HELLO

neighbor.ly

The Civic Crowdfunding Platform

Kickstarter for Cities / Neighborhoods / P3s

“Crowdfunding” ... ?

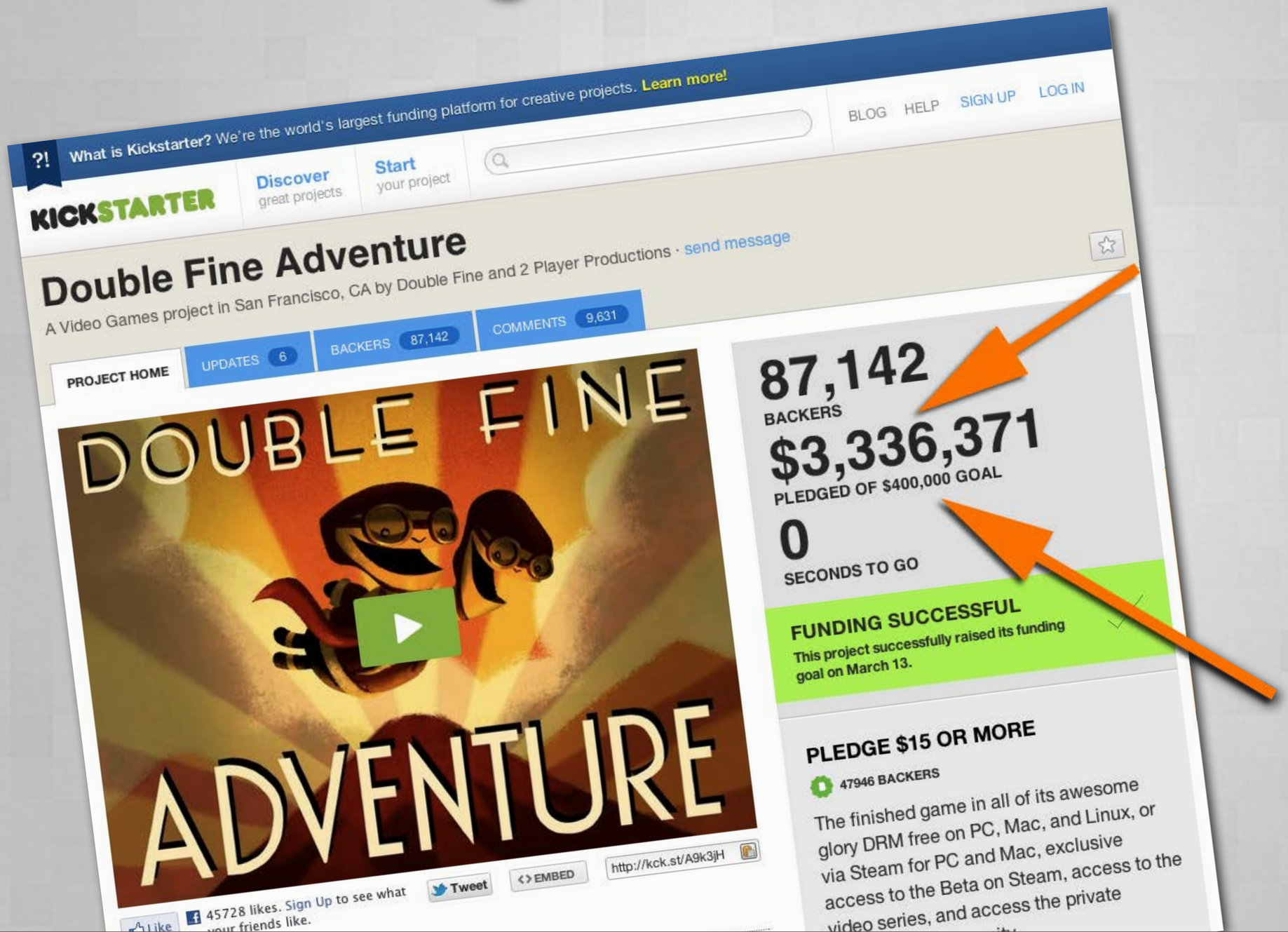
"...the collective cooperation, attention and trust by people who network and pool their money together, usually via the Internet, in order to support efforts initiated by other people or organizations.

Crowdfunding occurs for any variety of purposes, from **disaster relief** to **citizen journalism** to **artists seeking support** from fans, to **political campaigns**."

Why not civic infrastructure projects?

neighbor.ly

Crowdfunding... Revolution?



