

URL: <https://ecorner.stanford.edu/in-brief/why-nextdoor/>

Nextdoor CEO Sarah Friar describes what attracted her to the company's platform and mission. In particular, she explains, Nextdoor's focus on connecting neighbors with each other allows it to tap into a "power of proximity" that's unique among social networks.



## Transcript

- In a nutshell, Nextdoor is the place you go 00:00:05,950 to tap into what's going on in your neighborhood. What's going on around you locally. It can be a great place to solve problems. If you're looking for a plumber, which I was this weekend, an emergency plumber. If you're looking for a great place to go grab a coffee that can deliver it to safely right now. You might want to sell a used bike. You might want to find out when a local event is going on, or what the local health and human services department is saying about COVID-19. So we really service all of the stakeholders in a neighborhood. It's very different from other social networks in your life. So there's clearly a platform for your friend network, there's clearly a platform for your professional network.

There's many other platforms that are being born all the time in internet land, that are hyper innovative, but your neighborhood is very different. It has this power of proximity. And one of the things that we know is that in times of crisis, for example, now, during COVID-19, it is your neighbors who often become that first line of help, that first line of defense for you, actually, when you're in need. We usually say, in Nextdoor's case, you come for the utility, but you stay for the community. Which really ladders up to our purpose. Like the why Nextdoor, like why I wanted to put my career on the line and go to this younger company, was really because we want to cultivate a kinder world where everyone has a neighborhood to rely on...