



# Nextdoor

Introducing Nextdoor

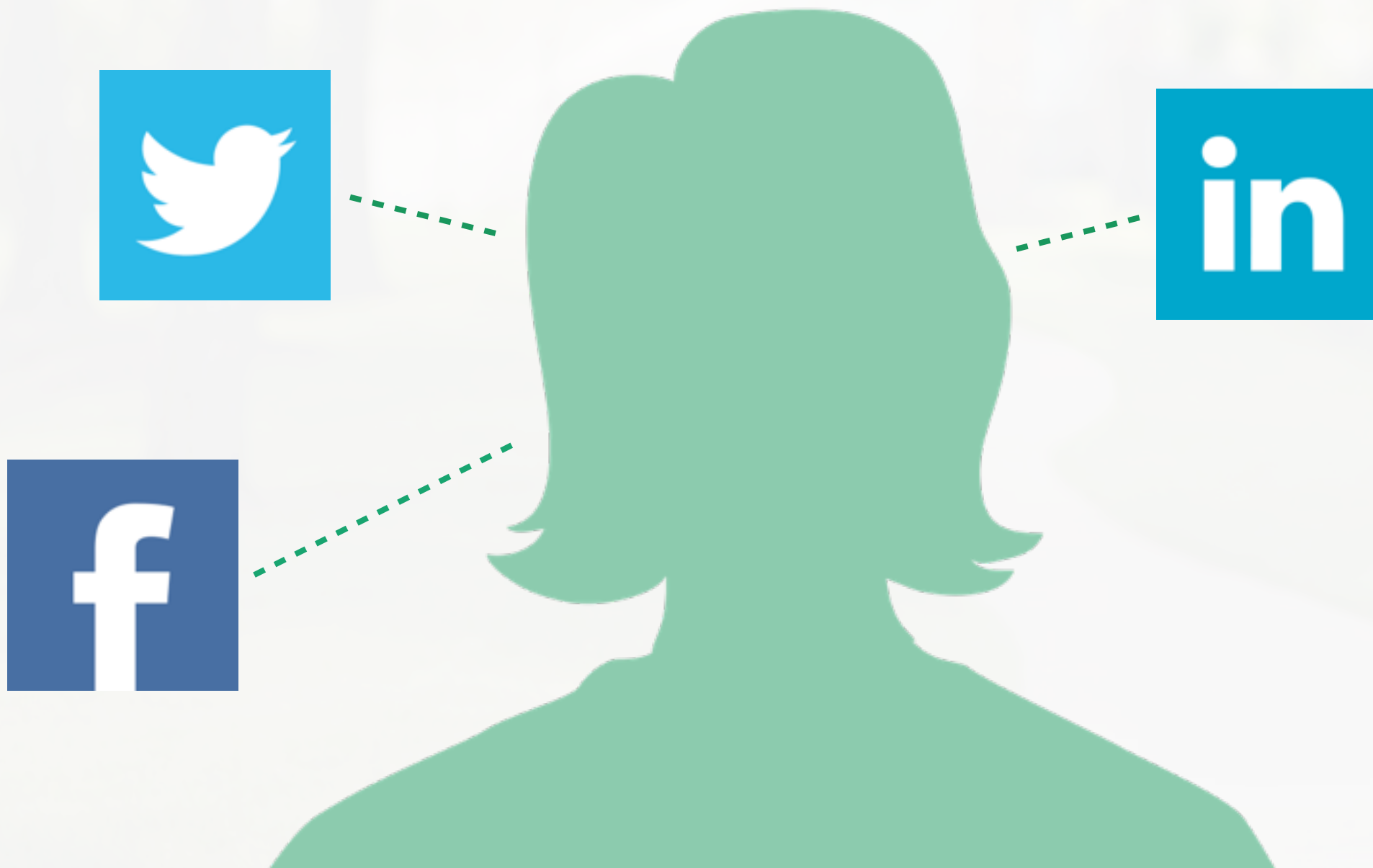




