



The Nabe

What if your neighborhood had an app?

THE VISION — CONFIDENTIAL

A quick orientation.

This is an early, evolving build. Everything here is a working prototype I'll keep refining before any real pitch — treat it as the shape of the idea, not the finished product.

It's a neighborhood social app first. Most people on Nabe aren't apartment hunting — they're living in their neighborhood. Real estate is one feature among many. Please read it social-first.

All names, photos, and data are fictional placeholders. Nothing here is a real person, listing, or business. The gated live link lets you tap through the actual app.

Goal of this deck: show you what Nabe *is*, how people use it, where it goes — and why I want to bring it to Compass.

Your whole neighborhood life — and **nowhere to find it online.**

Think about everything you'd actually want to know about the place you live. It spans your whole day — and not one app holds it.

RIGHT NOW

"Power's out on N 7th — anyone else?"
"Lost dog spotted near Bedford"

FOOD & SPOTS

"Best tacos open right now?"
"That new place any good?"

MEETING PEOPLE

"Pickup soccer this Saturday?"
"Singles night nearby?"

FAMILY & PETS

"Trusted babysitter in this building?"
"Who walks dogs around here?"

STUFF & DEALS

"Free moving boxes — anyone want them?"
"Stoop sale on 6th Saturday"

PLANS & EVENTS

"Where's everyone watching the game?"
"What's on this weekend?"

Today the answers are scattered across a dozen apps that don't talk to each other — Instagram · Facebook · Nextdoor · Yelp · Google · Eventbrite · Citizen · a group chat — **and you still miss most of it.**

A NEW CATEGORY

The daily app for the place you **actually** live.

Not "Nextdoor done right." Not "Facebook for neighbors." Nabe is the single place your neighborhood happens — the feed you open with your coffee to see what's going on within walking distance, right now.

It's social, first

Posts, events, neighbors, groups, singles, local recommendations. The 90% who never touch a listing live here every day.

It's tied to a place

Everything is anchored to your block, your building, your neighborhood — not a global firehose of strangers.

It replaces a dozen apps

Feed, events, marketplace, services, listings, safety, dating — unified around one identity and one map.

Today it takes a dozen apps. Nabe is the one they collapse into.



A dozen logins become one. One map, one identity, one neighborhood.

A day on Nabe for someone who just lives here.

8 AM

Right Now

Coffee + the feed. A "Right Now" banner: free moving boxes on Bedford, power flickering on N 7th, a stray dog spotted.

12 PM

Asks the block

"Best lunch that isn't packed?" Neighbors answer — people you'll see at the bodega, not Yelp randos.

6 PM

Plans the weekend

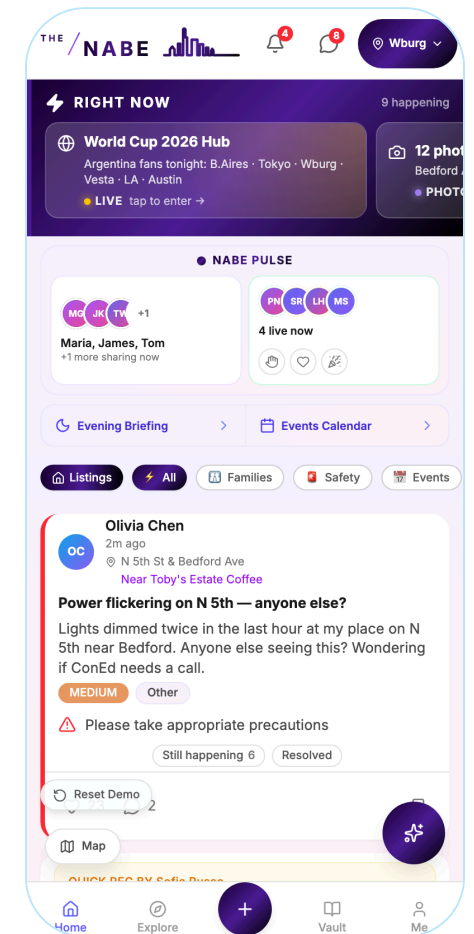
Calendar shows a McCarren playdate, a stoop sale, a watch party. One tap to RSVP and add it to your calendar.

9 PM

Meets people

Drops into a running-group thread, browses Singles, posts the apples you can't finish.

No real estate required. This is the product for the 90% — the reason they open it daily.



Briefings through your day — made to be read, then put down.

Nabe isn't an endless scroll. It's a rhythm — short briefs that catch you up at the moments that matter, then send you back to your life.

Morning

The handful of things that matter on your block today — in a couple of minutes.

