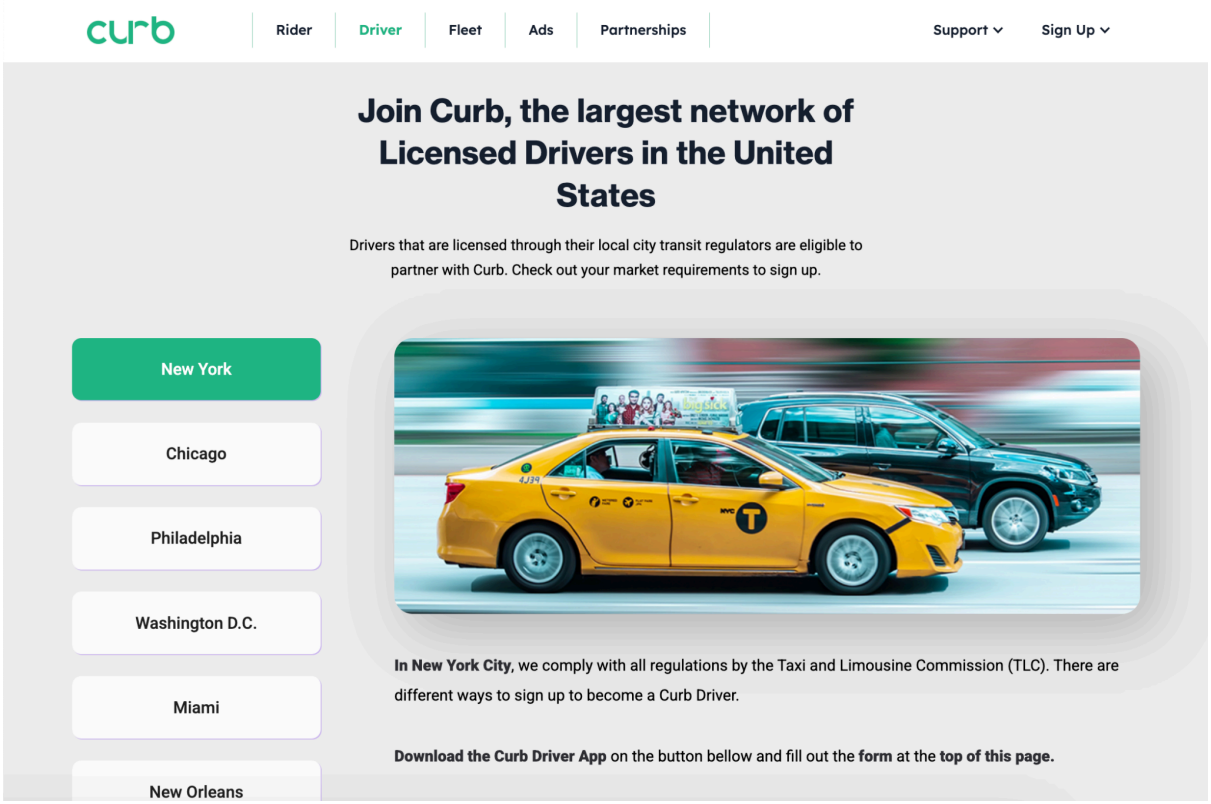
1. Curb



Category	Details
Description	Taxi-hailing and dispatch integration app for passengers and professional taxi drivers. Operates in partnership with fleets and local taxi infrastructure.
Features	Passenger e-hail and pre-scheduled rides Digital payment and tip processing Integration with taxi meters and dispatch systems Airport queue system visibility (in some cities) Driver app for accepting and managing requests
Strengths	Integration with taxi fleets and

	infrastructure Trusted by TLC and other regulatory bodies Allows digital payments and receipts for passengers Alternative to Uber for riders who want taxis
Weaknesses	Very fleet/distribution-focused — not designed to help independent drivers optimize time or location Lacks predictive guidance on where to find street hails Offers no analytics or earnings insights for drivers No demand heatmaps or traffic avoidance tools
Unmet Needs	No driver-side optimization for shift profitability Doesn’t support independent drivers who don’t rely on dispatch Lacks predictive demand features or heatmaps Doesn’t use open taxi trip data to guide drivers during idle periods