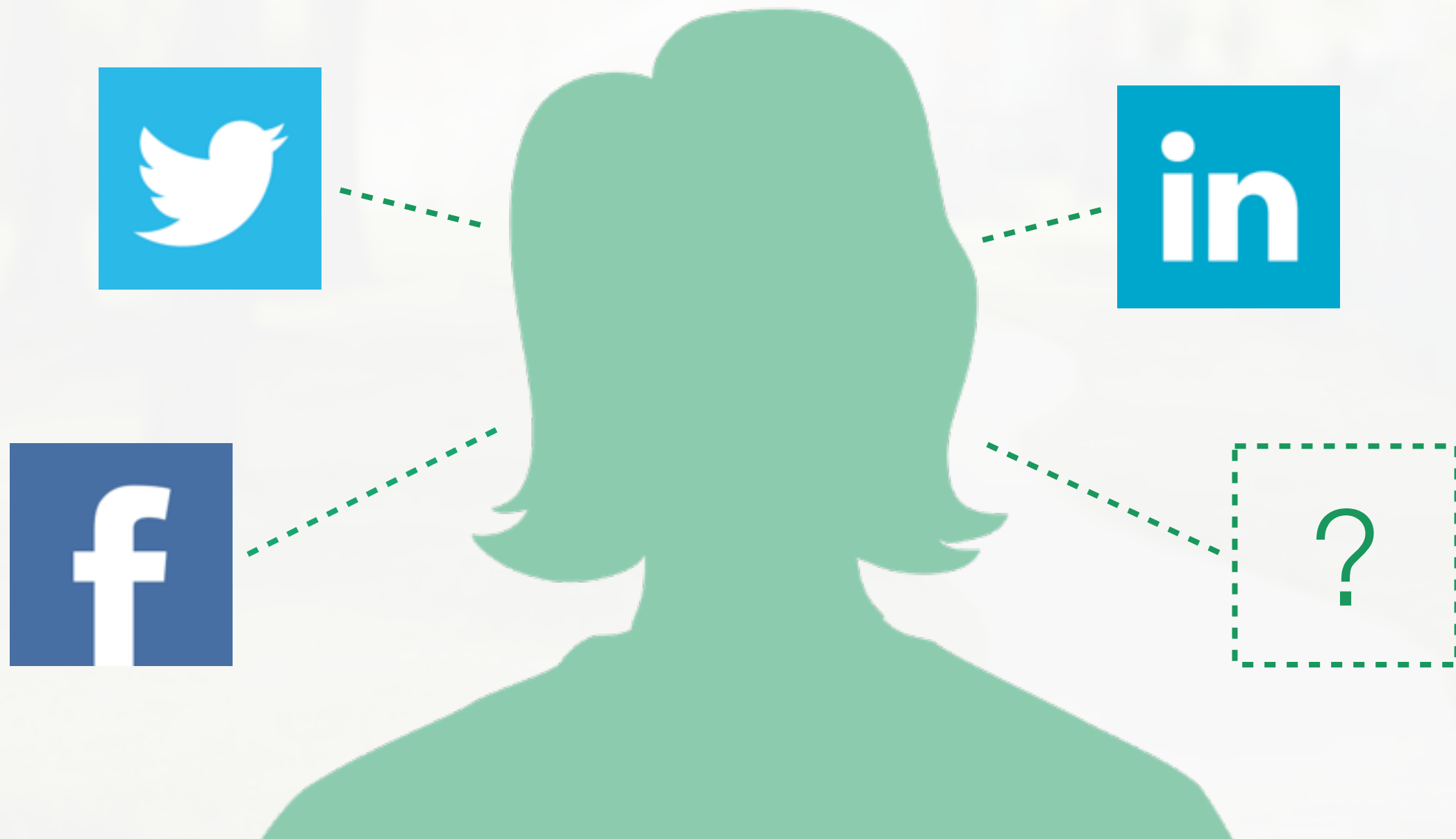
Nextdoor is the private social network  
for your neighborhood



