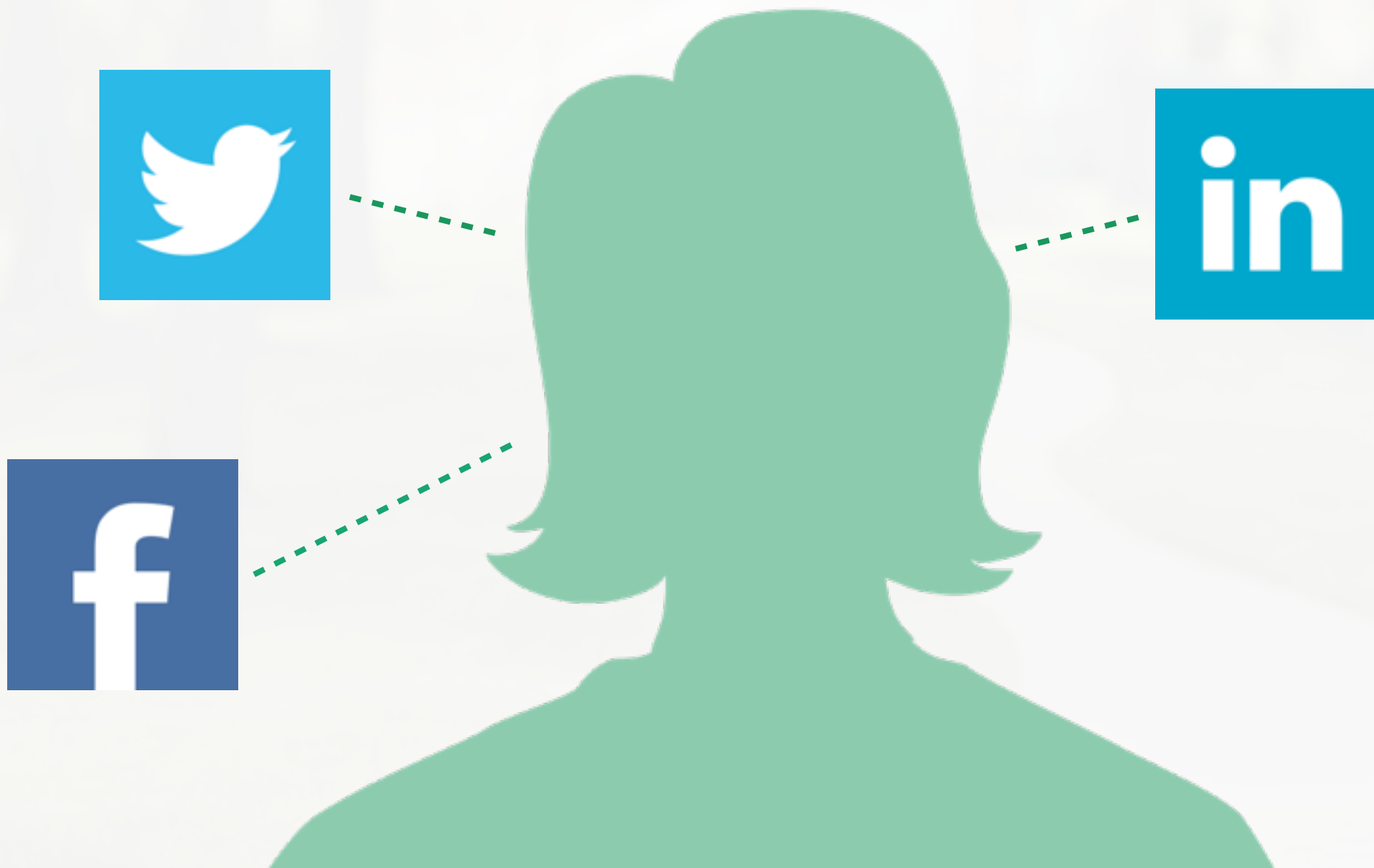
Nextdoor

Introducing Nextdoor

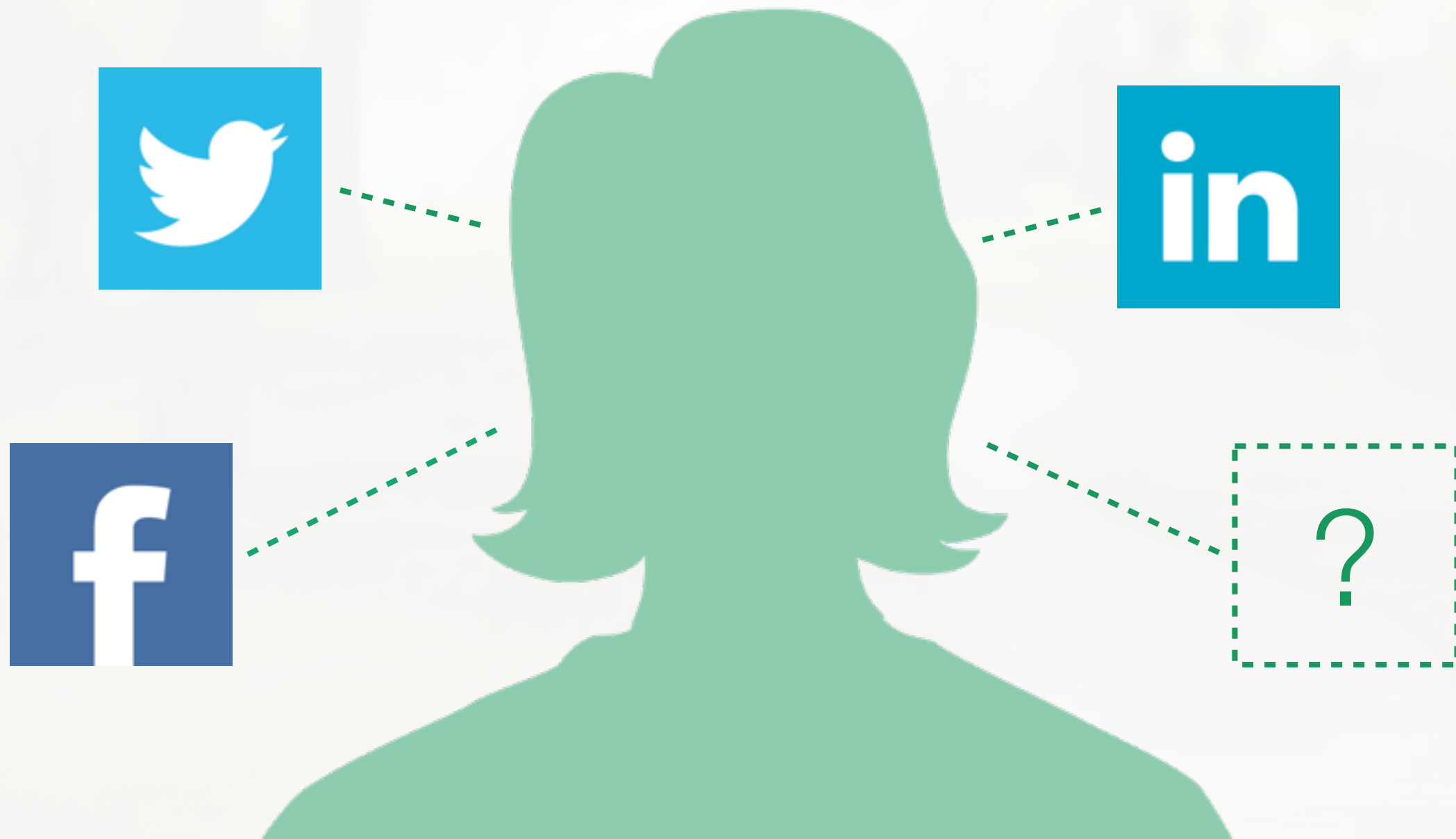


Nextdoor is the private social network
for your neighborhood

