

Nextdoor Backgrounder

What is Nextdoor?

Nextdoor is the free and private social network for neighborhoods. On Nextdoor, neighbors create private online communities for their neighborhoods where they can ask questions, get to know one another, and exchange local advice and recommendations.

What is Nextdoor's mission?

Nextdoor's mission is to use the power of technology to build stronger and safer neighborhoods.

What was the inspiration behind Nextdoor?

Social networks have become mainstream and ubiquitous. There are a variety of social networks to connect us with friends, family, professional contacts, but nothing existed to connect us with one of the most important community in all of our lives: where we live. Nextdoor was created to change that.

When was the company founded?

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

Who are the founders?

The Nextdoor founding team is a group of experienced technology entrepreneurs whose careers have been focused on building strong online communities. The team includes Nirav Tolia, Co-Founder and CEO, Sarah Leary, Co-Founder and Vice President of Marketing and Operations, and Prakash Janakiraman, Co-Founder and Chief Architect.

What do people talk about on Nextdoor?

Topics of discussion on Nextdoor are as varied as local events, school activities, plumber and babysitter recommendations, upcoming garage sales, lost pets, or neighborhood crime updates. Specifically, 26% of the conversations on Nextdoor are recommendations, 19% are classifieds, 16% are about crime and safety issues, 8% lost and found, 8% free items, 7% events, and 16% other.

How do people use Nextdoor?

Neighbors can use Nextdoor to ask questions, get to know one another, and exchange local advice and recommendations. For example, neighbors can use Nextdoor to help one another:

- Find trustworthy babysitters, plumbers, and dentists in the area
- 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
- Share safety concerns in the neighborhood

How do you ensure privacy?

Nextdoor ensures privacy in a variety of ways:

- Every neighbor must verify their address and use their real name
- Nextdoor is password-protected and encrypted by HTTPS
- Nextdoor never shares member information

How do you verify neighbors?

Nextdoor verifies members in one of several ways. Members can choose which option they would like to use to verify in their neighborhood. The options include:

- **Postcard.** Nextdoor can send a postcard to the address listed on your Nextdoor account with a unique code printed on it. This code will allow you to verify your account. Postcards usually take 3-5 business days for delivery.
- **Home phone.** If you have a landline phone, you can choose to receive an automated phone call from Nextdoor that will provide you with a unique code to verify your account.
- **Mobile phone.** We will call your mobile phone to verify your account.
- **Credit or debit card.** Nextdoor can instantly verify a home address through a credit or debit card billing address. We only confirm the billing address, and will not store any information or charge the card.

How do you set up a neighborhood?

It's easy to get started, simply visit nextdoor.com and enter your email address and home address. If Nextdoor is already available for your neighborhood, you will automatically be invited to join that neighborhood. If not, you'll be given the option to create one by drawing the boundaries of your neighborhood on a map, naming your Nextdoor site, and inviting your neighbors.

How is Nextdoor regulated?

Nextdoor communities are self-moderated by the neighbors who live in the communities. This can include the Founding Member, who started Nextdoor in their community, as well as the Leads of the neighborhood. In addition, any member can flag content to their Leads or contact Nextdoor's support team.

Can I join another Nextdoor community to look at the content to see how it's used?

Nextdoor does not allow people to join Nextdoor for neighborhoods that they do not live in. If you'd like to see how Nextdoor works before signing up, please visit the [demo site](#).

How many members are typically in a Nextdoor site?

While we don't disclose membership numbers, a Nextdoor neighborhood must have ten neighbors to launch out of pilot. On average, Nextdoor neighborhoods are comprised of roughly 750 households.

Can businesses join Nextdoor?

A business can join Nextdoor as long as they can verify that the office address is within the boundaries of a Nextdoor neighborhood. Nextdoor asks that businesses join as specific members (for example, Joe Smith, the owner of the sandwich shop down the street) and use Nextdoor in a neighborly fashion.

How much does it cost to use Nextdoor?

Nextdoor is completely free for both residents and local agency partners.

How does Nextdoor make money?

Nextdoor does not currently generate revenue; however, we are in a strong cash position and appreciate the backing of our prominent investors, including Benchmark, Greylock Partners, Kleiner Perkins Caufield & Byers, Tiger Global Management, and select angel investors.

What countries does Nextdoor operate in?

Nextdoor is currently available in the U.S. and the Netherlands.

Who are your investors?

Our investors include 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.