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



“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

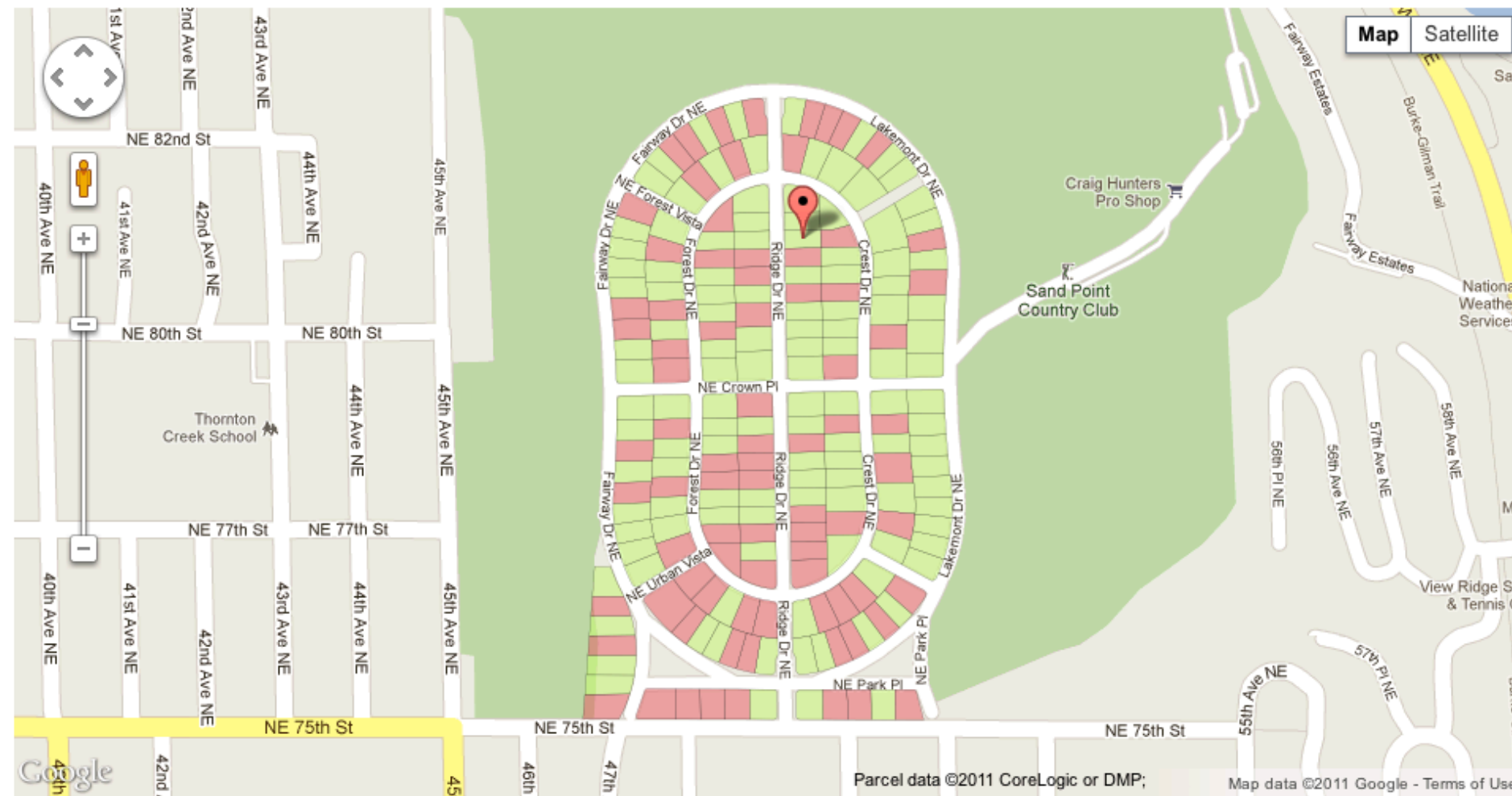
- Recommendations
- Classifieds
- Local events
- Crime and safety
- Civic issues



