

Darmstadt, 2 July 2024

## Data and innovations: IoT Venture presents new products at EUROBIKE 2024

**IoT Venture GmbH is exhibiting its latest product developments for connected bikes at this year's leading trade fair for two-wheelers in Frankfurt between 3 and 7 July. Visitors can discover the many potential applications for its technology, learn about future trends and derive inspiration from successfully implemented IoT use cases at Stand H11 in Hall 8.**

As with last year, IoT Venture GmbH is attending the leading bike trade fair to showcase its partners' different successful IoT use cases, thus demonstrating the technology's broad range of potential applications. What's more, the company will also be hosting an exclusive partner event on the eve of EUROBIKE, where invited guests can look forward to inspiring lectures and detailed insights into the current state of IoT.

### **From end customer product to a focus on B2B**

The Darmstadt-based company is presenting its solutions for connected bikes at EUROBIKE for the sixth year running. However, this is the first time it is appearing in the corporate design for the company brand. Jürgen Veith, the CEO and co-founder, explains why the IT'S MY BIKE brand is changing its primary colour from yellow to purple: "Our new stand design is a result of our growth: manufacturers have been key partners from the very beginning, but our communications focused on our brand. IT'S MY BIKE remains an important part of our portfolio for end customers; for manufacturers and business clients, we offer more comprehensive solutions, which we market as business partner IoT Venture." The company had already taken a first step in this direction

two years ago when it relaunched the company brand. "EUROBIKE is an ideal opportunity to highlight this change on a visual level too," adds Veith.

### **IoT Venture as data expert**

IoT Venture has steadily evolved into an expert on handling data. One crucial element is the quarterly publication of the data report, which provides valuable data-based analyses and insights. Intended as a driving force for the sector, these reports are free of charge to interested parties.

### **Further development for manufacturers from 2025**

In addition to focusing on data, the IoT Venture team is constantly improving their all-inclusive solutions. The expertise gained over recent years has culminated in the development of a more powerful system that seamlessly integrates data, hardware and services. Next year, the company will launch a new generation of its solutions, offering exclusive benefits to manufacturers. Featuring a new, enhanced hardware at its core, this comprehensive system will be available from 2025, providing even smarter, more efficient networking for devices and services.

## **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 sector. The IT'S MY BIKE service world for e-bikes was the first application, successfully launched on the market in 2018. Since its founding in 2016, IoT Venture GmbH has grown to employ a workforce of over 60. Its main office is in the German city of Darmstadt with a second location in Cologne.

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