Evening

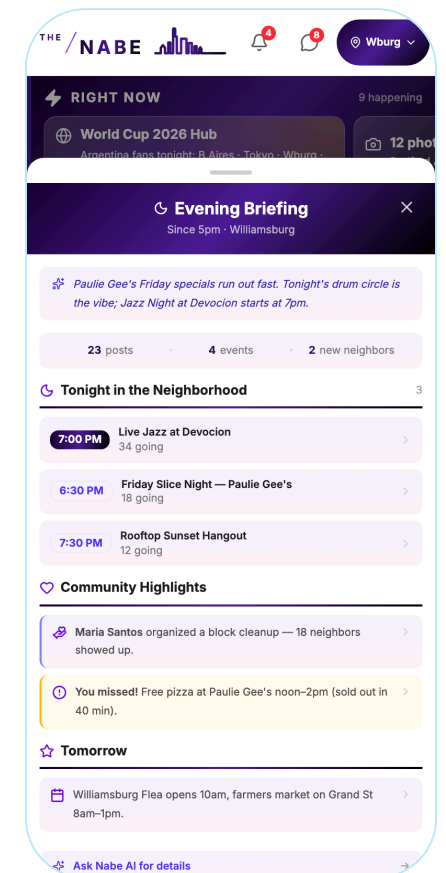
A wind-down: what you missed, what's on tonight, what's coming tomorrow.

Midday

A quick catch-up on what's developed since you looked — new posts, plans, alerts.

Right Now

Real-time when it counts — an outage, a lost dog, a safety alert. The block's pulse.



Short by design. You read what matters in a few minutes — and the home feed nudges you to **go live your life.**

The calendar is the engine of neighborhood life.

This is the piece that turns an app into real-life connection — and the thing Nextdoor and Facebook never actually built.

An editorial "what's on"

A curated feed of everything happening near you — block parties, stoop sales, group runs, classes, kids' events, live music, watch parties.

RSVP + add to calendar

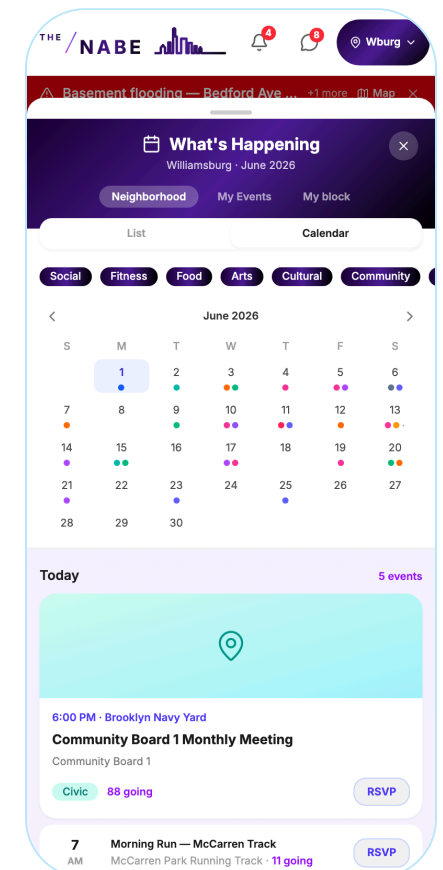
See which neighbors are going (not strangers), RSVP, and it drops straight onto your calendar with a reminder. Residents, hosts, and local businesses all post their own.

The flywheel

Event → attend → meet a neighbor → post about it → that becomes the next event. The loop that keeps a neighborhood alive.

Why it matters

Online activity only counts if it becomes real life. The calendar is the bridge from the feed to the sidewalk — and the reason people keep coming back.



Meet real people — based on **who they actually are.**

The whole point is real-life connection. Nabe helps families find families, neighbors find their people, and singles meet someone they'll actually run into — all grounded in real identity, never a curated profile.

Families find families

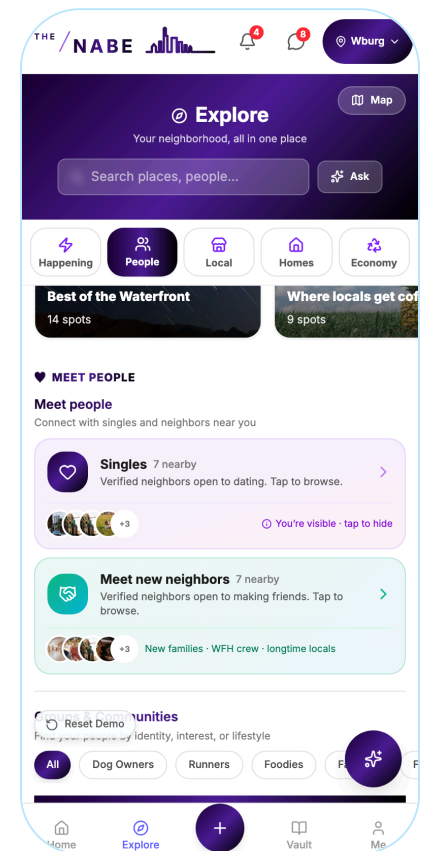
Find other families nearby, see what they're up to, and line up playdates and things to do — for the kids and the grown-ups.

