

IoT Venture and Bizbike launch smart partnership

Darmstadt, 8 January 2025. IoT Venture GmbH, a technology expert from Darmstadt, Germany, and Belgian e-bike manufacturer Bizbike are joining forces: the first e-bikes will be retrofitted with IoT Venture's tracking module - the technology will be integrated directly into the e-bikes starting in 2026.

Customers of the Bizbike brand Veloci can now purchase the tracking solution from IoT Venture, IT'S MY BIKE, as a retrofit solution for the new models "Solid Plus" and "Vivid Plus" in the respective brand stores and in the online store. The retrofit enables users to enjoy precise GPS tracking, theft protection, ride statistics and many other features in the associated IT'S MY BIKE app. A particular benefit for customers in Belgium and the Netherlands: The IoT Venture solution meets all the requirements for mandatory insurance of e-bikes and pedelecs in these countries.

The cooperating companies already have big plans for the 2026 model year: the tracking module will be installed ex factory in a five-digit number of Veloci and Beaufort bikes managed by Bizbike, in order to guarantee customers the best possible protection for Bizbike bikes right from the start. A white label app is also planned to complete the brand experience.

"The partnership with Bizbike shows how our technology is being used in a targeted way to meet the challenges of the market," explains Jonas Warmbrunn, Sales & Business Development Manager at IoT Venture. "Our tracking solution offers clear benefits to both end users and manufacturers. Together with Bizbike, we want to further increase the attractiveness of e-bikes and provide new impulses."

Bizbike also welcomes the collaboration: "Working with IoT Venture not only gives us the opportunity to offer our customers state-of-the-art tracking and safety solutions, but also provides us with valuable insights through anonymized data," explains Louis Vanassche, Product Manager at Bizbike. "These insights help us to continuously improve our e-bikes and respond specifically to the needs of our customers. We want to further consolidate our leading position in the Belgian and Dutch markets and also successfully establish ourselves in Germany and France".

Company portrait IT'S MY BIKE

IT'S MY BIKE is a brand of IoT Venture GmbH. The company develops and sells GPS trackers which, in conjunction with an app, open up a new kind of service world for e-bikes. IT'S MY BIKE uses the innovative narrowband NB-IoT and LTE-M wireless standards for its products. As low-power wide area network (LPWAN) technologies, these are a cost-effective solution for the Internet of Things thanks to their low energy requirements and high building penetration and range. Another advantage is that the technologies utilise existing networks. IT'S MY BIKE's activities include the development of hardware and software (embedded systems) and the provision of the necessary data platform (cloud solution).

Media Contact

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