

CAPABILITY STATEMENT



Nearby Nearby, LLC

One Search, Endless Connections

CONTACT INFORMATION:

Rhonda Jean Kowald, Founder & CEO

E: Rhonda@nearbynearby.com

HEADQUARTERS:

1000 Draper Street

Asheboro, NC 27203

Phone (919-200-5109)

 NearbyNearby.com

EXECUTIVE SUMMARY

Nearby Nearby: Empowering Local Communities, With Just One Search

Local businesses are the heart of vibrant communities. Starting right here in North Carolina, Nearby Nearby is dedicated to supporting local communities. Since 2016, we've been working to empower communities by making it easier for people to support local businesses. Our innovative One Search feature fuels local economies, giving businesses visibility and empowering residents and visitors alike to discover all their community has to offer. Every search on Nearby Nearby focuses on supporting local entrepreneurs and strengthening the local economy. With an anticipated launch in spring 2025, Nearby Nearby will be expanding our community-focused mission beyond North Carolina to empower communities nationwide, with a vision to scale our model globally, fostering connections for a more peaceful world.

CORE COMPETENCIES

- **Keeping Dollars Local:** Every search on Nearby Nearby redirects spending, strengthening local economies and creating vibrant communities.
- **Inspiring Deeper Engagement:** Our "One Search" feature promotes a "local first" mindset, encouraging deeper exploration and increased patronage of local businesses.
- **Innovative Local Discovery:** Our unique "One Search" feature simplifies local discovery, boosting community engagement with diverse points of interest.
- **Empowering Small Businesses:** Our platform levels the playing field, giving small businesses visibility to compete effectively and drive growth within their communities.

PAST PERFORMANCE

During our start-up phase, Chatham County Events, a community platform, amassed over 2 million unique visitors a year, with an average session duration of 9 minutes each visit. Demonstrating a strong need for local information.

DIFFERENTIATORS

- **Patent-Pending:** The “One Search” Feature is currently patent pending and before the platform goes live a patent will be implemented for the site's custom developed software and elements.
- **Focus on Local Economic Impact:** Keeps dollars circulating within the local community, strengthening local economies and creating vibrant places to live.
- **The "One Search" Feature:** Our "One Search" feature sets us apart by streamlining local discovery. With a single search, users can access a comprehensive range of possibilities, including attractions, parks, businesses, events, youth activities, volunteer opportunities, jobs, and even local government services. This search prioritizes distance and proximity and local business over a larger corporate or franchise, simplifying planning, saving time, and fostering deeper engagement with the local community
- **Leveling the Playing Field for Small Businesses:** Provides visibility and competitive advantage for small businesses, often overshadowed by businesses with larger marketing budgets and reach.
- **Community-First Approach:** Fosters a 'local first' mindset, connecting residents and visitors with the heart of the community.

NAICS CODES

541511	Custom Computer Programming Services
487110	Scenic and Sightseeing Transportation, Land
519290	Web Search Portals and All Other Information Services
541519	Other Computer Related Services
541840	Media Representatives
541910	Marketing Research and Public Opinion Polling
561510	Travel agencies
561599	All Other Travel Arrangement and Reservation Services
713990	All Other Amusement and Recreation Industries

