

EUROBIKE 2023: IT'S MY BIKE presents expansion stages for connected bikes

This year will be the fifth time that IT'S MY BIKE, an IoT Venture GmbH brand, is showcasing its operations at EUROBIKE, the leading bicycle trade fair. A new concept awaits trade visitors, in which the brand presents further expansion stages for connected bikes. The team can be found at Stand H17 in Hall 8 between 21 and 25 June.

EUROBIKE is an event that Darmstadt-based company IoT Venture would never miss. "Connected bikes continue to be a hot topic, which everybody in the sector is now aware of. A great deal has changed in the five years since our solution came onto the market," affirms Jürgen Veith, IoT Venture GmbH's CEO. The company has supplied around 200,000 trackers in the mobility segment to date. These smart devices are available as a retrofit under the IT'S MY BIKE brand name and are also installed by renowned manufacturers in the factory.

The solution enables end users to locate their e-bike at any given moment, thus offering digital anti-theft protection. The tracker also gathers relevant data which end users can see in ride statistics, for example. The IT'S MY BIKE offering also includes a recovery service, which its own Bike Hunter Team coordinates. And it does so successfully as three out of four stolen bikes are recovered in this way.

Varied OEM cooperative partnerships

At this year's EUROBIKE, the company will be focusing on its intensive working relationship with OEM clients, thus revealing the innovation milestones which it has already achieved in cooperation with leading brands in the bike industry. IoT Venture will be demonstrating its expertise in everything from white label apps and fleet dashboards through to implementing predictive maintenance cases and greater functional integration thanks to CAN bus.

Data-based servicing – predictive maintenance for e-bikes

One particular use case shows the direction in which smart e-bikes are going. IT'S MY BIKE has worked together with manufacturer VELO DE VILLE to produce a further expansion stage for the tracking solution. In the future, the Velomate app will optionally notify VELO DE VILLE customers when their next inspection is due, for example. Breakdown? No problem thanks to workshop routing in the app. Any repairs carried out can also be entered into the app, thus using it as a digital service check book. "Predictive maintenance allows us to achieve the next development stage for connected bikes. This will open up the way for further options and also offer essential advantages for both manufacturers and riders," explains Mario Schmitz, Head of Business Development at IoT Venture GmbH.

Bike Monitor to show new findings from data

IoT Venture is seeking to make a substantial contribution to mobility transition with data signatures for e-bikes. Bike Monitor, a new digital platform, will provide and show relevant findings for road traffic and mobility providers from accessible anonymised data in the future. OEMs in particular will be able to adopt important measures based on these insights. This is a new offering on the German market.

Schmitz will be explaining the knowledge that a first project with Hamburg's New Institute will bring during his pitch and a subsequent panel talk on the stage in Hall 8 on Thursday as part of the Startup Innovation Day at EUROBIKE.

IoT Venture GmbH Company profile

The scale-up IoT Venture GmbH connects valuable assets with the Internet, thus making products with data smarter and capable of delivering a greater experience. The Darmstadt company's solution allows business clients to create data-based business models using data signatures. One great advantage is that IoT Venture GmbH's services include the development of hardware and software (embedded systems), provision of the required data platform (cloud solution), supply of a (white label) app, and assistance in developing brand-new digital business models with all services coming from a single supplier. IoT Venture GmbH offers its range for a wide variety of applications across different industries, primarily in the mobility and pet sectors. The first application was the IT'S MY BIKE service world for e-bikes, successfully launched on the market in 2018. A tracking solution for the pet supplies sector has formed part of the range since 2021. Since its founding in 2016, IoT Venture GmbH has grown to employ a workforce of 70. Its main office is in the German city of Darmstadt with a second location in Cologne.

Press Release



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