



Local, local everywhere...

No matter where you are in the world, you're local. That is, the things that matter the most are usually closest to you. Your family, your home, your car, your school, your job, your utilities—even your local shop. Without the people, services and utilities closest to us, life gets difficult very quickly.

Ironically, in an age where you can have a face-to-face conversation with someone on the other side of the world, we've become much less connected to the things that are closest to us.

Most people in urban areas have no idea who their neighbours are. Even in rural areas, with their influx of remote workers and foreign immigrants, catalysing community has become increasingly challenging.¹

IMBI is an app that aims to bring the benefits of our amazing communication technology right to your doorstep—where all the important stuff lives!

¹ <https://www.britishfuture.org/wp-content/uploads/2025/07/The-State-of-Us-report.15.7.25.pdf>

What is IMBI?

IMBI stands for Intercommunity Message Board & Information.

Imagine a social network of everyone inside a 5km radius. No followers, friends or algorithms—just everything within walking distance of you. IMBI is a community alerts and networking app limited by geographical radius.

If something happens in your local area, chances are you'd like to know about it, as it may impact you directly. IMBI brings all this information into one convenient app.

Once installed, you're connected to everyone in your area, giving you access to:

- Community safety alerts
- Local events & announcements
- Local authority alerts
- Local news, traffic & weather alerts
- Business services directory
- Lost & found
- Jobs & accommodation alerts
- Buy, sell & giveaway items

How it works

IMBI is free and 100% community-powered. Users set the agenda and control the content.

When a user signs in to the app, they are asked to provide a location. This location is then used to filter all posts, listings and users to everything within a 5km radius. This radius can also be reduced or expanded depending on the area. (eg. an urban user might prefer a smaller radius)

When a user posts on the network, their post is publicly visible to everyone inside their geographic circle. Users can opt to be alerted for all local posts, or just for urgent alerts. Every post remains visible in the app feed for three days, when others can vote, share and comment on it.

IMBI also sources local news, weather and outage alerts from APIs like OpenWeather and GNews and posts them automatically to the app by area. Local authorities and emergency services are also given priority user access for posting important updates.

How does it make money?

The app makes money from local businesses, who pay to post.

Local businesses are invited to add themselves to the app's local directory. Directory listings are free and accessible by quick tab, allowing users to find professional services in their area quickly and easily. While their listing is free, business accounts pay to post. Here's how it works:

Once a business adds their profile, they can post premium messages on the app to announce products, services or special offers locally. Unlike users however, they are not limited to a 5km radius, and can select any area they wish to target. Business posts can also be scheduled and can set any campaign duration, rather than the standard three days.

Business posts are charged per user on a sliding scale from 6c/user up to 100 users, to 1.5c/user for 10,000 users and over. So, a message seen by 100 users in a target area would cost €6.²

Business posts are in-feed messages, user-notified (unless user has switched them off) and persist in main feed for duration of campaign.

This unique user-based pricing model is not only simple and transparent, it's also highly competitive due to its verified, high-value reach. (E.g. if the local timber yard has a special offer, that message will be delivered right into the hands of all its most likely customers)

Payments are completed through Stripe at time of posting. Invoicing will be available by request.

² Price, based on user count in target area, automatically decrements as unit quantity increases. (No tiers)

Revenue potential

Here are some figures based on roll-out in Ireland. Bear in mind that the app can technically be rolled out anywhere, but Ireland is a great starting point, being small and economically robust.

The island of Ireland has a population of just over 7 million. Of those, we could consider anyone aged between 18 and 70 a potential user. That's just under 5 million people.

The total island area is 84,500km². Assuming a catchment 'local' area of 10km², that gives us a total of 845 local 'squares' on the island.³ On average then, there are almost 6,000 potential users per square. (5,000,000 ÷ 845)

As of 2024, the number of people owning businesses or describing as self-employed is approx 13% of the population⁴, and 15% in Northern Ireland⁵. (For island averages, let's assume 13.5%)

Depending on what surveys you look at, anything between 40% and 85% of small businesses now regularly engage in digital advertising.⁶ Of course, these figures tend to relate to well-established platforms like Meta and Google, so for our purposes (a brand new app), let's conservatively estimate just 10% business advertising take-up.