2. Uber

Category	Details
Description	Rideshare platform that connects passengers with drivers through a matching algorithm. Provides driver-side tools including demand prediction, surge pricing indicators, and route optimization.
Features	Real-time surge pricing and heatmaps showing high-demand areas Driver destination filters and scheduled rides Upfront pricing and earnings estimates Trip recommendations and optimal positioning suggestions Integration with navigation and traffic data Driver analytics dashboard with earnings breakdowns Multiple service tiers (UberX, Uber Black, etc.)
Strengths	Advanced demand prediction algorithms using real-time data Clear visual heatmaps showing where to find rides Surge multiplier system incentivizes drivers to high-demand areas Comprehensive driver analytics

	and earnings optimization Huge data advantage from global ride volume Proactive positioning recommendations
Weaknesses	Closed ecosystem - only works for Uber rides, not street hails Commission-based model reduces driver earnings Algorithmic control over driver behavior and pricing No integration with traditional taxi infrastructure Data and insights locked within Uber's platform
Unmet Needs	Cannot help drivers optimize for street-hailing opportunities No integration with taxi meter systems or TLC compliance Drivers lose access to tools if they leave Uber platform No use of public taxi trip data for broader market insights

3. Lyft

Category: Rideshare platform with driver incentive tools

Category	Details
Description	Rideshare platform competing with Uber, offering app-based ride matching with driver-focused features including heat maps, bonus zones, and earnings tracking.
Features	Heat maps showing areas of high passenger demand Power Driver Bonus zones with guaranteed earnings Scheduled rides and destination mode Driver analytics with weekly earnings summaries Prime Time pricing (Lyft's version of surge) Integration with third-party apps for expenses and taxes Lyft Amp device for passenger identification
Strengths	Visual demand indicators through heat maps Bonus zone system provides clear earning opportunities Transparent earnings tracking and tax support Proactive notifications about high-demand areas

	Integration with driver services ecosystem
Weaknesses	Smaller market share means less comprehensive demand data Platform-locked insights only work within Lyft ecosystem Commission-based revenue model Geographic limitations compared to Uber No traditional taxi integration or street-hail optimization
Unmet Needs	Cannot optimize for traditional taxi operations or street hails No access to public transportation data or TLC trip records Tools disappear if driver stops using Lyft No support for taxi meter integration or regulatory compliance Limited value for independent taxi drivers outside platform

4. Gridwise

Category: Driver analytics and demand prediction platform

Category	Details
Description	Multi-platform analytics app designed primarily for rideshare and delivery drivers, providing demand forecasting based on events, weather patterns, airport activity, and historical data. Focuses on helping gig economy drivers optimize their earnings across multiple platforms.
Features	Event-based demand prediction (concerts, sports, conventions) Weather impact analysis on ride demand Airport flow tracking and surge predictions Multi-platform earnings tracking (Uber, Lyft, DoorDash, etc.) Weekly and monthly earnings analytics Tax preparation support and mileage tracking Market insights and driver community features Shift planning recommendations based on predicted demand
Strengths	Demand prediction using multiple external data sources Platform-agnostic approach works across rideshare and delivery

	apps Strong focus on driver earnings optimization and financial tracking Integration of real-world events data (concerts, airports, weather) Comprehensive analytics dashboard for performance tracking Tax and business expense management tools Active driver community and market insights
Weaknesses	Primarily designed for rideshare platforms, not traditional taxi operations No GPS heatmaps for street-hailing optimization Doesn't integrate with taxi meters or dispatch systems Limited value for drivers who don't use app-based platforms No real-time hotspot recommendations during shifts Doesn't utilize city-specific taxi trip data (like NYC TLC data)
Unmet Needs	No support for traditional taxi drivers doing street hails Lacks integration with taxi fleet management systems

	No TLC compliance or regulatory integration features Missing real-time positioning guidance for non-app rides Doesn't leverage public transportation data for taxi-specific insights No tools for independent taxi drivers outside the gig economy ecosystem

Our target users: taxi drivers, not gig/ride-share drivers

Business Value Proposition
“We are building a driver-first intelligence platform specifically tailored to licensed NYC taxi drivers - professionals who have made significant financial commitments by investing in medallions (licenses to operate taxis which cost $100,000 +).”

