

25/06/2018

Start-Up Pitch on the day before the show highlights young bike companies and innovations - Open to all bike fans - Free admission

Clear the stage for twenty entrepreneurs and their products

Friedrichshafen - Television formats like "Höhle der Löwen" and its American counterpart "Shark Tank" are leading the way - entrepreneurs and startups are highly sought after and need a platform. And they will get one at the Eurobike (July 8 - 10). Young bike companies will present innovative bike products on the big stage - the Eurobike Start-Up puts new brands in the spotlight. On Saturday, July 7 at 3 p.m., the Start-Up Pitch will show trade visitors and private bike fans alike which innovations young bike companies have up their sleeves.

From camping trailers for bikes to lighted pedals to E-scooters - the industry's newcomers are showing off their ingenuity. Twenty of them will present themselves to the audience and the six-person panel of judges in the East Foyer and will have three minutes to convince the listeners that they and their innovations are the best. The best products will be honored with the Eurobike Start-Up Award. But the audience will also have an award to present: it will choose its favorite in a vote, giving them the Public's

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**Presseinformation
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**27th International
Bicycle Trade Exhibition
July 8 – 10, 2018
Friedrichshafen, Germany**



**27. Internationale
Fahrradmesse
8. – 10. Juli 2018
Friedrichshafen, Bodensee**

Choice Start-Up Award. Admission to the event is free of charge; audience members need only to register at www.eurobike-show.de. Trade visitors as well as consumers are invited to join the audience and help choose the winner. Anyone who cannot be at the show in person can tune in to the livestream on Facebook or the Eurobike website.

More information about start-ups will also be provided during the extensive conference program, which takes place on July 7 and 8 featuring presentations, workshops and panel discussions intended for industry professionals as well as entrepreneurs.

The 27th Eurobike is open from Sunday, July 8 to Tuesday, July 10, 2018, from 8:30 a.m. to 6:30 p.m; admission is limited to trade visitors and accredited journalists. More information is available at www.eurobike-show.de and www.facebook.com/eurobike.tradeshow.

Note to Editors: Characters (with spaces): 2118

In case of further questions please contact our press department. They will be glad to help you.

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