

Nextdoor Backgrounder

Overview

What is Nextdoor?

Nextdoor is the free and private social network for neighborhoods, enabling members to easily connect and communicate with each other to build happier and safer places to call home. We believe that when neighbors start talking, good things happen.

Unfortunately, in recent years we have lost touch with the neighborhood. In fact, a recent report by [The Pew Research Institute](#) shows that nearly 30 percent of Americans know none of their neighbors by name. While there are plenty of online services that can connect us to people far and wide, there hasn't been anything that will connect us to the people right outside our front doors.

Nextdoor is trying to change that by using the power of technology to bring back a sense of community to the neighborhood. Using Nextdoor, neighbors can now easily connect about the things that matter right outside their doors.

The Nextdoor platform was specifically designed to make neighbors feel comfortable sharing information with one another. All members must verify that they live within the neighborhood before they can join. Information shared on Nextdoor is password-protected and cannot be accessed by those outside the neighborhood or found on Google or other search engines. And Nextdoor never shares personal information with any third parties.

How does Nextdoor work?

Each neighborhood creates a private Nextdoor website that is accessible only to the residents of that neighborhood. Once neighbors verify their addresses and join their neighborhood website, they can find other neighbors in the resident directory, view a neighborhood map, ask for advice, exchange local recommendations, and share neighborhood information with each other. Neighbors can choose to see and respond to updates via email or only on the website or mobile apps.

What types of things do people do on Nextdoor?

Neighbors can use their Nextdoor websites to ask questions, get to know one another, and exchange local advice and recommendations.

Neighbors can use Nextdoor to help one another:

- Find trustworthy babysitters, plumbers, and dentists in the area
- Report suspicious activity and neighborhood crime
- Organize neighborhood events, such as garage sales and block parties
- Get assistance to find lost pets and missing packages
- Sell or give away items, like an old kitchen table or bike

What kinds of features are on Nextdoor to help me connect and communicate with my neighbors?

Each Nextdoor neighborhood website provides the following features:

- Neighborhood map and directory of neighbors
- Special sections that allow members to easily access specific information that matters to them, such as Crime & Safety, Lost & Found, Classifieds, Recommendations, and Free Items
- The ability to create and communicate directly with specific groups of neighbors based on interests, such as runners, parents, or dog owners
- A Nearby Neighborhoods feature that allows members to distribute their messages to reach other members through a customized surrounding area of Nextdoor neighborhoods
- The ability to easily invite other neighbors as well as family and friends outside their neighborhood to join Nextdoor via email, postcards, or downloadable flyers

Can members access Nextdoor on a mobile phone?

Yes. Nextdoor launched Nextdoor for iPhone and iPod touch in May 2013 and launched Nextdoor for Android in August 2013. The Nextdoor App is designed to help keep neighbors connected and safe anytime, from anywhere. Neighbors can now use their mobile devices to:

- Send an urgent alert about suspicious activity
- Share a photo with neighbors of a lost dog
- Warn neighbors about road construction
- Communicate about graffiti and organize cleanup
- Report lost keys found on the sidewalk

The Nextdoor App is free and available for immediate download at www.nextdoor.com/mobile.

Nextdoor can also be accessed through mobile phone browsers.

Why did you create the Nearby Neighborhoods feature?

We realized that while it's important to stay connected with one's immediate neighbors, there are certain types of information that are beneficial to send to or receive from residents in surrounding neighborhoods, such as alerts of crime and suspicious activity, requests to help find lost pets, promoting items for sale, or inquiring about local recommendations. If a post is relevant to a wider audience in the community, members will now have the option to share their information with these neighbors as well.

Will nearby neighbors have access to my personal information?

No. Nearby neighbors cannot access profile pages of members who live outside their own neighborhood. When posting to Nearby Neighborhoods, a member is simply listed by name and neighborhood name. No personal information, including street address, is shared across

neighborhood boundaries.

How is Nextdoor different from my neighborhood mailing list?

