DIGITAL GREEN BOOK · 2026

Five-star reviews are incomplete.

Here's what we're building instead.

GreenBook

@digitalgreenbook

swipe →

THE PROBLEM

A 4.7 tells you most people liked a place. *Not who they were.*

8/20

people we surveyed gave today's review apps a 4 or 5 out of 5 at recommending places they've genuinely enjoyed and still go back to. The other 12 gave a 3 or lower.

GREENBOOK QUESTIONNAIRE · N = 20 · MARCH–APRIL 2026

THE PRODUCT

A Leaflet replaces the *star.*

4.7

★★★★★

1 ANSWER
5 POSSIBLE VALUES

8.6

5 OR 6 ANSWERS
101 VALUES EACH
5 DIMENSIONS

Questions are written for each kind of business, and every Leaflet scores Belonging.

THE LENS

Tap the leaf. The score changes with *who's asking.*



EVERYONE

PEOPLE LIKE YOU

DEMO DATA · ONE FICTIONAL CAFÉ, TWO VIEWS

One tap switches between two views of the same place: reviewers who share your background, and everyone.

THE METHOD

Plain statistics, *on purpose.*

01 **Answers, not adjectives.**

Sliders from 0 to 10, in steps of 0.1.

02 **Recent visits count more.**

In the score breakdown, a review counts half as much after a year, so a place that improves can show it.

03 **No black box.**

Weighted averages you could check by hand. No AI model decides a score.

PATENT PENDING

WHERE WE ARE

Live, and *growing every day.*

54,000+
businesses across the DMV and NYC

7
categories, from restaurants to auto shops

Sep 2026
live on the App Store

Early days, on purpose: we're building density one neighborhood at a time.

Next: plan the whole night out, *not just one stop.*

The original Green Book helped families plan whole trips. We're exploring an itinerary builder that does the same for a night out.

17/20

people we surveyed said the app would benefit from one. Nobody said no.

And more cities, starting where people ask for us.

LET'S TALK

Back it.
Partner on it.
Pressure-test it.

Investors, operators and community partners:
if you want in early, we'd love to talk.

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