Meet new people

Groups, shared interests, running clubs, newcomers' meetups. The neighbors you'd never have met, one tap away.

Singles, for real

Hyperlocal dating built on who someone really is — not a polished dating-app profile. Meet someone you'll see at the bodega next week.



No catfish, no curated personas — real neighbors, shown by how they actually show up.

A map that connects you to **what's actually happening** — right now.

Every other app gives you a static map of pins. Nabe's map is alive: it shows where the neighborhood is buzzing, what's on each block this minute — and ties your corner to moments anywhere in the world. Nothing else has this.

Live "Right Now" pins

Events, alerts, posts, watch parties, openings — happening this moment, mapped to where you are.

Neighborhood heatmap

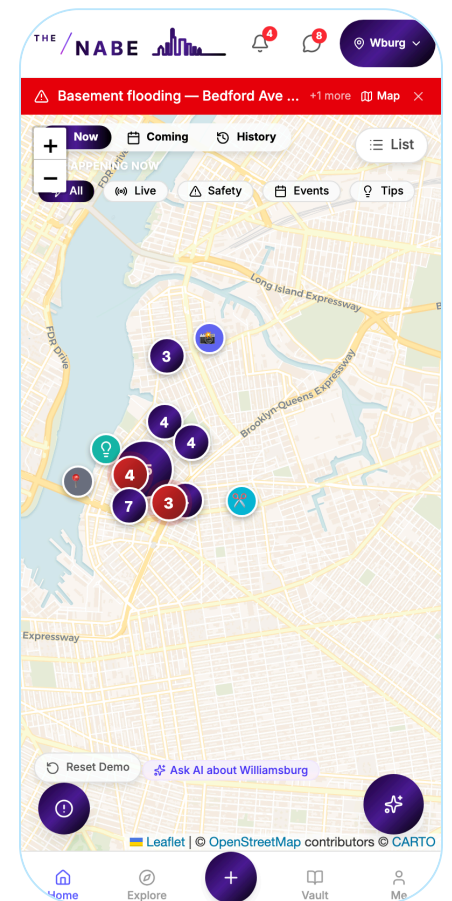
See where it's lively at a glance — then tap a block to drop in. Your saved neighborhoods, one swipe away.

From your block to the world

The same map spans cities. Follow a moment — like the World Cup — across the globe, and connect to neighborhoods anywhere.

Discover by place

Listings, businesses, trusted pros, events — all on one map, anchored to the place you live.



Explore — discover everything around you, in one place.

Search or just ask, and Explore pulls together a curated local mix — no ten separate apps, no feed full of strangers.

What's happening

Events, trending posts, and what's buzzing on your blocks right now.

People to meet

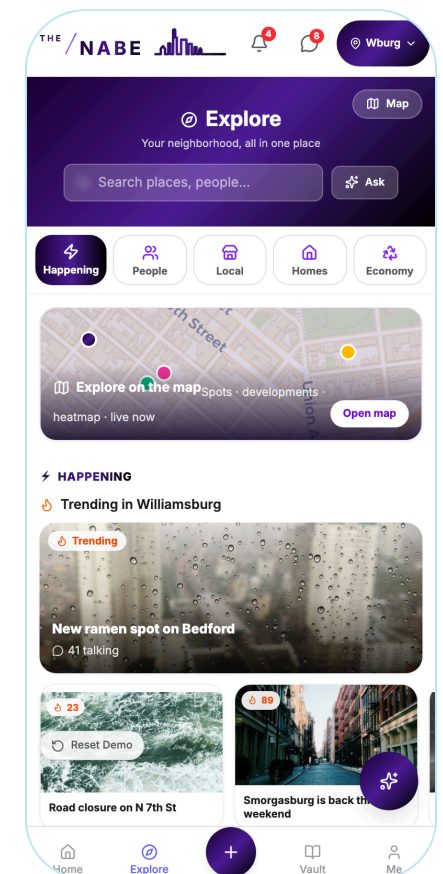
Groups, neighbors, and singles surfaced by shared interests and proximity.

Local biz & services

The best-loved spots and trusted pros nearby — ranked by neighbors, *not ads*.

What's being built

New developments, permits, and openings reshaping the neighborhood.



The Vault — your neighborhood's collective memory.

The answers usually trapped in someone's head or scattered across a dozen group chats — collected, searchable, and written by people who actually live here.

Community guides

"Best coffee to work from," "where to take the kids" — local know-how, organized.

