



# TWO WHEEL TOURS

NYC PILOT · 2026

## BRIEF:

Modern tourists want to experience the Big Apple in a unique and intimate way. They are looking for a personal, tailored experience on their own schedule, without being part of a large, expensive group.

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## PROBLEM:

Visitors can't confidently navigate NYC by bicycle. They don't know which routes use physically protected lanes and which send them directly into traffic. No existing app solves that routing problem for tourists.

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## STILL TRUE IN 2026:

Only 30% of New Yorkers rate bike safety positively. 44% of people who want to cycle cite the lack of protected lanes as their reason for not riding. The routing problem remains entirely unsolved for tourists.

## SOLUTION:

TWO WHEEL TOURS offers a unique, digital tour-guide experience built around the Citi Bike network. Every route is engineered to maximise time on physically protected lanes, giving tourists the confidence to explore the city by bike.

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### SAFETY-FIRST ROUTING

Every route is engineered to maximise time on physically separated infrastructure. Not just 'bike-friendly' — we design routes to use protected lanes wherever they exist. Google Maps doesn't do this. Citi Bike doesn't do this. We do.

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### EDITORIAL, NOT ALGORITHMIC

Tours are crafted experiences with a real narrative arc: the Mafia Tour, Museum Mile, Best Pizza, TV Locations. Not a list of POIs dropped on a map.

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### ZERO HARDWARE FRICTION

Uses the Citi Bike network tourists already see on every corner. No rental shop, no deposit, no unfamiliar equipment. Scan and ride.

THE DIFFERENTIATOR:

# Curated by people who actually know.

Landmarks are easy to find on Google Maps. What you cannot find is a pizza tour hand-picked by Eater NY, or a Harlem music video locations walk built by someone who was actually there. That is what TwoWheelTours delivers.

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## EATER NY PIZZA TOUR

Stops picked by the editors who cover NYC food for a living. Not a Yelp list.

## HARLEM MUSIC VIDEO LOCATIONS

Culture-first routes through neighborhoods, built by people who lived them.

## AUTHENTIC FOOD BY LOCALS

Neighborhood-specific food tours written by residents, not travel bloggers.

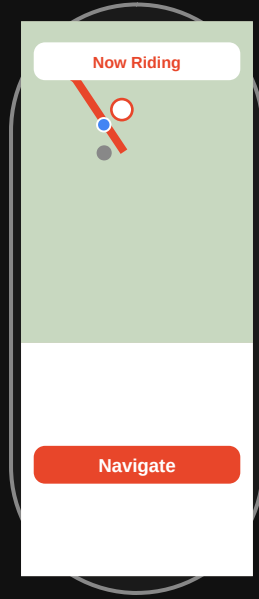
**Authentic. Informed. Specific. This is the content moat that generic tour apps cannot replicate.**

## THE EXPERIENCE:



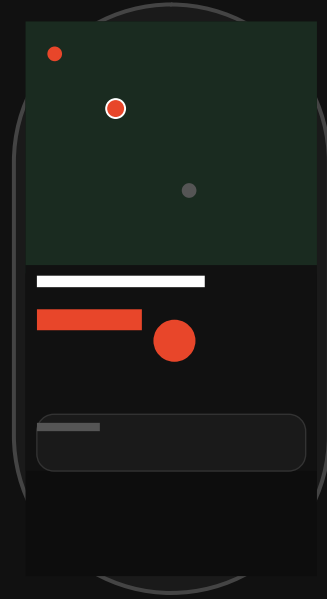
### HOME SCREEN

Browse curated tours by theme, neighborhood, or partner. City Pass unlocks all tours.



### IN-RIDE SCREEN

Tour progress map at a glance. One tap opens Google or Apple Maps with your next stop pre-loaded.



### STOP SCREEN

Audio narration plays at each stop. Live dock timer shows when to re-dock to avoid fees.

## APPROACH:

TWO WHEEL TOURS leverages open data from NYC DOT, the Citi Bike API, and AI-powered content tools to deliver an end-to-end tour experience, built lean without hardware or large teams.

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### 01. CHOOSE

Open the app. Pick a tour by theme, duration, or neighbourhood. See the full route and stops before committing.

### 02. FIND

The app surfaces the nearest Citi Bike station. Deep-link to the Citi Bike app to unlock. No separate rental needed.

### 03. RIDE

A tour progress map shows all stops at a glance. One tap opens Google or Apple Maps with your next stop pre-loaded, cycling mode on. Phone goes back in your pocket.

### 04. STOP

The app pauses when you dock. Resume when you are ready. Each stop includes context, photos, and local tips.

### 05. SHARE

End-of-tour summary with your route and stats. One-tap share. Rate the tour for future riders.

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TOURS CAN BE BUILT AROUND ANY THEME, LIKE..