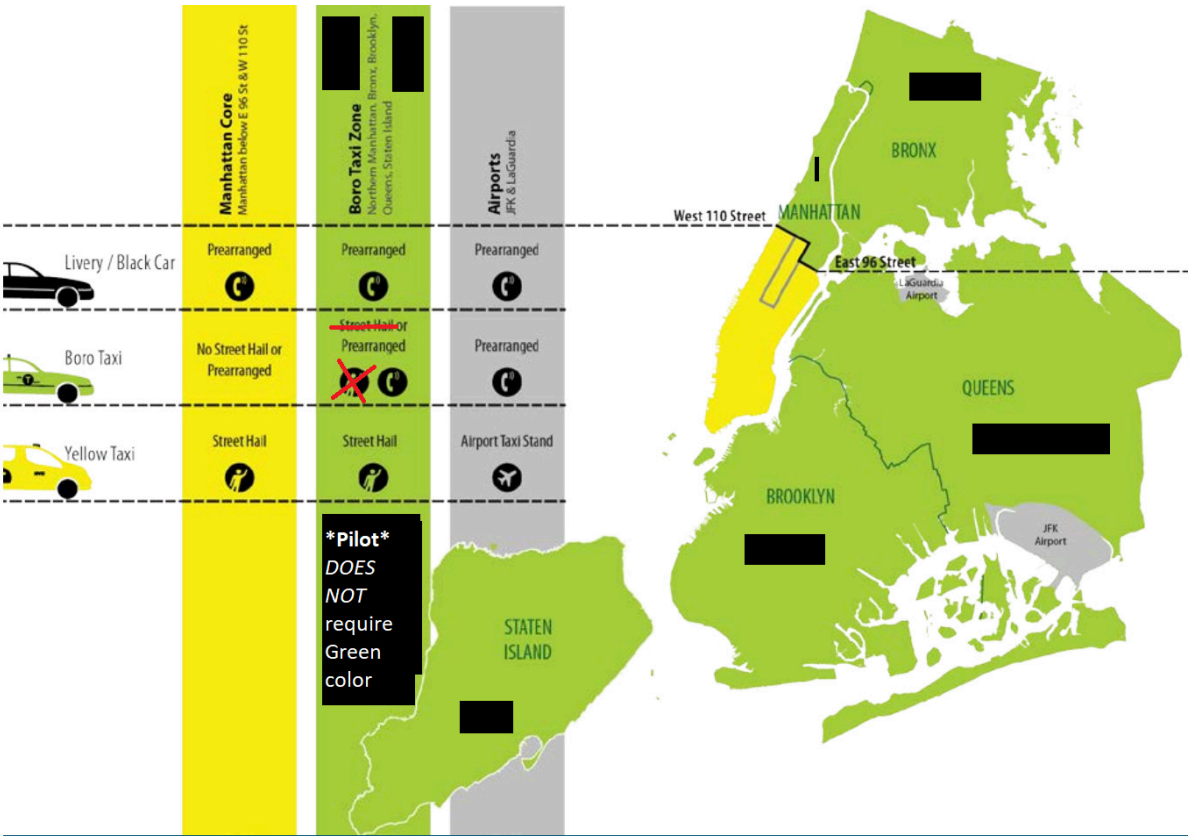
Unlike rideshare drivers, taxi drivers can pick up passengers on the street -> can be a competitive advantage, give drivers a reason to drive smarter, not just longer
Most current apps focus on dispatch or e-hailing only
Use historical GPS and pickup data to predict areas where street hails are most likely at a given time

Product	Related Feature	Limitations
Gridwise	Predicts demand based on events, weather, and airport flow	Built for rideshare, not street hailing; no GPS heatmaps specific to taxi pickups

Curb	Taxi-hailing app used by passengers	Driver app is reactive — wait for requests. No prediction or hotspot recommendation for drivers
NYC TLC Trip Data (Open)	Historical pickup data is available	No product directly built on top of this data to help taxi drivers optimize in real time

MVP Core Features

1. Street Hail Heatmap
2. Legal Zone Map Overlay
3. Live Suggested Pickup Zones
4. Traffic-Aware Routing
5. Shift Summary Dashboard
6. Event-Aware Demand Boosts (local events, weather conditions, or transit delays)



NYC Taxi driver Intelligence Platform - MVP Feature Breakdown

MUST-HAVE Core Features

1. Street hail intelligence
    a. Real-time street hail heatmap: Live visualization of high-probability pickup zones using NYC TLC historical data and current conditions
    b. Legal zone overlay: TLC-compliant pickup/drop-off zones with regulatory boundaries
    c. Weather-aware recommendations: Integration with OpenWeather API to predict demand shifts (rain = more rides, good weather = less demand)
    d. Event-triggered alerts: Concert venues, sports events, airports, etc. create opportunities for increased demand
    e. Drop-off optimization: Suggest routes that end near high-pickup probability zones?
2. Taxi driver dashboard (built for medallion owners)
    a. Shift tracking: Clock in/out with automatic fare calculation based on TLC rates
    b. Revenue analytics: Daily/weekly/monthly earnings with expense tracking
    c. Shift planning AI: Predict most profitable hours based on personal driving patterns
    d. Expense management: Gas, maintenance, etc. tracking
    e. Vehicle maintenance tracking: Service schedules, inspection reminders
3. Driver wellness & safety
    a. Break management: Break suggestions after 8+ hours (TLC compliance)
    b. Health reminders? (hydration, stretching, meal breaks)

NICE-TO-HAVE Features

1. Multi-language support for top NYC taxi driver languages (Spanish, Arabic, Bengali)
2. Real-time hazard alerts: Accidents, road closures, events affecting taxi routes