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
“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.
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)

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

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.
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.
Wide range of use cases

- Recommendations: 26%
- Community Issues: 22%
- Crime and Safety: 20%
- Classifieds: 14%
- Events: 11%
- Other: 7%
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

- Meet your neighbors
- Borrow a ladder
- Organize a block party
- Discover a handyman
- Find your lost pet
- Neighborhood watch
- Receive an urgent alert
Thank you