There are social networks for many important parts of our lives

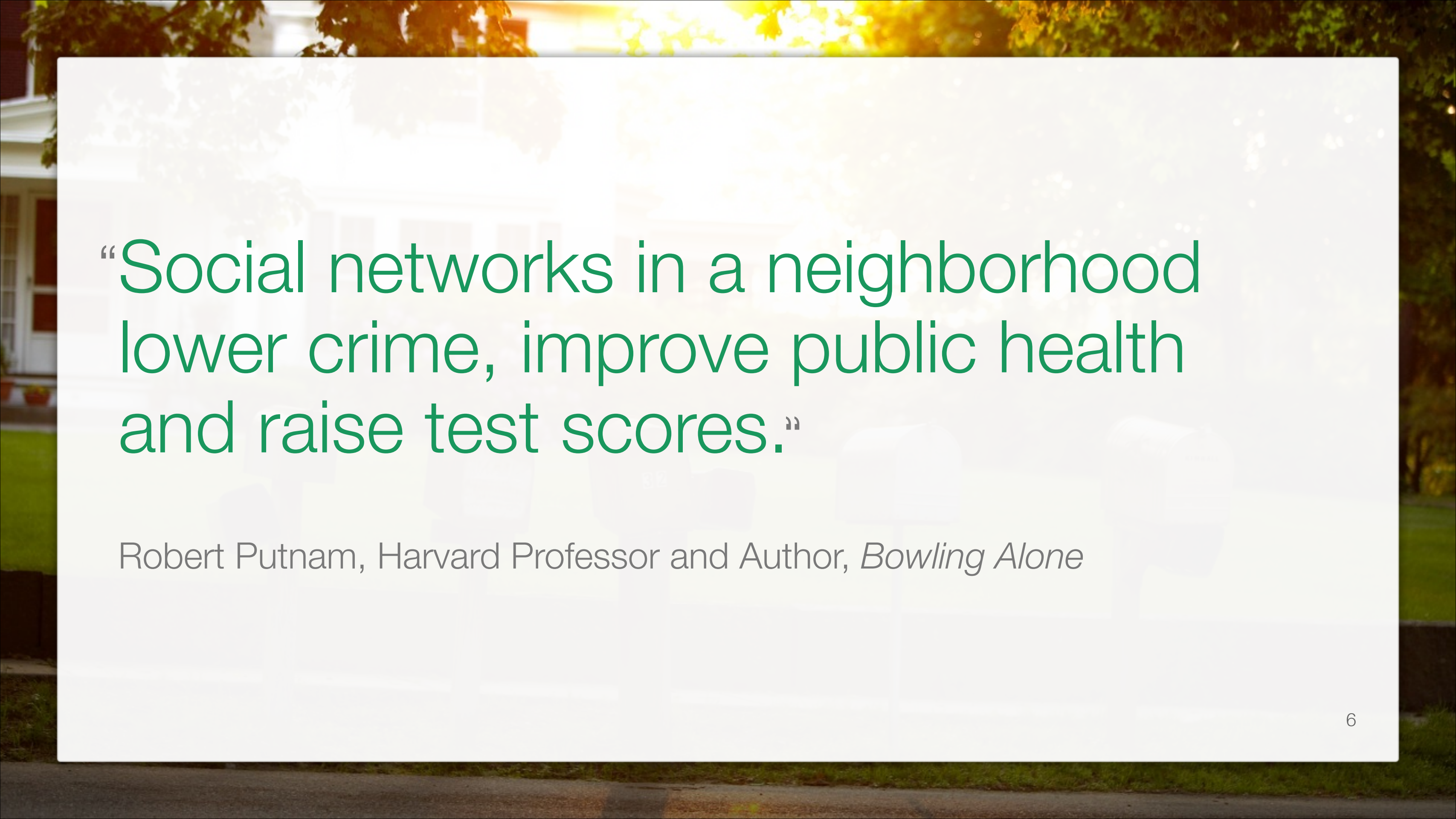


Yet there is no social network for the part of our lives closest to home



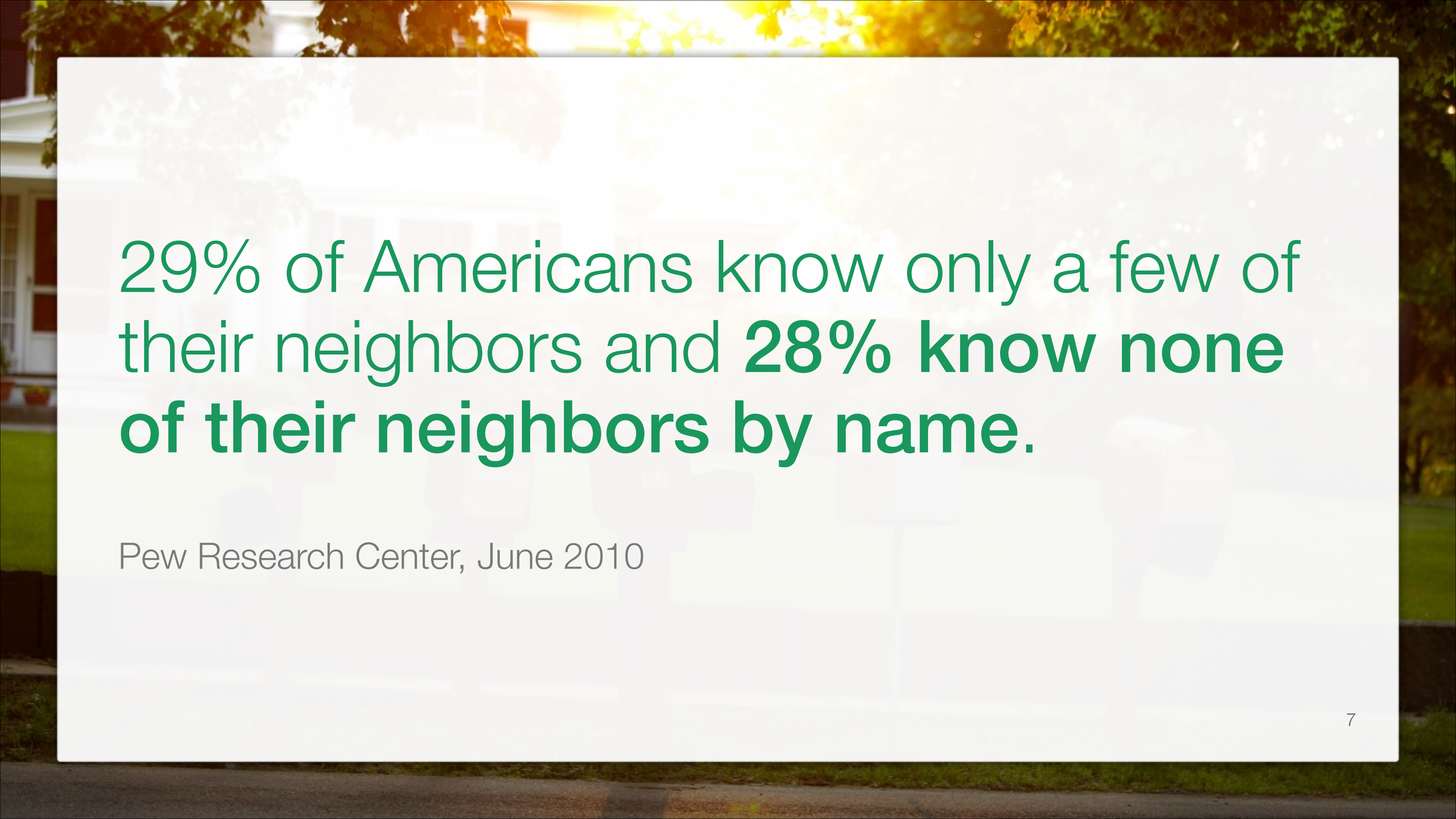


The neighborhood is one of the
original social networks

The background of the slide is a photograph of a suburban street. On the left, a portion of a white house with a red door is visible. The street is lined with green trees and grass. In the distance, more houses and trees are visible under a bright, slightly hazy sky. The overall tone is warm and peaceful.