Topic threads

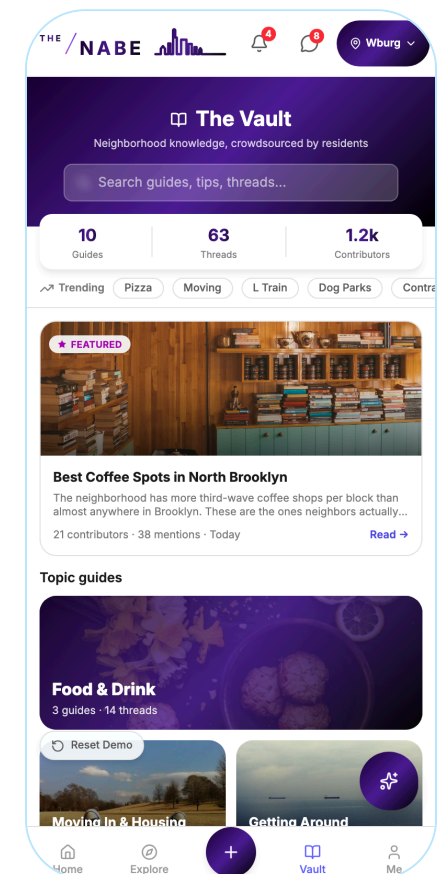
Ongoing Q&A on the things neighbors actually ask about, kept in one place.

Real, not paid

Built on resident knowledge and honest feedback — **never paid ads, never fake reviews.**

Compounds over time

Every contribution adds up — the longer a neighborhood's here, the richer the Vault gets.



AI that actually knows your neighborhood — **working for you.**

ChatGPT can quote a rent. It can't tell you the super answers texts at 9pm. Nabe's AI is grounded in real resident data — and it's growing from "ask it" into "it looks out for you."

Ask anything local

"Quiet cafe with wifi open now?"

"Where's a good happy hour tonight?"

"What's it really like at 287 Bedford?"

Answered from what neighbors actually contribute.

Proactive, not passive

It surfaces what you'd care about before you ask — a rare opening, a price drop, friends going to the park Saturday — and can draft your post or plan your weekend.

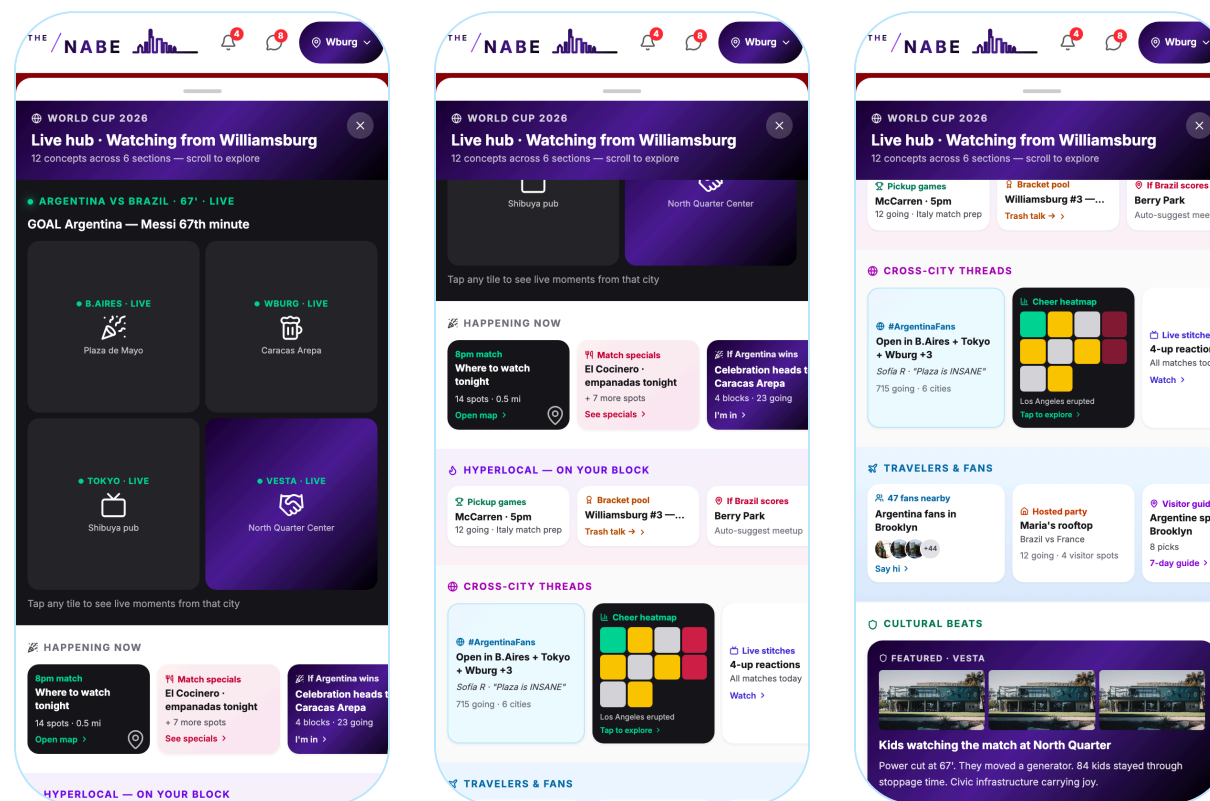
An ambient layer (where it's going)

The roadmap turns today's assistant into a quiet neighborhood concierge that sees, suggests, and acts on your behalf — the firehose becomes "here's what matters to *you*."

