Introducing Nextdoor
Nextdoor is the private social network for the neighborhood
There are social networks for many important parts of our lives
Yet there is no social network for that 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
Built from the ground-up for the neighborhood

- **Private**
  Real names and address verification; no public access

- **Local**
  Discrete neighborhood boundaries; map-based UI

- **Useful**
  Recommendations, classifieds, events, crime/safety, and more
Only neighborhood residents can join
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
Today, 50% of U.S. neighborhoods are using Nextdoor

Green indicated neighborhood density at a county level. Based on U.S. census data.
Penetration in major cities is strong and growing

San Francisco 97%
Seattle 97%
Denver 97%
Austin 94%
Atlanta 92%
San Diego 90%
Los Angeles 89%
Dallas 88%
Houston 86%
Philadelphia 86%
Chicago 85%
Washington DC 81%
Wide range of use cases
Neighbor-to-neighbor conversation is powerful

Recommendations · Community issues · Crime and safety · Classifieds · Events
Residents also want to hear from local agencies

Power outages · Emergency evacuations · Amber alerts · Disaster recovery
Weather alerts · CERT training · Vandalism · Traffic and construction
Nextdoor has over 1600 public agency partnerships

Agency partnerships
- Austin, TX
- Columbus, OH
- Dallas, TX
- Miami-Dade County, FL
- Phoenix, AZ
- San Jose, CA
- + 1,600 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 quickly 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