POPULARISE

BUILD YOUR CITY

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General Manager

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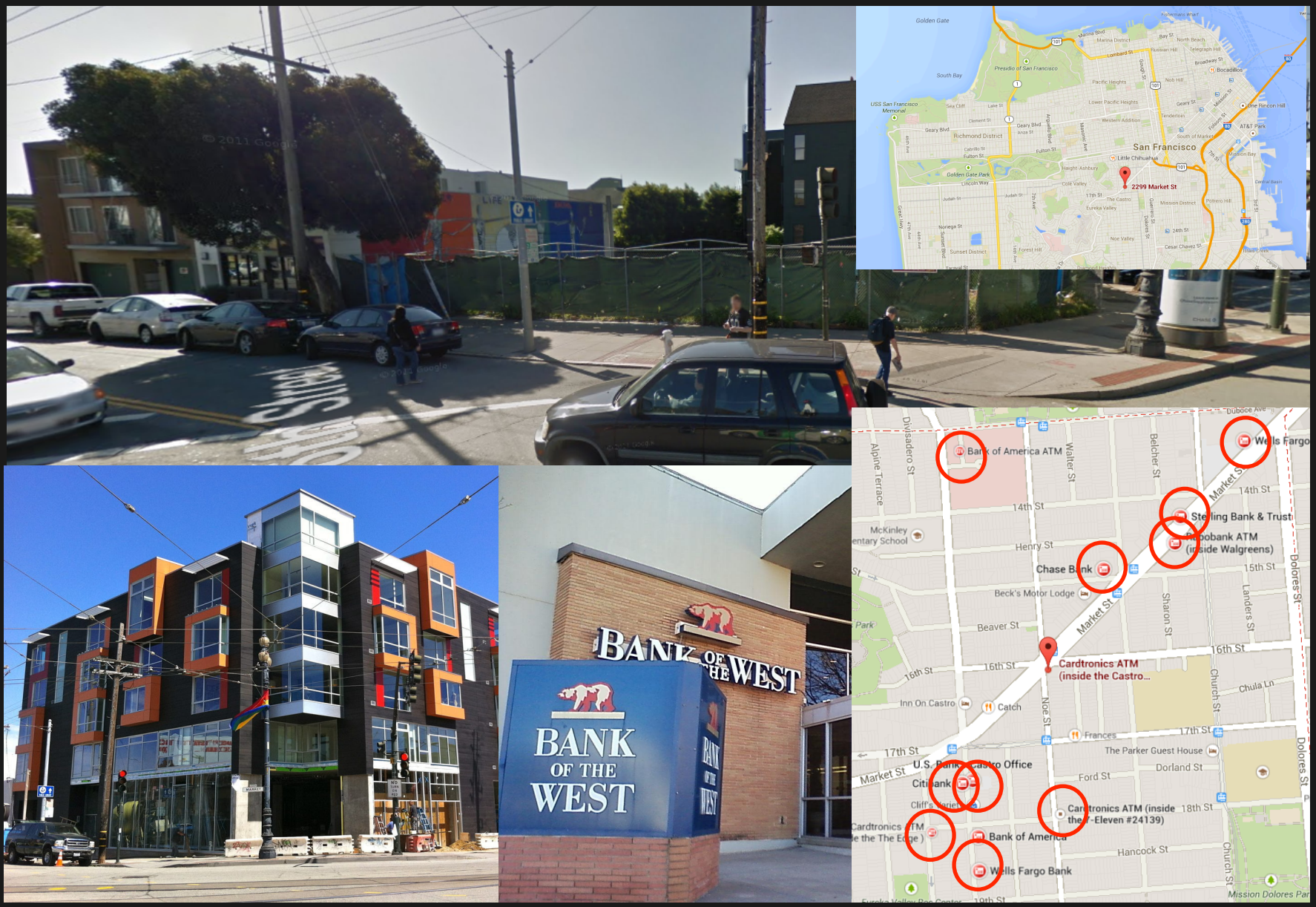