The Great Eight

The Mafia Tour ★

5-Points Historical

Hudson River Greenway

TV & Movie Locations ★

NYC Marathon Route

Brooklyn & Back

Best Pizza in NYC ★

Two-Bridge Tour

Museum Mile

Celebrity Houses ★

Foodie Downtown ★

Connect the Parks

Chinatown ★

Williamsburg & Back

River to River

SoHo Shopping ★

Five-Boro

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**FREE** | Included with app  
download

★ **PREMIUM** | \$2.99–\$4.99 each · City Pass \$19.99 (unlimited)

## BUSINESS MODEL:

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### STAGE 1 · LAUNCH

#### **Freemium Tours**

- 3 signature tours free, driving downloads & reviews
  - Premium themed tours \$2.99-\$4.99 each
  - City Pass (7 days, all tours) \$19.99
  - No capital required. AI builds the content.
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### STAGE 2 · GROWTH

#### **Local Business Sponsorship**

- Restaurants & attractions pay to be featured as named stops
  - Native to the experience, not banner ads
  - Best Pizza tour is a sponsorship vehicle, not just content
  - CPM model based on tour completions past each location
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### STAGE 3 · SCALE

#### **Platform & Partnerships**

- White-label tours for hotels & concierge desks
- Lyft/Citi Bike co-marketing: day-pass and tour bundles
- NYC Tourism board co-branding and distribution
- Expansion to Chicago, DC, Boston via a licensing model

MARKET OPPORTUNITY:

**65M**

visitors to NYC in 2024

**\$1.2B**

self-guided tour app market globally (2025)

**13.4%**

CAGR of the self-guided tour app market

**\$0**

direct competitors shipping today

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REVENUE SCENARIOS · NYC PILOT YEAR 2:

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**BAD MARKET**

20K downloads · 12% paid · \$6 avg

**\$14,400**

Proof of concept only

**AVERAGE MARKET**

60K downloads · 18% paid · \$7 avg

**\$75,600**

Breakeven on lean costs

**GOOD MARKET**

150K downloads · 22% paid · \$8 avg

**\$264,000**

Real business · Lyft conversations begin

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Year 3 with 4-city expansion and hotel white-label: \$500K – \$1.2M ARR.

## MVP ROADMAP · NYC PILOT:

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### PHASE 1 · MONTHS 1-2

## Validate

- Bring on an NYC advisor who rides Citi Bike regularly
  - Physically ride & validate 3 MVP routes
  - Build route logic on NYC DOT protected-lane open data
  - Script and AI-voice The Great Eight tour
  - Define success metrics: completions, NPS, revenue per tour
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### PHASE 2 · MONTHS 3-5

## Build

- AI-first iOS app using React Native, no hired dev team
  - Integrate NYC DOT bike-lane API + Citi Bike station API
  - GPS-triggered audio engine + in-app Citi Bike deep-link
  - 3 free tours + 2 premium tours at launch
  - App Store submission and TestFlight beta with 50 riders
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### PHASE 3 · MONTH 6

## Launch

- Soft launch: NYC tourism subreddits, travel Facebook groups
- Seed with friends & family for first reviews
- Target: 500 downloads, 100 paid conversions in month 1
- Instrument every step: drop-off, completion, revenue per tour
- Go/no-go decision at 90 days based on retention and revenue

## DISTRIBUTION:

### **The Great Eight • 3 Hours • FREE**

MET → Central Park → Rockefeller Center → Times Square → Grand Central → Empire State → WTC → Brooklyn Bridge

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#### How people find it:

##### **App Store (iOS, Android)**

Self-discovery via search: "NYC bike tour", "Citi Bike tour"

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##### **Citi Bike / Lyft app**

Syndication deal: tour discovery inside the app tourists already have

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##### **Hotel concierge desks**

White-label City Pass sold at check-in alongside other NYC experiences

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##### **Travel media**

Target: Condé Nast Traveler, Timeout NYC, Reddit r/AskNYC, TikTok travel creators

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##### **NYC Tourism + Conventions**

Co-marketing partnership: featured in official NYC visitor guides

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## THE LYFT QUESTION:

Lyft reversed a near-sale of its micromobility division in 2024 and doubled down, calling e-bikes and docked bikeshare "core to our purpose." Their CEO said: it would be insane not to take it on ourselves.

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### NEAR TERM · YEAR 1-2

#### **Distribution partnership**

TwoWheelTours featured inside the Citi Bike / Lyft app. Revenue share on tour purchases. Puts us in front of 1.6M active NYC riders immediately.

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### MEDIUM TERM · YEAR 2-3

#### **Co-marketing deal**

Citi Bike day-pass bundled with a TwoWheelTours City Pass. Sold at hotels, via Lyft app, NYC Tourism. Drives both systems' usage simultaneously.

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### LONG TERM · YEAR 3-5

#### **Acquisition**

Requires: \$500K+ ARR, 2+ cities, strong retention data. The metric Lyft cares about: do TWT users take more Citi Bike trips than non-users? If yes, we are worth owning.

## WHAT WE NEED:

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### NYC ADVISOR

- Rides Citi Bike regularly. Genuine product empathy, not theory
  - Knows NYC's neighbourhoods from street level, not a satellite map
  - Owns on-the-ground validation, user testing, and route QA
  - Manages hotel and concierge seeding at launch
  - Complementary to a remote strategic / AI-builder lead
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### BUDGET · AI-FIRST BUILD

- Route research and validation (advisor time, not outsourced): \$0
  - AI app build via Cursor / Lovable / React Native scaffold: ~\$0-500
  - Audio narration via ElevenLabs (tour-ready quality): ~\$200/yr
  - Infrastructure: hosting ~\$240, Google Maps API ~\$600, App Store accounts ~\$124, misc ~\$60 = ~\$1,000/yr
  - Launch marketing, grassroots and paid social test: ~\$2,000-5,000
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**Real cash outlay to prove the concept: under \$10,000. The time investment is the real cost.**



# TWO WHEEL TOURS

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The infrastructure is in place.

The riders are here.

Let's build it.