Taking these figures—10% advertisers out of 13.5% business owners—we can estimate that 1.35% of all app users will create a seven-day (default duration) business post. Putting it all together, we can now project revenue potential at different levels of market penetration.

At just 1% penetration (50k users), we can show an annual gross profit of €97,000. However, because of the nature of the model, the profitability multiplies exponentially as users, businesses and ad impressions all increase. So at 10% penetration, the same ad projections show an annual gross profit of just over €10M. And at 20%: €40M. (See figures below)

3 The app backend actually uses square rather than circular areas.

4 <https://www.cso.ie/en/releasesandpublications/ep/p-lfs/labourforcesurveyquarter12024/employment>

5 <https://www.nisra.gov.uk/news/self-employment-northern-ireland-2019>

6 <https://localiq.com/blog/small-business-marketing-trends-report/> and <https://falia.co/en/ressources/small-businesses-continue-to-see-value-in-digital-advertising-25-key-statistics/>

Market Penetration	1%	5%	10%	20%
No. of users	49,366	246,831	493,662	987,324
Users per square	58	292	585	1170
Business owners per square	8	39	79	158
Weekly advertisers per square	0.79	3.95	7.89	15.79
Weekly revenue per square ⁷	1.85	46.16	184.65	738.60
Gross revenue / month	6,765	169,135	676,538	2,706,153
Server costs per month ⁸	300	1,100	2,500	4,500
Net annual profit / loss	€77,585	€2,016,415	€8,088,459	€32,419,836

Of note here is the non-linear increase in revenue and profits as user numbers rise. Eg. Ten times the number of users (from 1 to 10%) yields a *100-times* profit increase. This is because as user numbers grow, so do business customers, and so do possible user impressions.

Current stage of the business

As of October 2025, the app is available as a PWA (Progressive Web App) at imbi.co with limited business functionality. Publicity in the form of leaflet handouts, house calls and local presentations is ongoing, and there are around 100 users.

The objective at this point is to reach 250 local users in the Wellingtonbridge area of Wexford, and generate some small business revenue to create a proof of concept to present to investors.

The next major development milestone is to produce a native Android app, which will a few more weeks to complete.

⁷ Based on average credit cost of 4c. (Prices vary from 6 to 1.5c, so 4c is a conservative average)

⁸ Server estimates based on 3x VPS, Supabase backend, Google Maps, news and other APIs

My offer

I need €90,000 to finish, promote and bring the app to the next stage, for which I'm offering an 18% stake in the company IMBI Networks.

This stage will be an 18-month campaign to finish the app and on-board users from the local area (Wexford County, Ireland, pop. 160k), using local advertising, networking and publicity, with the goal of achieving at least 10% market penetration here (16,000 active users). This 10% target is based on the projected success of achieving 10% at a national level.

Gaining a strong foothold here where I already know many people will greatly increase the chances of a successful national roll-out at the next funding stage.

The €90,000 will be used for:

- Bringing the app from web prototype to native app (€22,000)
- Launch, marketing and promotion (€45,000)
- Local radio / newspaper advertising (€11,500)
- Billboard advertising (€3,500)
- Legal, set-up costs (€3,800)
- Printed material, posters (€2,500)

This 18% offer effectively values the company pre-revenue at €500k. Here's how that's justified:

Assuming a median success level of 10% national market penetration as an investor's 'exit point' in Year 5, and employing a 5x valuation strategy (five times turnover, typical for tech sector⁹), this would place the exit valuation at €40M (5 x 8M), 18% of which is €7.2M. Based on €90,000 invested, this would indicate an 80 to 1 return on investment at the exit stage.

It's also worth noting that reaching 10% penetration is still well below what's possible, given that other social media channels like Facebook enjoy a 71% market share¹⁰, and given that the app can readily be used in any country beyond Ireland. (The backend is already internationalization-ready; it's just a matter of dropping in alternative language files)

⁹ <https://fastercapital.com/articles/Understanding-Startup-Valuation-Multiples-for-Venture-Capital-Targets.html>

¹⁰ <https://gs.statcounter.com/social-media-stats/all/worldwide/2025>

Market indicators

In the US, the app Nextdoor is already strong in this sector, boasting 46 million weekly active users.¹¹ Their business is also supported mostly by local business advertising, from which they posted revenues of \$185M for 2023¹²—proving that that model is highly effective.