San Francisco
2299 Market St
Golden Gate
Presidio of San Francisco
South Bay
Richmond District
Golden Gate Park
Little Chihuahua
Mission District
Bocadillos
Bank of America ATM
Wells Fargo
Sterling Bank & Trust
Rabobank ATM (inside Walgreens)
Chase Bank
Beck's Motor Lodge
Cardtronics ATM (inside the Castro...
Inn On Castro
Catch
Frances
The Parker Guest House
U.S. Bank - Castro Office
Citibank
Cardtronics ATM (inside the 7-Eleven #24139)
Bank of America
Wells Fargo Bank
Mission Dolores Park
14th St
Henry St
15th St
Beaver St
16th St
17th St
Market St
Dolores St
Church St
Sharon St
Landers St
Belcher St
Walter St
Divisadero St
Alpine Terrace
Noe St
Dorland St
Ford St
Hancock St
18th St
Chula Ln
Duboce Ave
McKinley Elementary School
BANK OF THE WEST

THE PROCESS IS BROKEN

x Takes too long

x Disincentivizes risk

x Doesn't factor in what communities want

WE’VE ALL SEEN THIS…

EVERYONE HAS AN OPINION

Residents

Local Businesses

Elected Officials

Developers

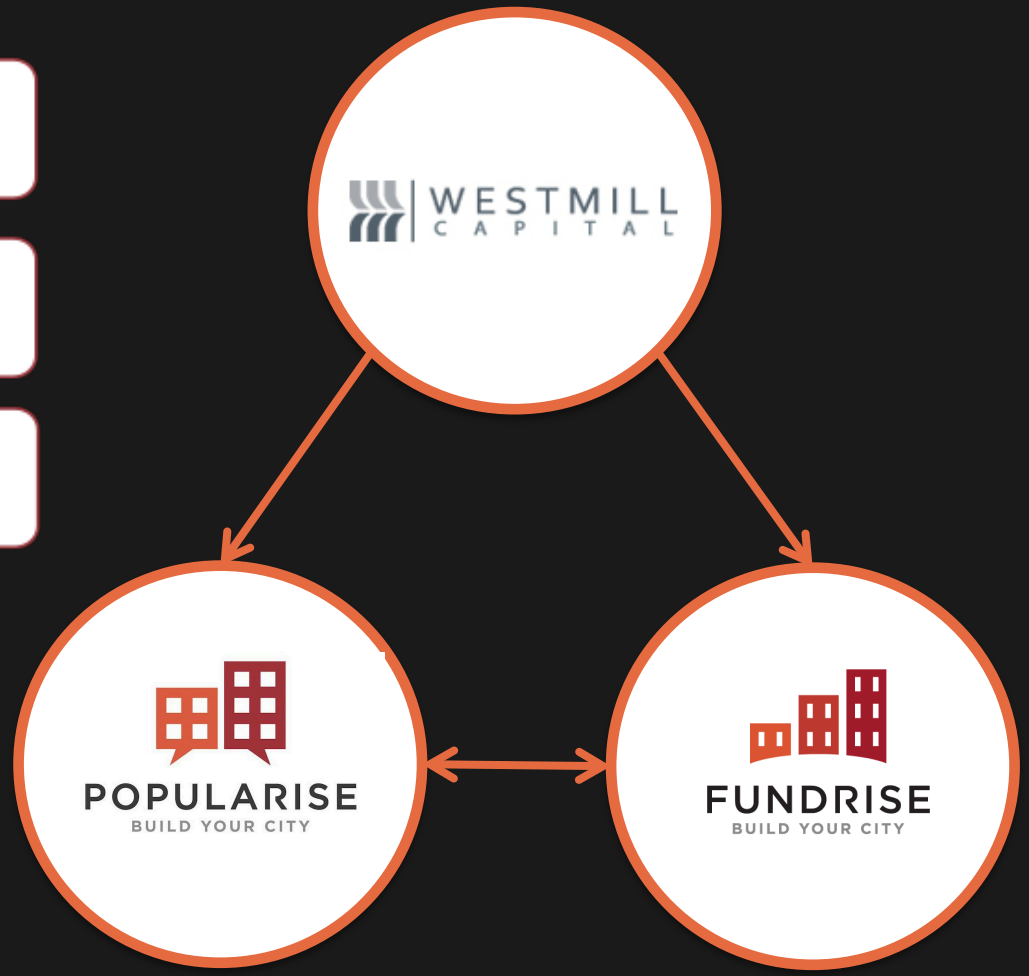
LEAD THE CONVERSATION.
SEE RESULTS.