Every resident contribution makes the AI smarter — the same compounding data, working for the people who live here.

The World Cup 2026 hub — proof Nabe can host a live moment.

The Cup comes to NYC, LA, and cities worldwide this summer. So we built a live hub that rallies the whole neighborhood around it — and it switches flavor city to city.



Where to watch

Live map of bars, parks & parties showing the match near you.

Fans nearby

Find supporters of your team on your block.

Local commerce

Bars post specials, hosts sell spots, a path to tickets.

Many cities

Hosted across cities at once — so the hub spans them.

If we can do the World Cup, we can do **any big moment** — anywhere.

The World Cup hub is one instance of a reusable engine: curated, live, hyperlocal content built around whatever a place cares about this week.

Any marquee event

Olympics, a festival like Coachella, New Year's Eve, marathon weekend, election night. People travel and gather — Nabe becomes the local layer for it.

A mode for tourists & newcomers

The same engine flips into "I just landed here" — where to go, what's on, who's around. Visitor guidance for any neighborhood on Earth.

Commerce rides along

Every moment is a reason for businesses to post specials and sell tickets, and for hosts to open their spots. The hub monetizes itself.

One engine, infinite occasions. Proof the platform can manufacture live, local relevance on demand — not a one-off feature.

VESTA · A FICTIONAL TOWN WE BUILT

We built a whole town in crisis — to show what Nabe does when it matters most.

Vesta is a fictional neighborhood you can open in the app today — a coastal town living through a disaster and the long recovery after. It's how we show, not tell, what Nabe becomes when a community needs each other: not a social app, but civic infrastructure.

Routes you can trust

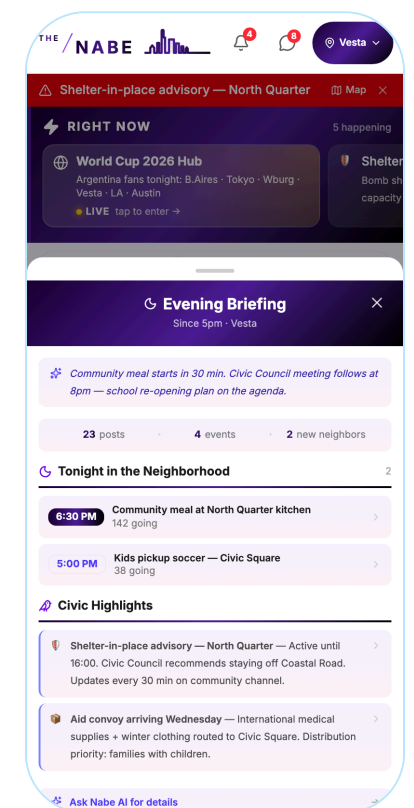
Safe-route maps updated in real time — which roads are open, which to avoid ("Pine St open, avoid Harbor Rd 6–9pm") — posted by neighbors actually on the ground.

Neighbors helping neighbors

Aid convoys, shelter capacity, winter blankets for 60+ families, a 40-person seawall cleanup — coordinated by the people who live there.

