

Project Main Street

A free, verified community for small business operators

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The Problem

Most small business communities fail at scale. Why?

Larger small business communities become dominated by self-promotion and low-relevance content. Membership prioritizes growth over verification, making it difficult to know who is participating. This means posts often receive vague or promotional responses, while accountability, benchmarking, and shared knowledge remain fragmented across separate platforms or private groups.

The Result?

Small business owners serious about improving their operations aren't able to exchange knowledge with like-minded peers in a safe, open forum.

Our Vision

We're building the first free, large-scale, fully verified small business owner community where trust is inherent and members can find and provide knowledge. **We aim to be a fiduciary for small business operators.**

- ❖ **Free:** No paywalls or memberships required. No "Premium" version that's constantly advertised
- ❖ **Large-Scale:** Knowledge sharing across small business owners on a national scale
- ❖ **Verified:** Every user is a proven small business owner
- ❖ **Community-driven:** Users create the rules of engagement and moderation

The Goal: Create a community resource platform built around trust, designed to uphold quality and credibility.

What We Want to Offer Small Business Owners

- ❖ **Problem-Solving:** Small business owners get real help and help others
- ❖ **Operating Playbooks:** Best practices captured and preserved for future use related to any situation a small business operator might find themselves in
- ❖ **Local and Industry Connections:** Build context-specific relationships (or not!)
- ❖ **Benchmarking / Data Insights:** Compare vendors, software, suppliers used – anonymously

Invitation to Join the Founding Cohort of Small Business Owners

Join us for a facilitated virtual roundtable with other small business owners to discuss the community in more detail and provide candid feedback. The session will be informal, discussion-based, and focused on identifying what matters most to small business operators.

We will be hosting two roundtable sessions:

Friday, February 20 at 10:00 AM ET
Saturday, February 28 at 10:00 AM ET

Click [here](#) to register for a session.

Help us to:

- Refine the platform to the exact specifications to be most useful to small business operators
- Shape the rules and policies of the platform
- Ensure the first cohort of users sets a high standard of quality
- Design the highest-quality small business operator community ever built
- Influence the structure, moderation, and verification rules
- Allow small business owners to meet each other in a safe and collaborative environment