COMPANY HISTORY

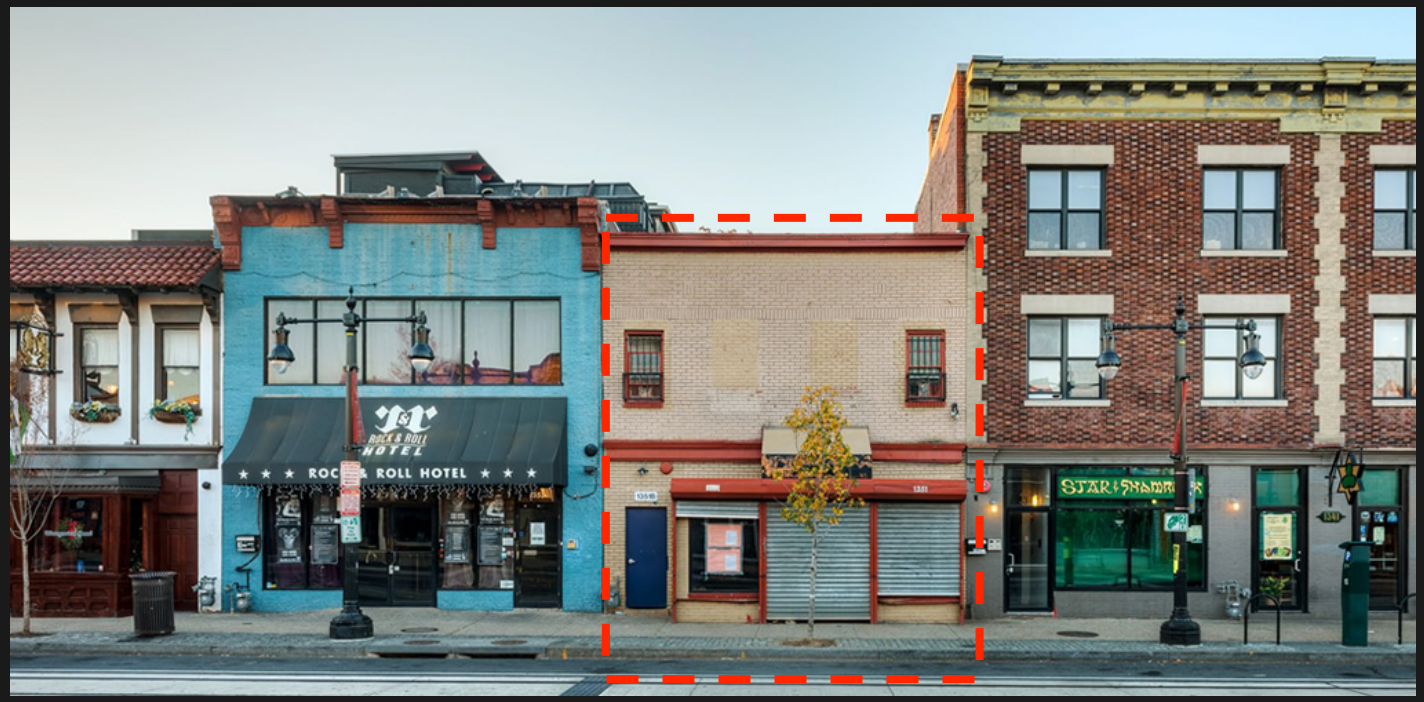
FOUNDERS
Ben Miller, Dan Miller

LAUNCHED
December 2011

HEADQUARTERS
Washington, DC



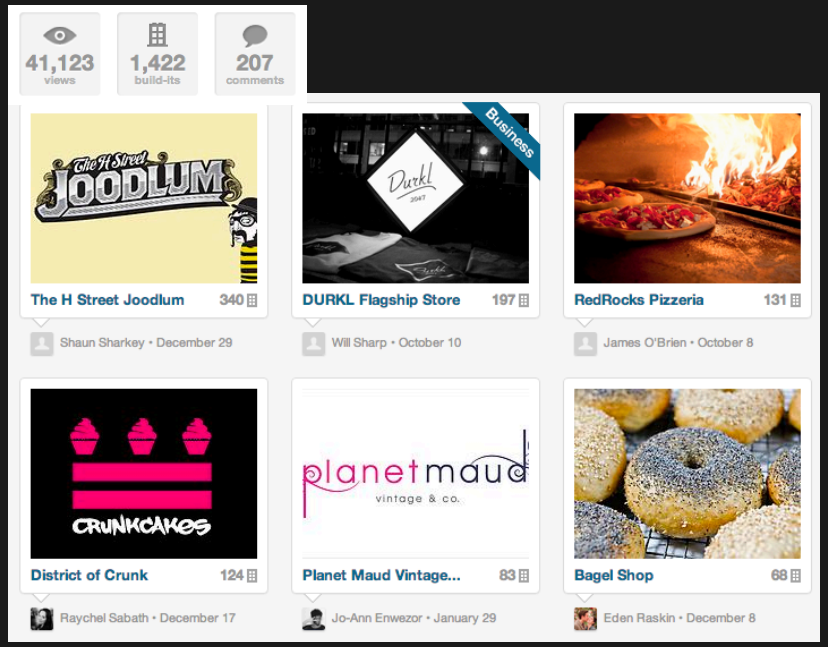
1351 H STREET NE, D.C.



What do you build in a rapidly changing neighborhood?

ASK THE NEIGHBORHOOD!

WHAT HAPPENED?