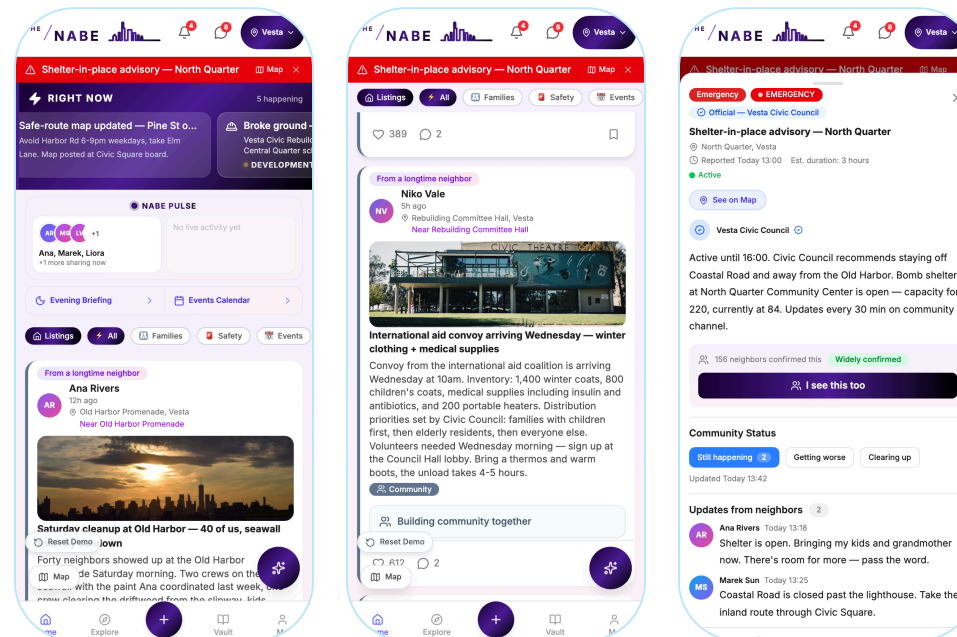
Finding the missing

A community missing-persons board that actually works: *"Yusef Vance found alive — 47 days after the harbor attack."*



When the worst day comes, it's already where everyone is.

Wildfires, hurricanes, floods, a blackout, a shelter-in-place order. In Vesta you watch the everyday neighborhood app become the place a community routes around danger and takes care of its own.



Routes & safety

"Safe-route map updated — Pine St open, avoid Harbor Rd." Live, from the people on the street — plus shelter capacity and the day's advisories.

People helping people

An aid convoy with 1,400 coats, blankets for 60+ families, a 40-neighbor seawall cleanup — all organized inside the app.

Already where everyone is

A platform people open daily on a normal day is the one that's ready on the worst day — civic infrastructure, anywhere people need each other.

Be a whole person here — work life and real life, one profile.

Everyone gets a neighbor profile. Professionals get a pro side too — so you can be the agent or the contractor and still just be a neighbor.

Resident

Posts, events, groups, the spots they love. Just a neighbor living their life — no real estate in sight.

Resident · open to looking

Flip on "looking" and a home-search side appears — saved listings, their agent, budget — visible only when they want it.

Service provider / builder

A pro side: services, verified reviews, past work, availability — right alongside their normal neighbor profile.

Agent

Full pro presence — listings, farm, vibe check, stats — *plus* a personal side. A real person, not a billboard.

The point: you're never just a transaction. The agent who sells homes is also the neighbor at the watch party — and Nabe is the one place both are true.

Find an agent by **who they actually are.**

No cold-calling a name off a list of old listings. Nabe ranks your top matches and shows what actually matters — so you vet a real person before you ever reach out.

Your top three, ranked

The agents who actually fit you — by track record and farm, not who paid for the spot.

Real stats

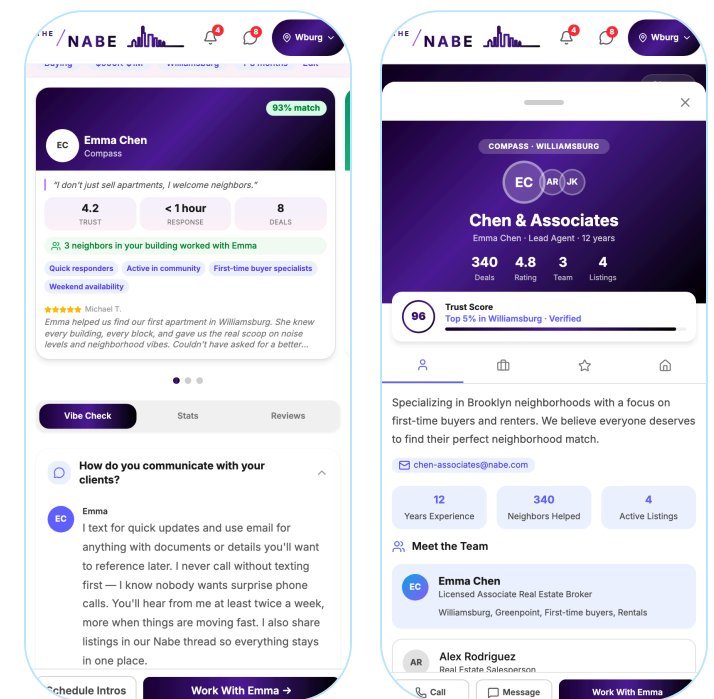
Years in the game, deals on your blocks, response time, neighbor ratings.

Vibe check

Warm or no-nonsense, fast or thorough — a read on how they actually work.

How they answer

Their real answers to neighbor questions — tone and honesty, up front.



And every other service provider, the same way — handymen, sitters, dog walkers, tutors, movers and 20+ more, each neighborhood-verified with real reviews and a visible track record.

One inbox where **nothing gets lost.**

Personal chats and professional ones — kept separate, but in one place. Working with an agent or a contractor finally lives where the rest of your neighborhood does.

Personal vs professional

A clean split — neighbors and friends on one side; agents, pros, and businesses on the other.