Crowdfunding... Revolution?

?! **What is Kickstarter?** We're the world's largest funding platform for creative projects. **Learn more!**

KICKSTARTER | Discover great projects | Start your project | BLOG HELP SIGN UP LOG IN

Pebble: E-Paper Watch for iPhone and Android

A Product Design project in Palo Alto, CA by Pebble Technology · send message

PROJECT HOME | UPDATES 11 | BACKERS 68,023 | COMMENTS 5,300 | REMIND ME



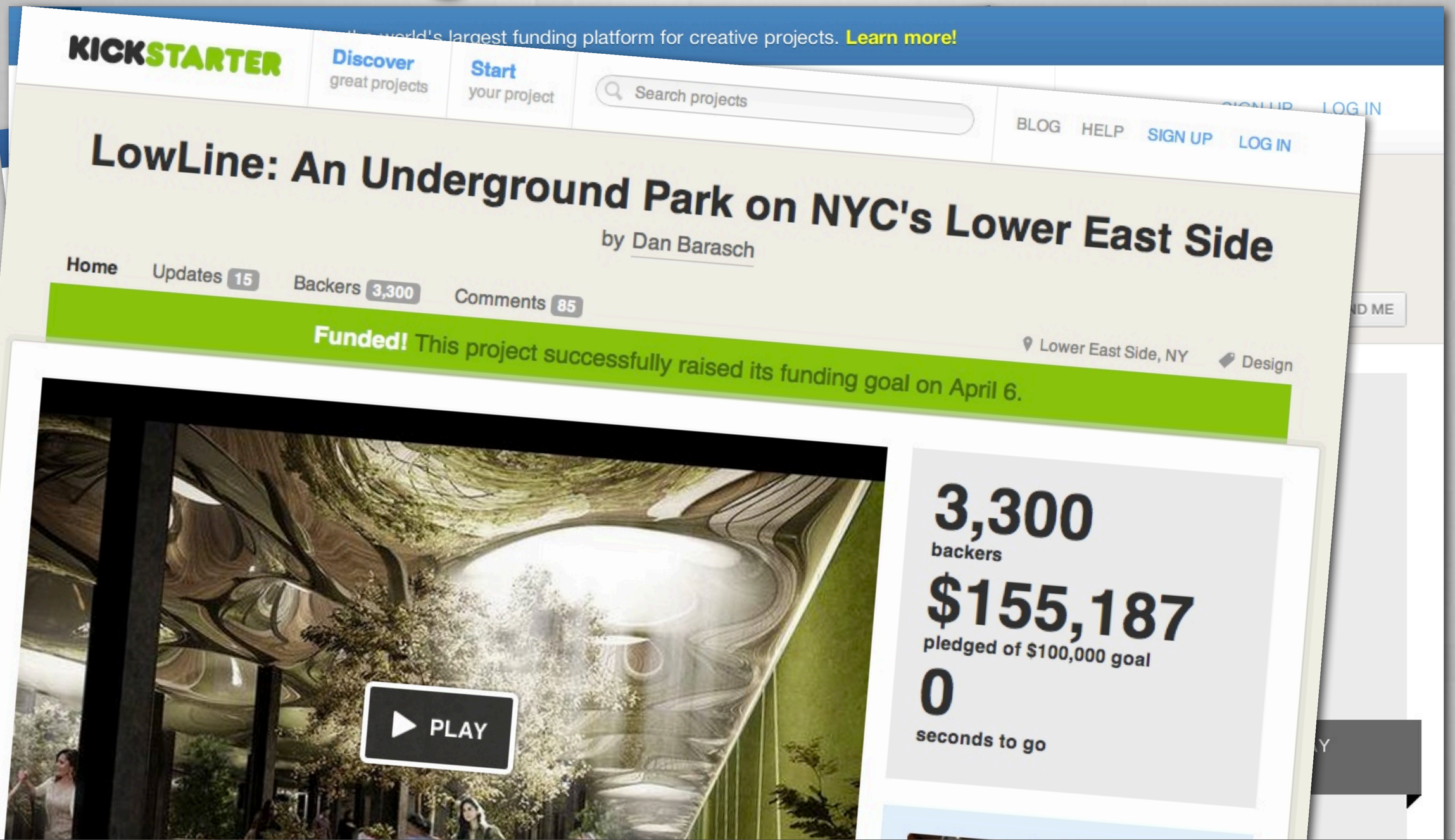
68,023
BACKERS

$10,184,322
PLEDGED OF $100,000 GOAL

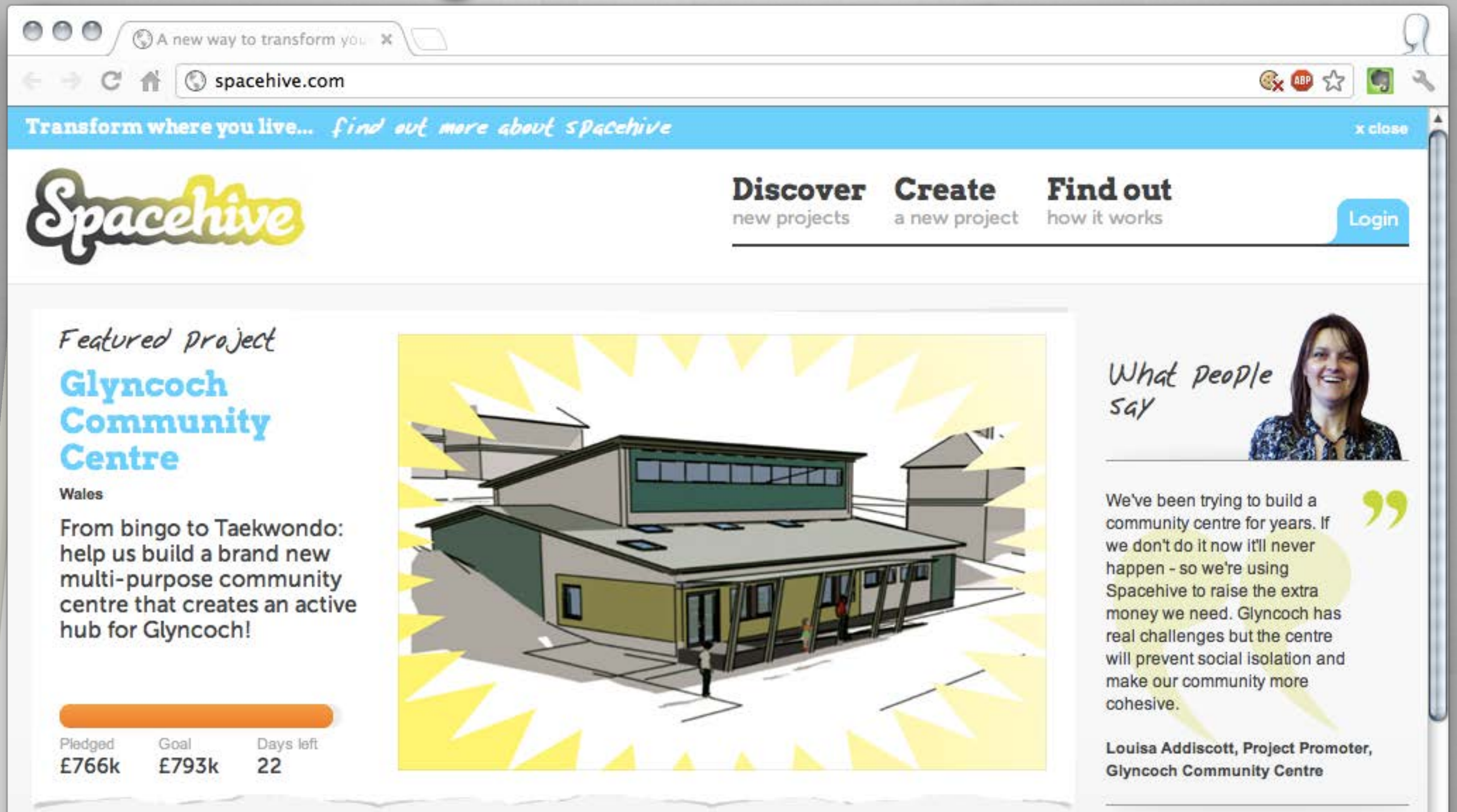
3
DAYS TO GO

THIS PROJECT WILL BE FUNDED ON FRIDAY MAY 18, 11:00PM EDT.

Crowdfunding... Revolution?



Crowdfunding... Revolution?



Crowdfunding... Revolution?