Nextdoor is designed for the specific communication needs of a neighborhood. For example, Nextdoor websites include a neighborhood map and directory of residents, so it's easy to know who you're talking to. When a neighbor shares a recommendation for a favorite local service (e.g. gardener, cleaning service, tutor), it's automatically catalogued so anyone can easily refer back to it at any time. Nextdoor also features Urgent Alerts, which allow neighbors to send out urgent information – such as crime alerts or issues of neighborhood safety – to neighbors via SMS text message or email.

Unlike mailing lists and groups, Nextdoor requires that each person verify that they do live in the neighborhood and use their real name. Nextdoor allows you to archive and organize information for easy access and reference, and enables members to choose how much information they want to receive.

How much does Nextdoor cost?

Nextdoor is free for neighborhoods and their residents.

Getting set up

How do I join my neighborhood's Nextdoor website?

If your neighborhood has already set up a Nextdoor website, you can join it by asking a neighbor to invite you or by visiting nextdoor.com and signing up. You will be required to verify your address before you can join any launched Nextdoor website.

My neighborhood isn't on Nextdoor yet. Can I setup my own neighborhood website?

Yes, any motivated neighbor can start a Nextdoor website for their neighborhood. The best person to start a neighborhood website is an active member of the community who can personally invite at least ten neighbors and help get the word out to others. To start the process, simply visit nextdoor.com and enter your address.

How is our neighborhood boundary determined?

Some neighborhood boundaries are automatically generated using data from Maponics, one of the leading providers of geographic data. In places where this data is not available, we work with the people starting the website to determine a boundary that works well for the neighborhood. If the neighborhood name or boundary needs to be modified, please [contact us](#). We would be happy to work with you to create a more appropriate boundary for your neighborhood.

Can neighborhood businesses join Nextdoor?

In some areas, local businesses have joined their neighborhood websites. We do not currently have any special designation for businesses on the website, but business owners

are welcomed to join as involved neighbors.

Can I join more than one neighborhood at a time?

Yes, you may join any neighborhood where you live or have a residence. However, you must use a distinct email address when signing up for each Nextdoor neighborhood website.

Whom should I invite to my Nextdoor website?

Anyone who lives in your neighborhood should be invited. You can also invite people outside your neighborhood boundaries, who can join their own neighborhood's Nextdoor website. If you invite a neighbor in one of your nearby neighborhoods, you will be able to share select posts at your discretion.

How do I invite my neighbors to Nextdoor?

Having all of your neighbors on Nextdoor helps to connect the neighborhood and improve communication. You can invite neighbors to the website by clicking the "Invite Neighbors" link in the top-right corner of the website. You can send invitations by email or postcard, or print out flyers to hand out to your neighbors. If you choose to send postcard invitations, Nextdoor will pay for the postage and send them on your behalf.

Privacy and security

Who has access to my neighborhood on Nextdoor?

Access to your neighborhood's Nextdoor website is password protected and only available to verified residents. As a result, no one outside your neighborhood can view your neighborhood's website or your profile.

When posting a message, members can choose to select the Nearby Neighborhoods function, which distributes their posts to members in surrounding Nextdoor neighborhoods. Members can now customize the neighborhoods reached in each of their posts. This is helpful, for example, in cases of notifying the community about crime, requesting help to find lost pets, looking for local recommendations, and spreading the word about a garage sale.

Who can post to my neighborhood's website?

Verified residents of your neighborhood can post. Additionally, verified residents of Nextdoor websites that surround your neighborhood can post to your neighborhood feed using the Nearby Neighborhood distribution feature. However, these residents outside your neighborhood will not be able to read your profile or other posts on your website.

Who can read the information posted on my neighborhood's website?

The information you share on Nextdoor is only visible to members who live in your neighborhood and have verified their addresses. The content of your website is not visible to Google or other public search engines.

How do I know that all members of the website are residents of my neighborhood?

Nextdoor uses four methods to verify member addresses. Every member must be verified using one of these four methods.

