

Darmstadt, 20 September 2023

Milestone for IoT Venture: half a million trackers

This month, IoT Venture GmbH delivered the 500,000th tracker in the company's history. In addition to GPS tracking technology for e-bikes, the Darmstadt-based company also produces tracking solutions for dogs and cats.

"We're incredibly proud of our whole team, without whom this milestone would not have been possible," declared co-founder and CEO of IoT Venture Jürgen Veith. The company intends to pass the one million mark next year.

In the mobility segment, IoT Venture also supports the public sector with traffic analysis and planning. Its tracking solution has already been used in the city of Hamburg for improving traffic routing for cyclists, for example. "With these projects, we are helping to improve mobility," says Veith.

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 IT'S MY BIKE service world for e-bikes was the first application, 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.

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