

## **Connected Bikes: IoT Venture and Waldbike start working together**

**IoT Venture is now to begin collaborating with Waldbike GmbH & Co. KG. This start-up from the Black Forest sells and produces e-bikes. And now its portfolio will include digital anti-theft protection, based on the expertise of IoT Venture.**

Waldbike is now equipping its e-bikes with GPS trackers from IT'S MY BIKE, IoT Venture's commercial label. If customers request it, this digital anti-theft protection will be integrated in the bicycle during production. Once installed, the tracking solution connects the e-bike to the internet, so that stolen bikes can be located and recovered. As well as digital anti-theft protection with movement detection alarm, customers can also use the white-label app developed by IoT Venture to analyse trip data and take out discounted insurance packages.

### **Sustainable e-bike production**

Waldbike produces its e-bikes sustainably in Calw in the Black Forest. From city bikes and full e-bikes to SUV e-bikes, the manufacturer offers various bicycle models that can all be equipped with the smart anti-theft solution. "We want to inspire our customers to look at mobility from a different angle and turn to our eco-friendly, intelligently designed products," explains Jan Jochens, Managing Director of Waldbike.

### **Further data-driven services are planned**

Both companies are already hoping to expand their collaboration. Among other things, Waldbike's next models will also be factory-fitted with IoT Venture's anti-theft solution and therefore virtually connected. What's more, a CAN upgrade is already planned, which will enable predictive maintenance. This means, for example, that e-bike repairs and defects will be recognised more rapidly and therefore prevented.

# Press Release



"We are delighted to have acquired a great partner in Waldbike, so that we can forge ahead with smart mobility together," declares Jonas Warmbrunn, Business Development Manager at IoT Venture.

## **Waldbike: Sustainability and quality from the Black Forest**

The Waldbike company produces high-quality e-bikes that come not just with impressive component quality but also an excellent sustainability record. With its base in the Black Forest, the environment is close to this manufacturer's heart. And that's why Waldbike plants a tree for every bicycle it produces. This forest-based philosophy is at the heart of everything Waldbike does. The company has set itself the goal of using as many local components and collaborating with as many local partners as possible, to achieve shorter distances and promote small to medium-sized German businesses.

Waldbike's wide-ranging portfolio includes models for the entire family and every type of use. From the Carbon Fully for the forest to the City SUV everyday bike to the Jugend (Youth) e-bike, everyone will find a model to suit them. Moreover, customers can also lease bicycles from Waldbike. An open service workshop in Calw completes the portfolio.

# Press Release



## 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 contact

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