1. **Postcards.** Nextdoor can send a postcard to a new member's address with a unique code printed on it. The code will allow them to log in and verify their account. This usually takes about 3-5 days.
2. **Home phone.** If you have a listed phone number registered to your home address, you can request a free phone call to verify your home address. This can be done instantly.
3. **Credit card billing address.** Nextdoor can instantly verify a new member's home address through a credit card billing address. We do not store the credit card information and it is never used again.
4. **Neighbor invitations.** Someone who is already a verified member of the website can vouch for a neighbor by inviting them to their website with an email, flyer, or postcard invitation.

Why does Nextdoor use address verification?

New members must verify their addresses to ensure that all members are residents of the neighborhood. This helps protect the privacy of everyone on the website so they feel comfortable discussing neighborhood topics and sharing information with neighbors.

Do I have to share my home address with my neighbors?

You may choose to display only your street name on your profile if you'd prefer. To do so, visit your profile and click on the "Edit profile" button. The address setting is located under the map near the bottom of your profile.

Do I have to share my email address with my neighbors?

The email address attached to your Nextdoor account is not shared with your neighbors, but you may choose to provide an email address on your profile if you'd like. To do so, click the "Edit profile" button and add your email address under the "Contact information" header.

If you'd prefer not to share your email address, neighbors can still contact you by sending you a private message on Nextdoor.

Can neighbors contact me if I do not share my email address on Nextdoor?

Yes. Even if you do not share your email address with others on Nextdoor, your neighbors can send you a private message from the Nextdoor website. Private messages can easily be sent from the profile page by clicking on the "Send a message" button under the profile photo. You will be notified via email of the new private message and will be able to respond. At no point will the personal email addresses of either member be revealed.

How does Nextdoor use my information?

Your information is only available to you and your neighbors on Nextdoor. Nextdoor does not share or sell your information to third parties, including advertisers.

How can I control the amount of email I receive from Nextdoor?

You control the amount of email that you receive by adjusting your [email settings](#). You can choose to be notified of new updates from neighbors as they happen, see everything in a single daily digest, or opt out of emails entirely and go to the website for new updates.

Founders, funding and financial outlook

Who created Nextdoor?

The Nextdoor founding team is a group of experienced technology entrepreneurs whose careers have been focused on building strong online communities.

When was the company founded?

The company was founded in the fall of 2010 when the first Nextdoor neighborhood website was launched in Menlo Park, CA. Nextdoor officially launched nationwide on October 26, 2011.

Who has invested in Nextdoor?

Nextdoor is funded by Benchmark, Greylock Partners, Kleiner Perkins Caufield & Byers, Tiger Global Management, Shasta Ventures, Comcast Ventures, DAG Ventures, Bezos Expeditions, A-Grade Investments, Google Ventures, and Allen & Company, as well as other investors and Silicon Valley angels. Benchmark's Bill Gurley, Greylock's David Sze, and Shasta Venture's Jason Pressman serve on the Board of Directors, along with board member Rich Barton, Chairman and Co-Founder of Zillow.

How does Nextdoor make money?

Currently, we're completely focused on creating the best consumer experience and bringing the magic of Nextdoor to the masses so that neighbors everywhere can come together to build safer and stronger neighborhoods.

However, we're extremely confident in building a huge business. We anticipate that the revenue model will focus on working with local businesses to give them an easy way to connect with the people who live around their business. When you're supporting local businesses, you're, in turn, strengthening neighborhoods. Local advertising peaked at \$100 billion in 2006, yet the traditional mediums for local advertising – such as the newspaper and Yellow Pages – are on the decline. People will look to the Internet.

That being said, we are committed to safeguarding our users' information. As such, we will not sell our users' information, and no one will be inundated with banner ads, pop-ups, or messages from advertisers that can impede or denigrate the neighborhood feeling of the website.

Nextdoor is currently in a strong cash position and appreciates the backing of our prominent investors, including Benchmark, Greylock Partners, Kleiner Perkins Caufield & Byers, Tiger Global Management, and select angel investors.