Local & National Press

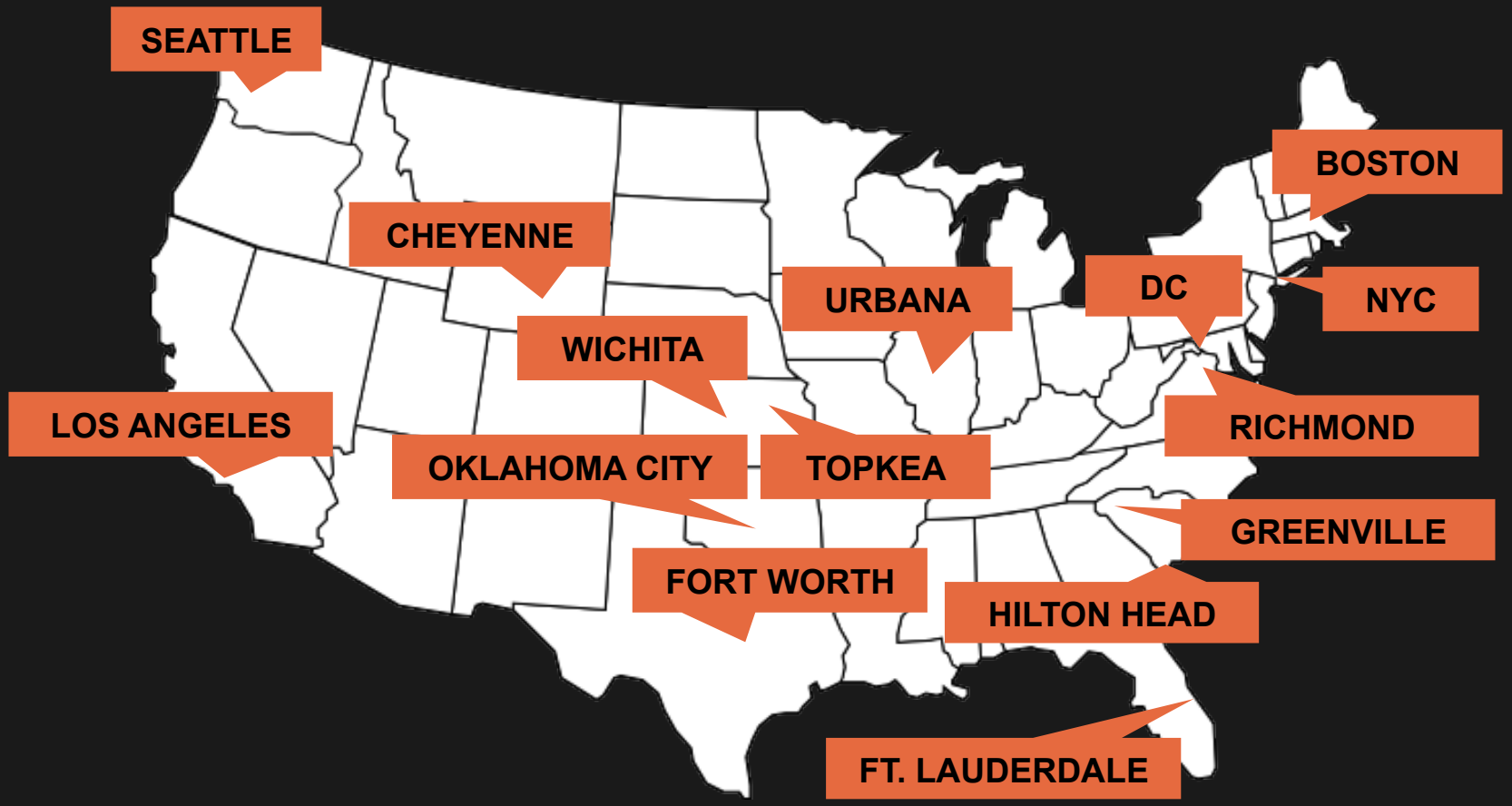
the Atlantic · CURBED · The Washington Post · FAST COMPANY