# 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%**



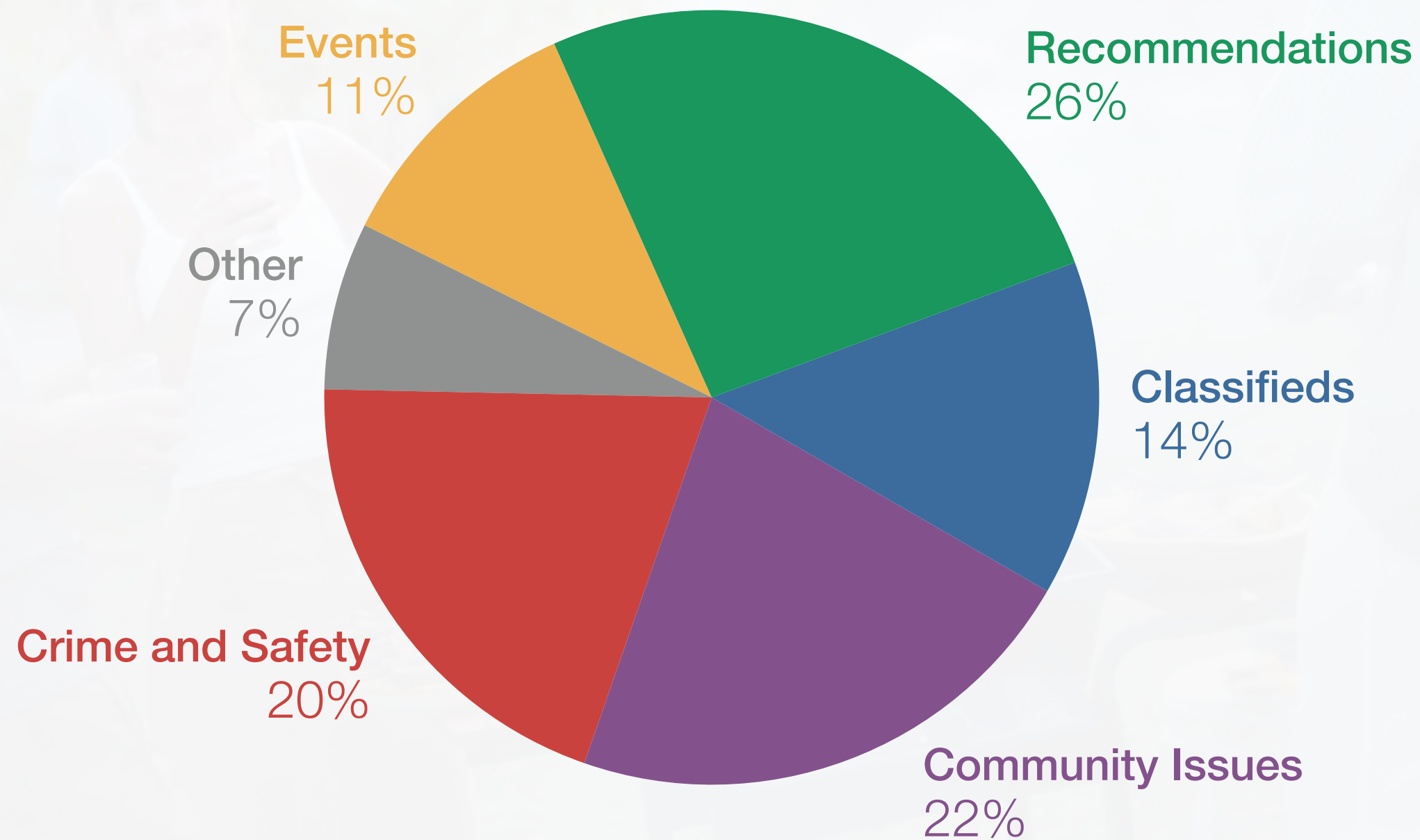
Dallas  
**80%**



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



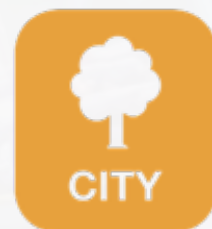
Power outages · Emergency evacuations · Amber alerts · Disaster recovery  
Weather alerts · CERT training · Vandalism · Traffic and construction



# Nextdoor has integrated 150 cities

## City partnerships

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

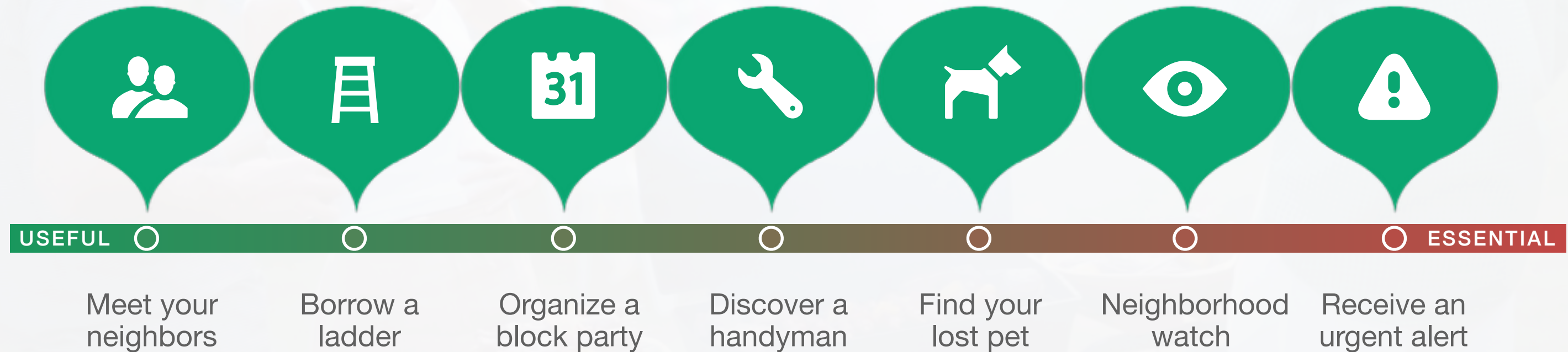


“Nextdoor makes it easy for neighbors to establish their own virtual neighborhood watches, which are vital in combating crime and strengthening communities.”

David Brown, Chief of Police, Dallas, TX



# Nextdoor becomes a lifeline to the neighborhood







Thank you