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IoT Venture and Yuccie bring smart e-bikes with GPS tracking to the streets

Two innovative companies are joining forces: IoT Venture GmbH from Darmstadt and Optimus GmbH from Hamburg with its new bike brand Yuccie announce the start of their cooperation today. The partnership will see IoT Venture's GPS technology integrated directly into the e-bikes of Yuccie.

The first Yuccie e-bikes with integrated GPS trackers from IoT Venture will be available from March. More than a thousand e-bikes from the new bike brand will be equipped with the innovative anti-theft system. After purchasing an e-bike, customers will be able to access the GPS data via the Yuccie white label app developed by IoT Venture. The app allows them to check the location of their bike in real time, for example, or to receive alerts in the event of unauthorised movement. In the event of theft, IoT Venture's Bike Hunter team will assist customers in the recovery process.

"Our GPS trackers combine precise location tracking with effective anti-theft protection – a crucial added value for e-bike owners that makes Yuccie e-bikes even more attractive," says Jonas Warmbrunn, Sales and Business Development Manager at IoT Venture.

"We are delighted to have found a partner in IoT Venture who shares our vision of smart mobility," says Stefan Berkes, founder of Yuccie. As an experienced industry expert – Berkes was, among other things, the founder of the internationally renowned bicycle brand Bergamont – he brings his knowledge of innovative mobility solutions to the new brand.

This is reflected in Yuccie's brand philosophy. The name, derived from 'Young Urban Creative', stands for young, creative people who value individuality and a cultural lifestyle. These values are reflected in the modern design of the first women's and men's bikes, as well as in the groundbreaking technology built into each e-bike.

An expansion of the partnership is already in the pipeline, with plans to add an integrated CAN connection to the GPS solution. This technology will make it possible to read out additional vehicle data such as battery status and consumption, as well as speed and mileage.

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

Johanna Gümpel

Marketing Manager

Hilpertstraße 31

64295 Darmstadt

Deutschland

Call +49 162 2836176

Write j.guempel@iot-venture.com

Browse www.iot-venture.com

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