A new way to transform you

spacehive.com

x close

Login

I MAKE ROTTERDAM

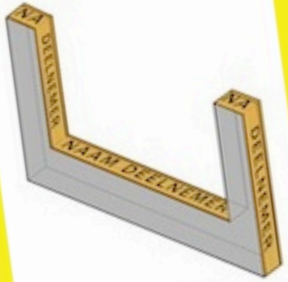
MAKING CITY

5th IABR 2012

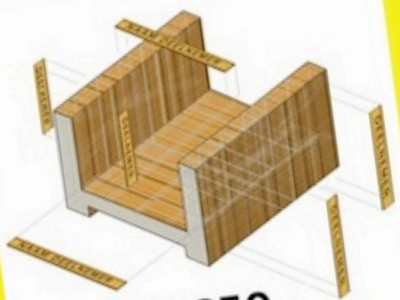
BOUW DE LUCHTSINGEL







€125,-



€1250,-

152
dagen te gaan

15%
gebouwd

1228
deelnemers



DOE MEE

Kies uw deelname

€ 25	Plank met uw naam
€ 125	Element met uw naam
€ 1.250	Brugdeel met uw naam

Problem: Doing more with less

Need $$$ for projects like streetcars and stadiums

Tax $ flat, difficult to raise %

Projects killed or value engineered

Greenlit projects boost local economy, quality of life

neighbor.ly



China Manufacturing Teeters Close to Contraction



What's Going On With India's Power Cuts?

Ohio To Monetize Bridges, Toilets With Naming Rights

By Mark Niquette and Brian Chappatta - Jun 17, 2012 11:01 PM CT

0 COMMENTS QUEUE

Ohio is trying to become the first state to sell road and bridge naming rights and commercialize rest stops, as Republican Governor John Kasich addresses a $1.6 billion transportation funding shortfall.

The Ohio Transportation Department plans to find more money in highway facilities, including interchanges and rest-stop toilets and snack machines, to produce as much as

Bloomberg

Our Company | Professional | Anywhere

HOME QUICK

post-gazette.com

Pittsburgh Post-Gazette

74°

Search the Post-Ga

Post-Gaz

SUS

August 1, 2012 11:39 pm

HOME | NEWS | LOCAL | SPORTS | OPINION | A & E | LIFE | BU

Pittsburgh expects to build revenue through advertising

July 24, 2012 12:13 pm

By Joe Smydo / Pittsburgh Post-Gazette

Companies would be allowed to buy naming rights to city buildings and advertise on city vehicles and employee uniforms, at swimming pools and recreation centers, in city mailings and on benches and parking meters under legislation to be introduced today in Pittsburgh City Council.

Share with others:

22 Like | 25 Tweet | 1 +1 | 1 Share | Send

c

tr

Th

inc

more money in highway facilities,

ges and rest-stop toilets and snack machines, to produce as much as

Our Company | Professional | Anywhere

August 17, 2012 4:20 PM

Moody's: More Calif. cities could go bankrupt

PRINT TEXT

comments 45 | Like 56 | Tweet 77 | +1 3 | Share 3 | More +



Stockton, Calif., in July became the largest American city ever to declare bankruptcy. (AP Photo/Ben Margot)

(CBS/AP) SACRAMENTO, Calif. - One of the top U.S. credit rating agencies said Friday it will begin a wide-ranging review of municipal finances in California because of what it sees is a growing threat of increased city bankruptcies and bond defaults.

Moody's Investors Service issued a report saying that the growing fiscal distress in many cities in America's most populous state was putting bondholders at risk.

It noted that some municipalities were considering bankruptcy as a new strategy to address budget deficits and avoid obligations to bondholders, an emerging dynamic that could have ripple effects throughout the investment community.

Moody's said it expects "more bankruptcy filings and bond defaults among California cities, reflecting the increased risk to bondholders as investors are asked to contribute to plans for closing budget gaps. While raising the specter of such bankruptcies, the firm also noted that "the vast majority of rated municipalities that are under distress in California and across the nation will not resort to bankruptcy."

Search the Post-Ga SUS

Market Update

DOW NASDAQ

Dow 13,539.26 -40.21 (-0.30

Dow Jones Industrial Average (DJI)

24

©FinancialCon

city mailing

legislation to be introdu

Council.

Th

inc ges and rest-stop toilets and snack machines, to pro

Solution

Neighbor.ly: A web **platform** to raise capital for **civic** projects through the power of **crowdfunding**.

Win!

CITIES

SAVE MONEY

Win!

DONORS/ INVESTORS

EARN $ & PERKS

Win!

CITIZENS

GET NEW AMENITIES

neighbor.ly

Define “crowd”...

