

UNLOCKED · NAIROBI EDITION

The city they do not show you on *Google*.

Real spots, local context, movement intelligence and bookable human experiences—starting with Nairobi.

LIVE PWA

NAIROBI FIRST

LOCAL GUIDES



THE PROBLEM

Travel platforms can tell you where.
They rarely tell you *how the city feels*.

01

Generic ranking

The same globally popular venues dominate while neighborhood culture and current local context disappear.

02

Scattered intelligence

Safety, transport, etiquette, price, dress and timing live across social posts, chats and memory.

03

Discovery stops early

A saved place is not a plan. Visitors still need routing, trusted people and a way to book a coherent experience.



THE PRODUCT

A city guide with *local texture*.

Hidden gems, food, slang, movement tips, etiquette, guides, saved places and map actions—structured as a mobile-first city edition.

01

Useful now

A working Nairobi PWA with practical, searchable content.

02

Expandable later

City-keyed architecture supports additional editions without rebuilding the interface.

Tourism is growing. The local discovery layer is still *fragmented*.

KES 500B

2025 tourism earnings

Government report, 2026

+9%

International arrivals growth

Government report for 2025

5M

National visitor target for 2027

Government tourism ambition

1 city

Focused first edition

Nairobi product built;
expansion is earned

Content earns trust. Human experiences create *the transaction*.

01

Discover

Open a visually distinct Nairobi edition.

02

Understand

Get price, timing, etiquette, safety and movement context.

03

Save

Build a personal short list on the device.

04

Ask

Request a guide, itinerary or local recommendation.

05

Book

Complete a trusted, commissionable experience.

COMPETITION

Do not out-index Google. Own the *local point of view*.

DIMENSION	UNLOCKED	GOOGLE / TRIPADVISOR	CREATORS / SOCIAL
Strength	Curated city intelligence and coherent local voice	Breadth, reviews, maps and global demand	Authenticity and fast cultural discovery
Weakness	Early product and limited inventory	Generic ranking and uneven context	Fragmented, hard to save and transact
Transaction path	Guide, itinerary, pass and experience roadmap	Ads, booking links and partner inventory	DMs and external links
Defensible wedge	Local network + structured editorial data + trusted booking	Scale and distribution	Audience relationship
Current stage	Working guide; monetization not yet proven	Established global platforms	Large informal competitor set

Keep editorial trust. Monetize the *moment of intent*.

01

Guide & experience commission

10–20% on bookable routes, food walks, culture sessions and neighborhood experiences.

02

Premium itinerary

Paid personalized planning by vibe, time, budget, mobility and safety preferences.

03

City pass

Curated bundles with venues, transport or experiences when partner economics are proven.

04

Disclosed sponsorship

Clearly labeled local business placement that never masquerades as independent editorial ranking.

ILLUSTRATIVE NAIROBI MODEL

A small, trusted transaction layer can fund *better local intelligence*.

ILLUSTRATIVE MONTHLY REVENUE

KES 740K

Scenario only. Unlocked currently has no claimed bookings or revenue; partner quality and visitor demand must be validated.

300 bookings × KES 4,000 × 15% commission	180K
200 premium itineraries × KES 1,500	300K
20 disclosed partners × KES 8,000	160K
200 city passes × KES 500 margin	100K

Turn a beautiful guide into a measured *discovery business*.

<i>Now</i> Instrument intent Search, saves, map opens, guide interest, return visits and content completion.	<i>90 days</i> Curate supply Onboard a small trusted guide/experience cohort with safety and quality standards.	<i>6 months</i> Close bookings Add booking, payment, cancellation, support and review workflows.	<i>Then</i> Second edition Expand only after Nairobi content-to-booking economics and repeat use are understood.
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THE INVITATION

Help visitors experience the city through the people who actually know it.

Unlocked fits travel, hospitality, culture, destination marketing, mobility and experience-economy partners willing to build trust before scale.

[Discuss Unlocked](#)[Open Unlocked](#)

Working product, market context and *unproven economics*.

Government Advertising Agency, 2026

Reports 2025 tourism earnings of KES 500 billion and 9% arrivals growth.

Unlocked repository audit

Working PWA, content architecture, guide request placeholder, saved places and Nairobi source content reviewed 25 July 2026.

Unlocked current stage

Guide booking, payments and monetization remain roadmap items; no traffic, booking or revenue claim is made.

Revenue scenario

Illustrative assumptions only; not current performance, a forecast or investment advice.