“Social networks in a neighborhood
lower crime, improve public health
and raise test scores.”

Robert Putnam, Harvard Professor and Author, *Bowling Alone*



29% of Americans know only a few of their neighbors and **28% know none of their neighbors by name.**

Pew Research Center, June 2010



Nextdoor helps bring back a sense of community to the neighborhood



Private

Privacy is critical to creating a safe, trusting environment

- Private and secure neighborhood websites
- Real names and address verification
- Nothing is indexed by search engines



Local

A product built ground-up for the neighborhood

- Location is the network's organizing principle
- Designed to connect neighbors, not friends
- Creation of offline growth mechanisms (postcards)



Useful

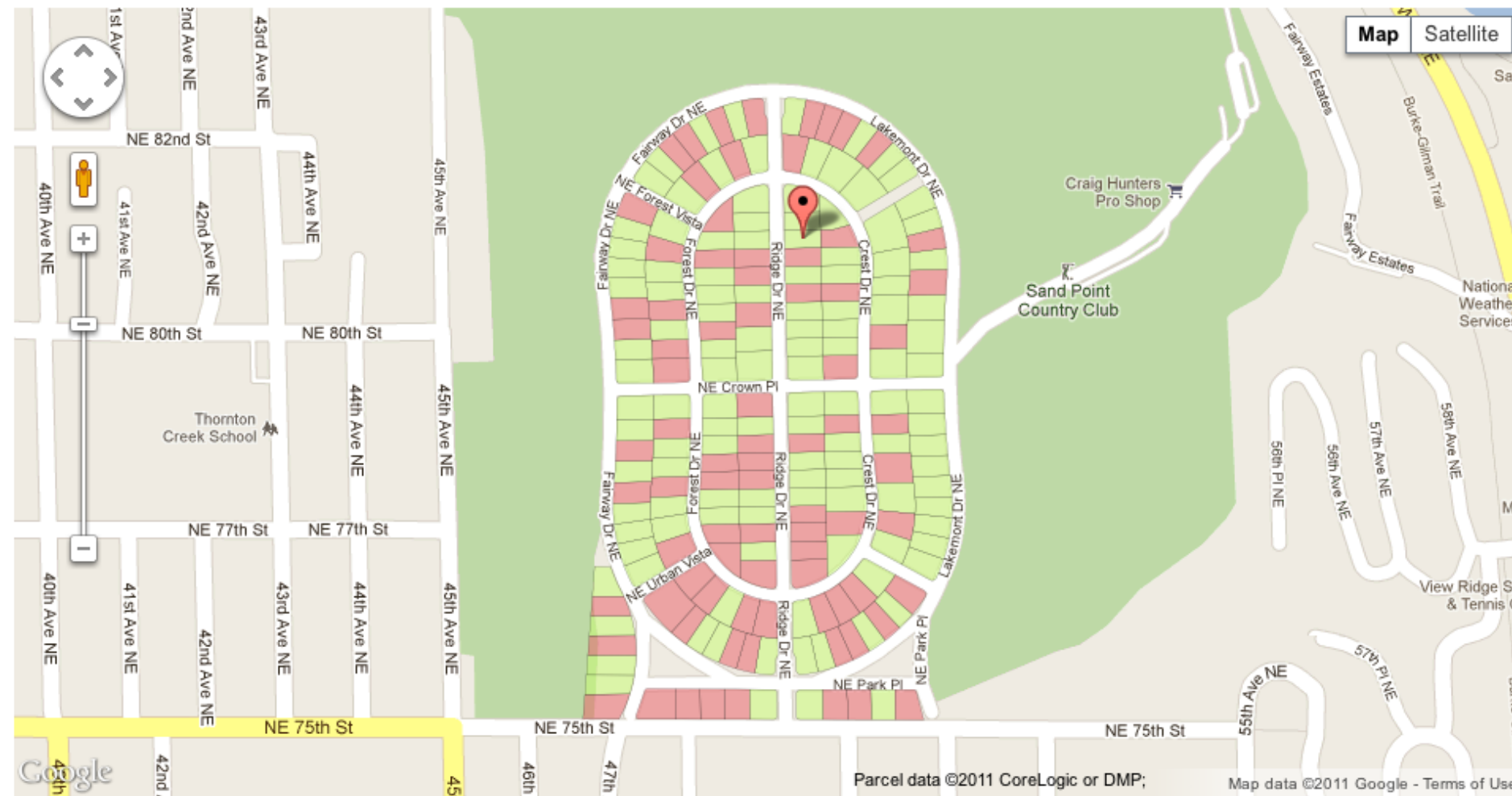
Utility makes the service an essential resource