IMBI will undoubtedly be a competitor to Nextdoor in the US market, but it's obviously not a problem here and now. However, its success shows us great promise. There is clearly a lucrative market, and I'm not aware of any similar hyper-localised platform in Ireland or Europe. (There is a UK version of Nextdoor which claims 10 millions users¹³)

A competitor to Nextdoor, Patch.com runs around 1200 hyper-localised websites in the US and claims 23 million monthly active users, and a revenue of somewhere between \$10 and \$20 million,¹⁴ which also comes from the free access and business advertising model.

Also of interest is Jodel—a German location-based chat app that has 5 million downloads.¹⁵ The app is popular despite having a very basic interface. This is the largest single localized app that I have found in Europe.

Digital advertising continues to rise, and 2024 saw global digital ad revenue pass the \$1 trillion mark for the first time, driven mainly by the big social network players like Meta, Amazon and Google.¹⁶

IMBI advertising will be interstitial ads in the feed, that will look and feel like any other post. All promoted posts will be done this way, without intruding pop-up or banner ads, to make the user experience as friendly as possible. This is the method favoured by ad giants like Meta and Google (feed and search result placements).

11 <https://investors.nextdoor.com/home/default.aspx>

12 <https://dcfmodeling.com/blogs/history/kind-history-mission-ownership>

13 <https://about.nextdoor.com/press-releases/corporate-announcements/nextdoor-now-used-by-10-million-brits>

14 https://en.wikipedia.org/wiki/Patch_Media & <https://leadiq.com/c/patchcom/5a1d9360540000520077ccfa>

15 <https://play.google.com/store/apps/details?id=com.tellm.android.app&hl=en>

16 <https://www.investors.com/news/advertising-industry-to-hit-1-trillion-dominated-by-the-new-big-5>

Risks and challenges

Our main competitors in this space are undoubtedly Meta tools like Facebook and WhatsApp.

Many local areas have Facebook groups already set up, and neighbours use WhatsApp groups to stay in touch with what's happening. Without a doubt there'll be challenges moving users away from familiar, already-installed tools and onto IMBI. (E.g. In Wexford, where I'm based, there's a Facebook community group with over 20,000 members¹⁷, and many other smaller ones. That's at least 12% of the county population)

Another local competitor is an Irish-based app called MapAlerter, which sends local traffic, weather and planning alerts on behalf of local authorities. They also partially operate local text alert systems for the Gardaí. But theirs is a one-way centralised messaging system and they charge local authorities a hefty premium to use it.¹⁸

The good news is we don't have to compete directly with either of these services. IMBI can complement local groups and alert services, at least until we prove that we have an edge in functionality and content relevance.

The objective of IMBI is to 'do one thing and do it well', which is to be a hyper-localised, community tool. Many people using Facebook or Whatsapp groups will likely also be subscribed to MapAlerter. If we set our sights on complementing rather than competing, over time, we will win out on the convenience of having all things local in one place.

Also, in the case of MapAlerter, IMBI will provide these same alert services to local authorities and emergency services at zero cost; the rationale being that having an established presence from official authorities will aid app credibility and user take-up.

Here are the main reasons that IMBI is different from local groups, social media and alert services:

- It's instant (you don't have to log in, apply or be invited)
- It does one thing and does it well (no distractions)
- It's designed for local alerts as well as two-way discussion
- It's unique to your location (unlike Facebook)

¹⁷ <https://www.facebook.com/groups/421791004940863>

¹⁸ No public figures available, but anecdotally they charge local councils between €7 and €9k a year.

- The 3-day post window promotes immediacy and relevancy
- It's free for local authorities and emergency services to use
- 100% user control over feed and content
- User moderation promotes participation in local affairs
- Aggregates local news, weather and municipal alerts
- Fast and lightweight interface
- Unlimited local user numbers (unlike WhatsApp)
- Simple business interface
- Transparent and fair advertising model

With a well-designed and executed publicity campaign, we can give IMBI the feeling of 'Swiss-Army-Knife' indispensability to anyone who cares about community safety and connection.

