

Darmstadt, December 2021

Sales milestone: IoT Venture delivers 100,000th tracker

IoT Venture GmbH has delivered its 100,000th GPS tracker. The search-and-find solution has been on the market since late 2018 and connects e-bikes to the Internet. The technology provides digital anti-theft protection, intelligent emergency assistance and other services. The company has also been active in a second business field since 2021. The Darmstadt-based team has developed a tracking module for dogs in collaboration with the European market leader for pet supplies, the Fressnapf Group.

The Hesse milestone tracker went to Bavaria, where Bettina Schmidt, IoT Venture's Head of Corporate Communications, presented it to Michael Rosenberger, owner of Radl-Welt in Munich. Mr Rosenberger was the first IT'S MY BIKE specialist retailer in 2019 and has been an established partner of IoT Venture GmbH ever since. "I fit seven out of every ten e-bikes I sell with an IT'S MY BIKE tracker. Sound customer advice on the new digital options, such as the live tracking, movement alarm and emergency assistant, forms part of this service for me. I believe every e-bike should be equipped with a GPS module due to the high theft rate," affirms the specialist dealer from the northern Munich district of Feldmoching.

"I thank Michael Rosenberger and, needless to say, all other customers for their cooperative partnership to date and, more than anything, for their constructive feedback over the last two years. Experiences in the bike sector have helped us to apply our solution to another area of use. At the moment, we still sell the majority of GPS trackers to the bicycle industry," says Jürgen Veith, co-founder and CEO of IoT Venture GmbH. "But that will change from 2022."

Company portrait IoT Venture GmbH

The scale-up IoT Venture GmbH relies on the innovative radio standards NB-IoT and LTE-M for its products. Both are so-called Low-Power-Wide-Area (LPWA) technologies and are characterised by low energy requirements as well as high building penetration and range. Further advantages: The technologies use the existing networks. The services of IoT Venture GmbH include the development of hardware and software (embedded systems), the provision of the necessary data platform (cloud solution) and support in the development of new digital business models. IoT Venture GmbH offers its services across different industries for various applications. The service world for e-bikes IT'S MY BIKE was the first application to be successfully launched at the end of 2018. Since 2021, a tracking solution in the pet supplies sector has complemented the offering. IoT Venture GmbH is part of the globally active investment and service holding mind venture AG (500 employees, 15 locations).

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