Your agent, in the thread

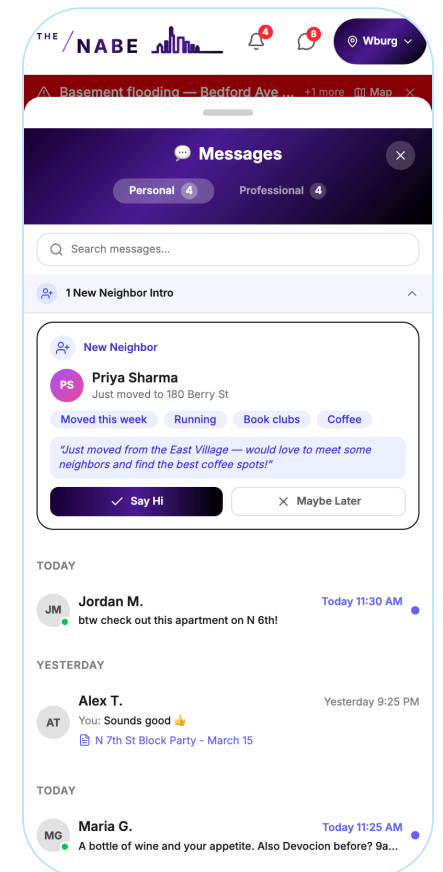
Work with an agent and the whole conversation lives here — no deal scattered across random texts.

Listings & emails inline

Share and discuss a listing right in the chat — even emails surface here, so the whole trail stays together.

Nothing gets lost

Every message, listing, and detail in one searchable thread — not buried across five apps.



And when you **do** need a home — we tell you what it's really like.

Real estate is the power feature for the slice who need it. The difference: Nabe knows the neighborhood, because the neighborhood lives here.

Block Report

Quiet hours, noise, foot traffic, the last 30 days on the block — the honest signals a listing never shows.

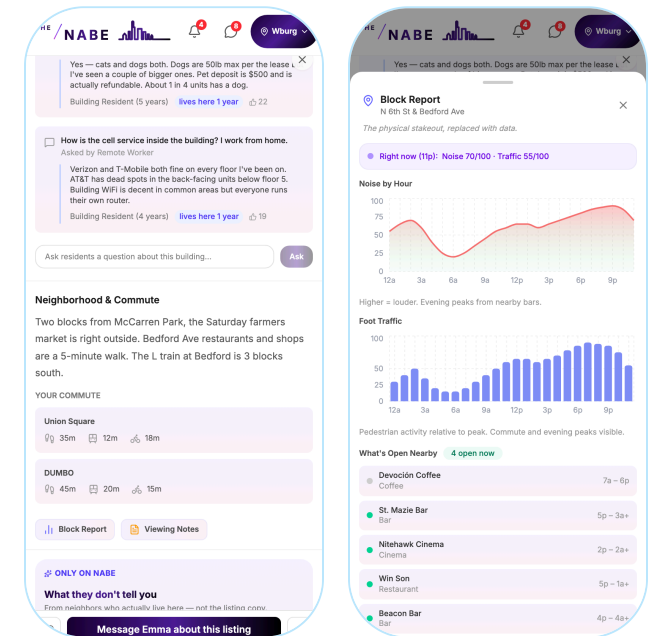
Building reviews

Real tenant reviews across eras — the super who answers at 9pm, what management won't say.

Agent take + Nabe Score

A straight, honest read — plus grounded AI: "what's it really like at 287 Bedford?"

Zillow can show you the photos. Nabe tells you what it's like to actually live there — from the people who do.



And the professional's Monday morning, collapsed into one app.

For agents and service pros alike, Nabe replaces the 4–5 tools they stitch together by hand — one neighborhood command center.

8:02 AM · Briefing

Intel, pre-sorted

A price drop on a building a client asked about, a fresh tenant review, a new venue on their farm, two buyers checked in nearby. 6 minutes vs. 90 across 5 tools.

9:30 AM · A heads-up

Plugged in

A tenant posts "elevator out since Saturday?" — they're showing that unit at 11. They call the super (number's in the building's Nabe profile) and reassure the buyer.

11:45 AM · Match

Suggest to my buyers

Nabe AI flags 3 buyers who fit a listing's vibe — not just price and beds. Two reply within hours.

Why it matters: the same place that helps a resident find tacos helps a pro be the most plugged-in person in the neighborhood — and that's a paying relationship.

And the rest of the neighborhood, **all in one place.**

Everything else a neighborhood runs on — already part of the app.

Groups & communities

Running clubs, parents, hobbyists, building chats — the recurring threads of local life.

Marketplace

Free stuff, stoop sales, buy/sell with neighbors — Craigslist without the creep.

New developments & permits

What's being built near you, who's building it, and what it means for your block — before it's news.

Ask the neighborhood

Post a question, get answers from people who actually know — not strangers across the country.

