

Darmstadt, 3 February 2026

## IoT Venture brings digital anti-theft protection to Little John Bikes bicycle retailers

**The Darmstadt-based technology expert and the Germany-wide bicycle retailer have entered into a partnership. The collaboration aims to offer customers digital anti-theft protection through a smart service.**

Through this partnership, IoT Venture GmbH is expanding its network of partners in the bicycle retail sector. Together with Little John Bikes, one of Germany's leading bicycle retailers with over 65 branches, IoT Venture is providing e-bike riders with a connected security service that combines digital theft protection with additional smart features.

At the heart of the solution is the IT'S MY BIKE GPS tracker, which is installed discreetly and connects the bicycle to the internet. Users can access location and status information at any time via the accompanying app. If a bike is stolen, the incident is reported digitally and handed over to IoT Venture's in-house Bike Hunters. In close cooperation with the police, they successfully recover an average of three out of four stolen e-bikes.

In addition, the app automatically reminds users of upcoming inspections and enables digital documentation. This allows users to keep track of their bike's maintenance status at all times, while providing dealers with a structured basis for servicing and customer care.

For Little John Bikes, the partnership is another step towards adding digital value to its brick-and-mortar offering. "We didn't want to offer

our customers theoretical protection; rather, we wanted to provide a solution that works in everyday life and takes effect in an emergency. GPS-supported bicycle protection provides our customers with genuine security, and that is invaluable," says Dr Robert Peschke, CEO of Little John Bikes.

"With Little John Bikes, we are gaining a strong partner in the bicycle retail sector to make connected security solutions widely available. This collaboration demonstrates how digital services can be meaningfully integrated into existing retail structures,' says Jonas Warmbrunn, Sales & Business Development Manager at IoT Venture.

## **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.

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