- Recommendations
- Classifieds
- Local events
- Crime and safety
- Civic issues

Only neighborhood residents can join

Click on any property to see who lives there or [invite a neighbor](#) who is missing out.

Members Households
140 121
(59% of total)



Address verification

Every neighbor must verify their home address using one of these methods:

- Postcard with a unique code sent to home address
- Mobile phone or landline phone verification
- Credit card billing address which matches home address
- Email invitation from a previously-verified neighbor or through a Lead
- Social Security Number



Share online, what you would in person

- Only you and your neighbors can see what is shared
- Every neighbor has to verify their address
- Every neighbor signs in with their real name
- Your website is password protected and encrypted
- Nextdoor never shares your information with advertisers

FIRST YEAR

176

Neighborhoods

26

States



TODAY

30,171

Neighborhoods

50

States

Many major cities have reached a tipping point



San Francisco
97%



San Jose
96%



Seattle
94%



Denver
91%



San Diego
88%

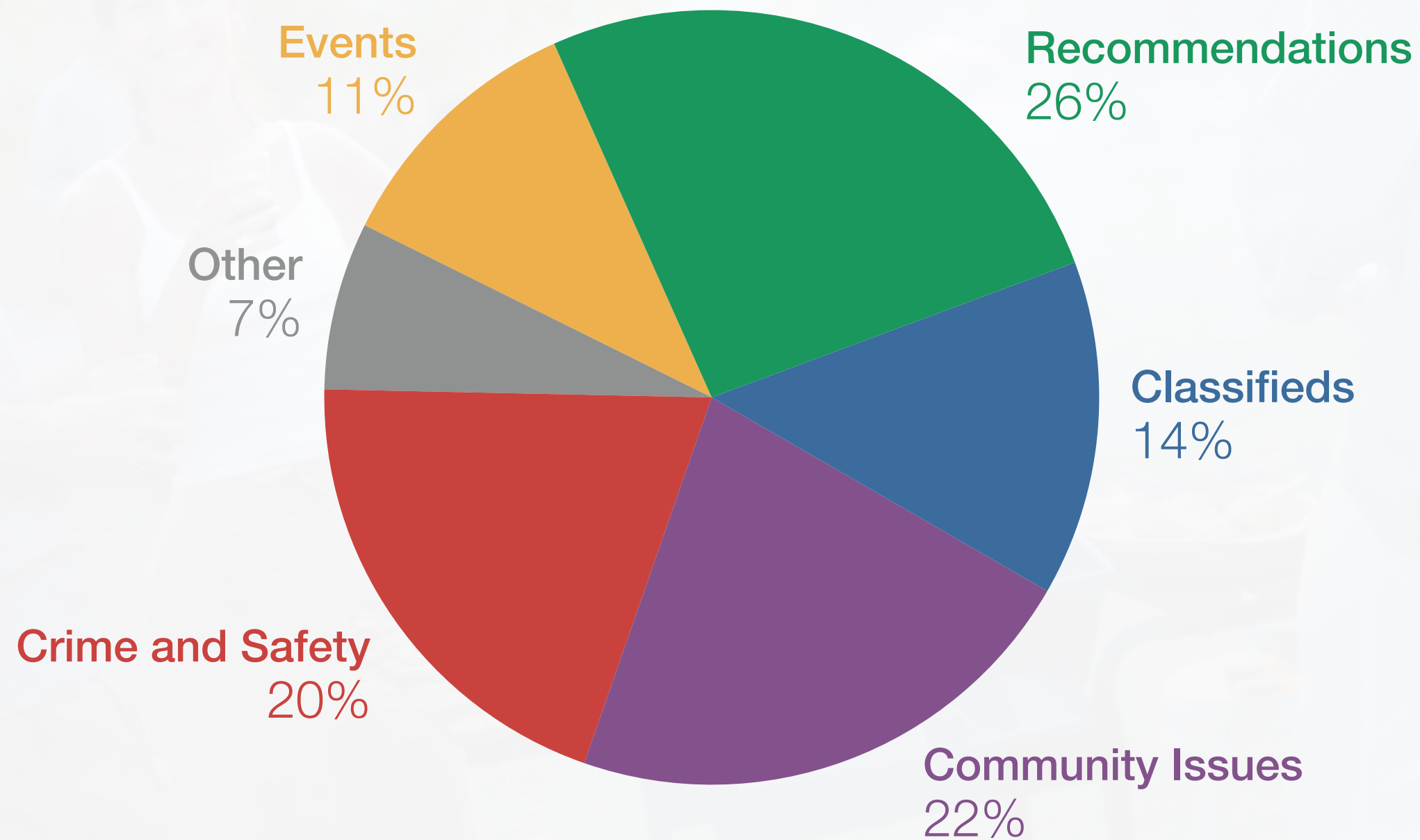


Dallas
80%



Chicago
65%

Wide range of use cases



Neighbor-to-neighbor conversation is powerful



Recommendations · Community issues · Crime and safety · Classifieds · Events

Integrating city services adds even more value



Power outages · Emergency evacuations · Amber alerts · Disaster recovery
Weather alerts · CERT training · Vandalism · Traffic and construction

Nextdoor has integrated 150 cities

City partnerships

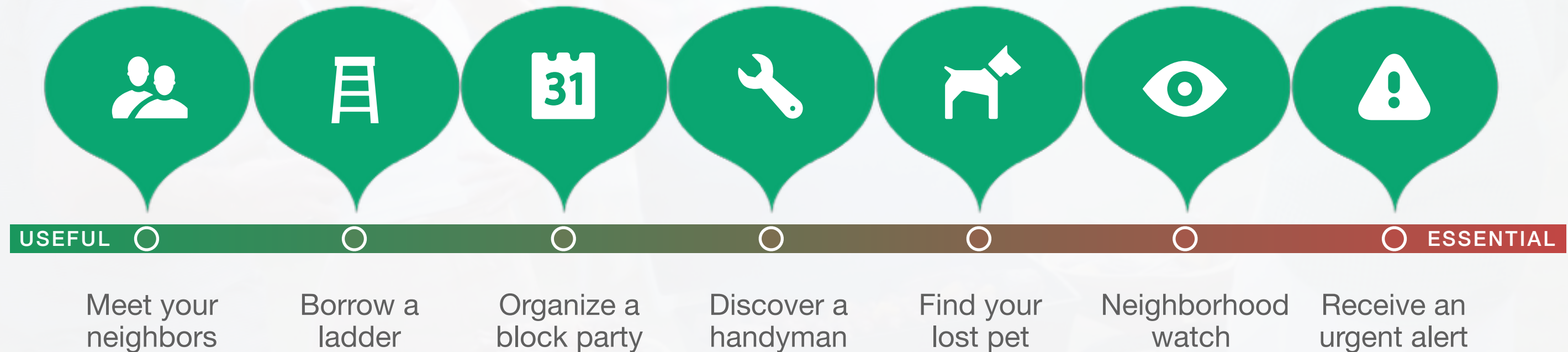
New York, NY
Dallas, TX
Houston, TX
San Jose, CA
San Diego, CA
Phoenix, AZ
+ 150 others



“Nextdoor makes it easy for neighbors to establish their own virtual neighborhood watches, which are vital in combating crime and strengthening communities.”

David Brown, Chief of Police, Dallas, TX

Nextdoor becomes a lifeline to the neighborhood





Thank you