User safety

Being a public app, user safety is paramount to protect against bad actors.

The app is completely user-moderated; every user has the ability to vote content up or down according to its suitability. This way important and useful news stays on top of user feeds, and downvoted, unhelpful content is quickly removed without admin intervention. It also gives voting users a sense of agency and responsibility toward the app.

Users can choose a user name they're comfortable with, and their precise location or contact details are never revealed. Users can also opt to hide posts or block other users entirely.

Reputation is also tracked on the app as a score, so users can gauge trust level, and app moderators can act quickly to deal with rogue users. (In time, this score could also be used to limit certain activities for low reputation members)

The design ethos is to maximize openness, freedom and utility, while maintaining zero tolerance for bad actors.

About me

I'm a 57-year-old coder, musician and former business owner.

I have coded websites both casually and professionally since the internet began in the '90s. I have a wealth of experience in UI/UX, Javascript, Perl, HTML, CSS, MySQL and PostgreSQL, having built sites and apps for clients and my own businesses.

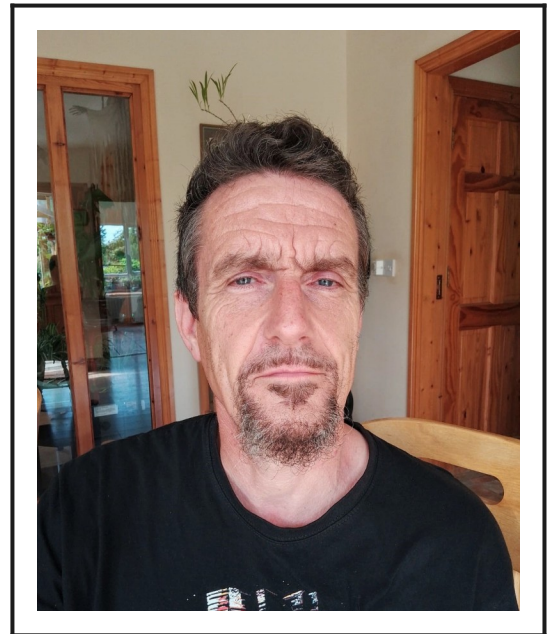
As a business owner (1993 – 2008), I have an intimate understanding of marketing and promotion, having answered the challenges both of slow growth in the early '90s, and of rapid growth in the mid '00s. I also have an intuition for pre-emptive business strategy, having sold my CD duplication business just months before the 2008 financial crisis—and before Spotify! 😊

In 2008, I left the business world and became a professional musician, which I'm still doing today. Recently, I decided to get back into business and was considering professional app design when I discovered a potentially large unsolved problem that maybe an app could solve.

Noticing an old 'Community Text Alert' sign in my local area, I became curious about how it worked, since the sign had no other information. Looking it up, I discovered that you must notify local police of suspicious activity, who *may* investigate your report, and who *may* notify others in your area, *if* they have signed up previously to alerts. That's a lot of ifs I thought, and the sign was very old.

If I should see something suspicious, shouldn't there be a way to communicate that instantly to the community? Wouldn't that be quicker and safer? And of course, not all incidents are emergencies, but may be of interest to locals. Shouldn't there be a way to broadcast that—while also making that broadcast service open to the authorities when needed?

And thus IMBI was born.



The future

The possibilities for IMBI are open-ended. With a strong start in Ireland, it can be deployed anywhere in the world with minimal effort and always be uniquely local and relevant to the people who use it. (The app is already translation-ready)

Regardless of what the future holds in terms of economic or political activity, environmental or technological concern, regardless of culture or creed, people will always want a way to understand what's happening in their back yard.

Smoke signals, clarion calls and alpine horns were the tools of bygone days. Mobile apps will do the same in the 21st century. The tools change, but the need to connect remains the same.

Colin Turner,
IMBI Networks

If you'd like to discuss this proposal with me in detail,
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You may also like to read a contextless AI-generated appraisal of the IMBI app and business idea, available at: https://imbinetworks.com/docs/IMBI_AI_appraisal.pdf