**Take me to your leader?**

*This study looks at the influence of significant industrialists, engineers, and salespeople as an underrepresented factor in the emergence of bicycles and micro-mobility as a viable transport choice in modern Australian and New Zealand cities.*

What if we underestimate major transport transformation to our primal human instinct for a leader of a movement? Our buy in to their vision, their inspiring rally cry and a tribal identification with the movement’s cult of personality? Put it this way, what would the electric car and space colonisation be without Elon Musk? The car without Henry Ford? Aeroplanes without the Wright Brothers? The train without George Stephenson? The tractor without John Deere?

Applying this analysis to the bicycle, what entrepreneur defines and inspires people to believe in the potential of the bicycle? Should we be shocked that the bicycle hasn’t penetrated the social psyche as being more that a frame and some wheels?

Using case studies of Australian and New Zealand bicycle entrepreneurs, the paper asks: How can decision makers inspire bicycle entrepreneurs and bicycle businesses to emerge as our social leaders to stimulate a transition to more sustainable transport. I will suggest that interventions by bicycle entrepreneurs might illuminate powerful opportunities for the greater uptake of, and appreciation for, all forms of bike-riding in Australia and New Zealand.