Neighbors & safety

A real neighbor directory plus Right Now alerts — outages, closures, lost pets, heads-ups.

Block history

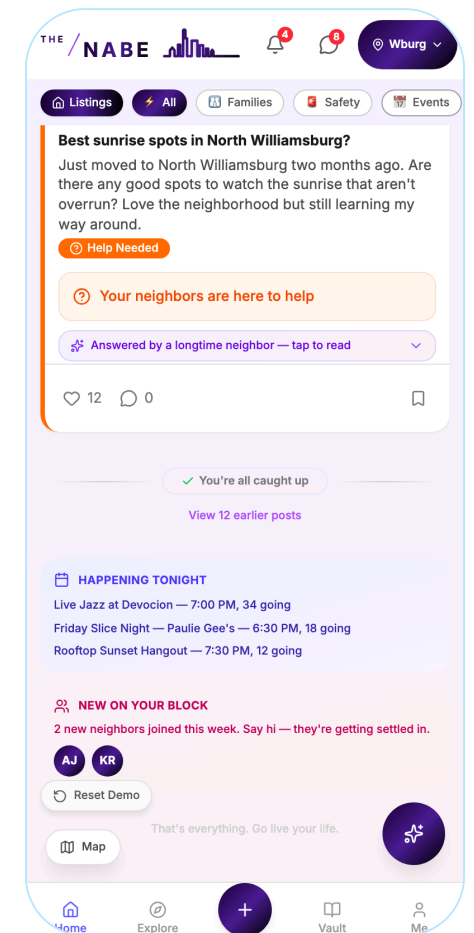
A "time machine" of your block — what was here before, throwbacks, how it's changed over the years.

THE MISSION

Most apps are built to keep you on your phone. Nabe is built to connect you to the people and places in your real life.

When you're all caught up, Nabe sends you back out — because the point was never screen time. It's the neighbors you actually meet and the corners you actually know: real life, in the place you actually live.

The whole mission: **connect you to the people and places in your own neighborhood.**



The data compounds. Features don't.

A rival can copy our features in a weekend. What they can't copy is five years of a whole neighborhood pouring its knowledge into the platform — that record only grows, and only here.

Yr 1

USEFUL

"12 building reviews." A helpful start.

Yr 3

IRREPLACEABLE

"84 reviews across 3 years. Management changed, ratings shifted. Quiet hours mapped."

Yr 5

A MOAT

A full historical record of a neighborhood no competitor can clone.

Why now: urban loneliness is a public-health crisis, local journalism is dead, and AI finally makes "what's it like to live here?" answerable. The window is open.

We don't tax the community. We charge professionals to be found.

One flat price — \$9.99/month — for the two groups who get business from being discoverable here. Everyone who makes the neighborhood worth being in stays free.

GROUP	WHY	PRICE
Residents	They are the network	Free
Landlords / developers	Data sources	Free
Retail businesses	They draw the community	Free
Real estate agents / brokers	Listed & reachable in-app	\$9.99/mo
Service providers (trades, sitters, walkers...)	Listed & reachable in Discover	\$9.99/mo

Deliberately low — to kill sign-up friction and win on adoption. Growth over price-per-user.

At \$9.99/month, here's the ceiling — and the realistic slice.

Two paying segments — agents and service providers — across known populations.
 "Ceiling" = every eligible account paying. "Realistic" = a defensible adoption slice.

REACH	PAYING ACCOUNTS	CEILING / YR
Compass — today	~40K agents	\$4.8M
Compass + Anywhere family	~340K agents	\$40.8M
United States	~4.5M agents + providers	\$539M
Worldwide	~16M agents + providers	~\$1.9B

Pre-revenue today — projections from the \$9.99 model. A conservative realistic capture (25–50% on Compass's owned channel, 5–10% open market) lands around **\$1.2–2.4M** (Compass today), **\$10–20M** (family), **\$27–54M** (U.S.), **\$96–192M** (worldwide). And this is the subscription line only — services, events, and local commerce sit on top.

Why I want to bring this to **Compass** first.

Zillow owns the listing funnel. Generic hyperlocal social (Nextdoor, Meta's failed local plays) is brutal. Nabe sits at the seam — real social life with real-estate intelligence layered on — exactly the consumer moat Compass needs.

Instant distribution

~340K agents across the Compass +
Anywhere family in 120 countries. Solves
the cold-start problem nothing else does.

Differentiation vs. Zillow

Every brokerage shows the same listing.
A Compass agent shows the listing *and*
the truth about living there.

A defensible asset

Resident sentiment, neighborhood
intelligence, trusted local
recommendations — valuable far beyond
brokerage.

Coming to Compass first is intentional — but the category window won't stay open forever, and whoever builds this first owns it.



The **Nabe**

What if your neighborhood had an app?