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IoT Venture and Bizbike launch smart partnership

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".

IoT Venture GmbH company profile

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 around 50 people. Its main office is in the German city of Darmstadt with a second location in Cologne.

Media Contact

IoT Venture GmbH

Nina Sielmann

Head of Marketing & Communications
Hilpertstraße 31
64295 Darmstadt
Deutschland

Call +49 151 176 44970

Write n.sielmann@iot-venture.com

Browse www.iod-venture.com

Social [linkedin.com/company/iod-venture/](https://www.linkedin.com/company/iod-venture/)