1. **Citizens** inside & outside the project community

2. **Companies** around the world

   US Firms > $1.93 Trillion in Reserves (2010)

3. **Institutions** with interest in project (or PILOT)

neighbor.ly

Our mission: Change project finance

~~**Obligation** affecting a few locals~~

Opportunity open to anyone in the ~~US~~ WORLD

neighbor.ly

Why?

1. $$$!
    - Direct project funding
    - Leverage matches
2. Beyond the $$$ ...
    - Shows city exploring non-tax funding streams
    - Creates sense of buy-in among participants
    - Alternative to VE

neighbor.ly

How?

Neighbor.ly lets people fund the civic projects they care about.

Like Kickstarter, but just for cities:

- Beyond donations => investors, companies take interest
- Highly configurable deal structures (flex, matching, etc.)
- Ties into municipal finance infrastructure
- Lower overall platform fee % (pass bank fees to donor)

neighbor.ly

How?

1. Contributions from the public (crowd)
2. Corporate / Institutional match (cause marketing)
3. Auction off ad / naming rights (corp. sponsorship)
4. Federal / State applications (leverage)
5. Future: Validate bond demand

neighbor.ly

How?

1. “Perks” for every type of entity
   - For Citizens: civic pride, usage
   - For Companies: visibility, advertising, tax credits
   - For Nonprofits / Institutions: PILOT
2. Broad economic range ($10 - > $1,000,000)
3. Low / externalized fulfillment costs
4. Creative!!

neighbor.ly

Bricks

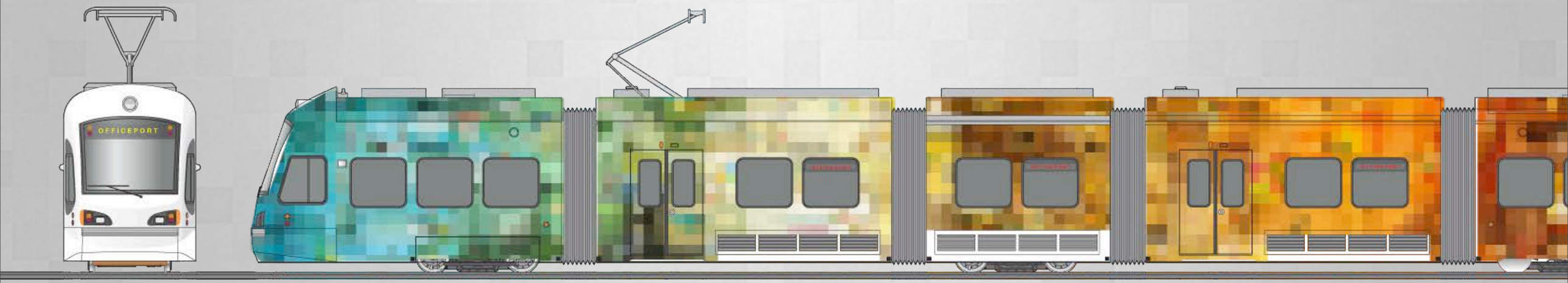
Bricks


BARBOUR PAVERS
SAMMY CASCONI
GARY & CAROL WAIT
GEISEL GRAIN CO
EST 1917 KC MO
JOHN BROWN & COMPANY
HUSCH
&
CPPENBERGE
DICK & PAT WHEELER
STARR ANDERSON
KELLY CONRAD
FEB 20 1982
BOB AND SONDRA KEEFE
JACK B HILTON 1992
LARRY & ROBERTA HONSINGER
CURT & JO HESTER
WE LOVE YOU
HEATHER GREG FAUDEL
JULY 25 1992
"PAPA CHUCK" HARTMAN
MR&MRS WILBUR YOUNG
MR&MRS J NELSON CLARK
SEAN & CORY WILLIS
JAMES & SUSAN GIBSON
MICAH, ADAM & NOAH
PILEY WARTICK 5-1-92
MARVIN AND HANNAH
HOLSINGER
HARDIN MISSOURI
ANDREW, MICHELLE &
ALAN MCCARTHY
GENE & DOROTHY SHORT
40 YEARS 7 26 92

Mosaics

Mosaics





neighbor.ly

Mosaics

- Algorithmic tiling
- Citizen messages
- Company ads



Naming Rights





neighbor.ly

Naming Rights





neighbor.ly

Naming Rights

Interactive Advertising Rights



MOBILE ADVERTISING $1.7B – $16B*

*ESTIMATED GROWTH 2008 - 2014

Source: openairep.com

neighbor.ly