Unique New Tenant

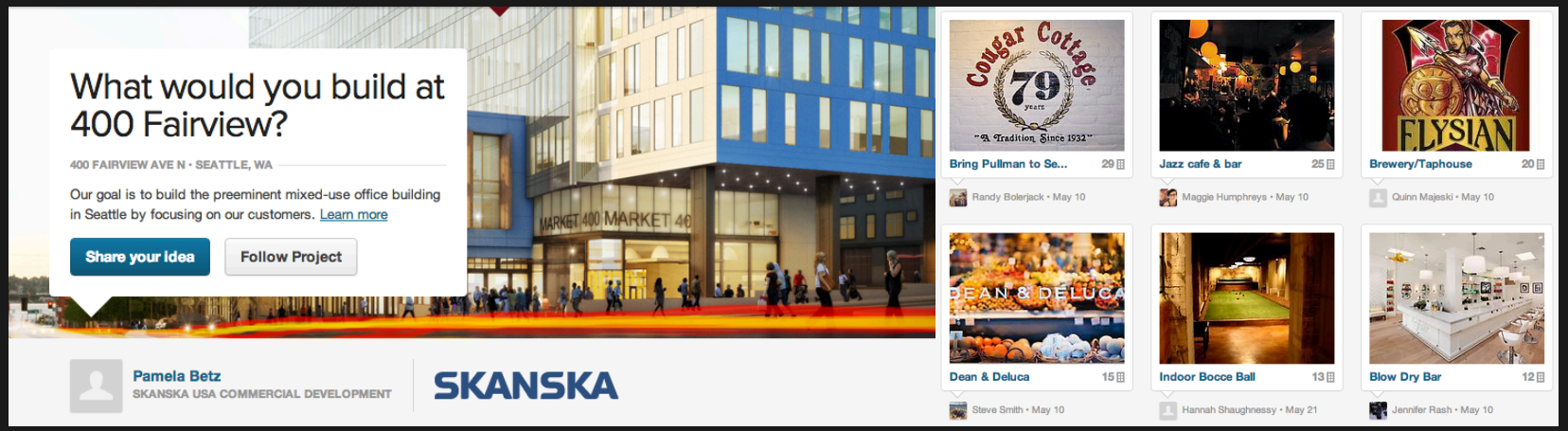
TAKEAWAYS

- ✓ Popularise can gauge community demand
- ✓ Ideas can inspire new & unique tenants

NATIONAL PRESENCE



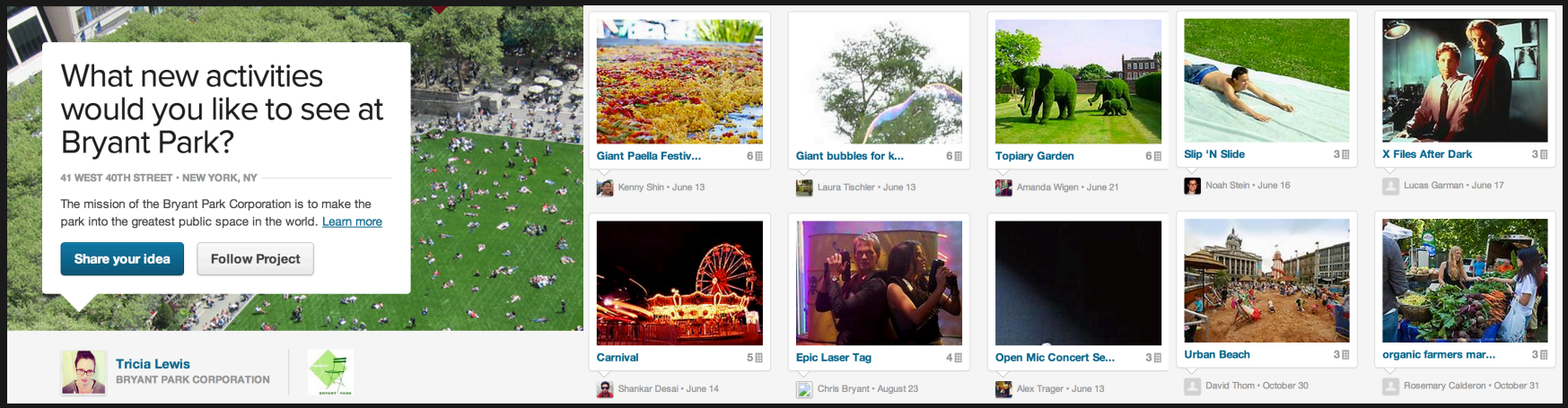
400 FAIRVIEW, SEATTLE



TAKEAWAYS

- ✓ Popularise can expedite development process
- ✓ Broader conversation expands possibilities

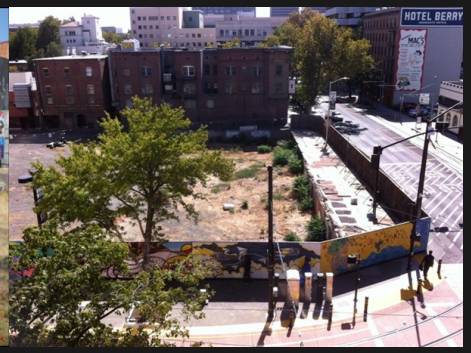
BRYANT PARK, NYC



TAKEAWAYS

- ✓ Popularise can work for public and shared spaces
- ✓ Ideas can be temporary, artistic, and free

WHY CROWDSOURCE?



- ✓ Gauge public demand
- ✓ Expedite development process
- ✓ Optimize use of public space

ACTIVATE YOUR COMMUNITY

LEAD THE CONVERSATION

POPULARISE

BUILD SOMETHING TOGETHER

POPULARISE

BUILD YOUR CITY

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