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Grand stage for young companies in the bike industry -
Separate panel of judges and pitches before an audience
for the first time

Eurobike Start-Up Award goes to five winners

Friedrichshafen - Start-ups breathe new life into the bicycle industry. This is why the Eurobike Award introduced a separate category for start-ups last year. This year the young companies with their innovative products were offered an even larger stage as part of Eurobike from 8 to 10 July 2018. For the first time ever, a separately convened panel of judges was devoted exclusively to the start-ups. The 20 finalists additionally had to the opportunity to present their ideas to a broad public on the eve of the show. As a result, five newcomers were able to enjoy a judges' prize while one start-up emerged as the public's favourite.

Competing with product ideas for the Eurobike Start-Up Award were 74 young companies. This high number alone shows just how much dynamism and innovative force is contained within the bicycle industry. A preselection phase narrowed these applicants down to those who in the judges' opinion were the 20 most promising innovations. Earlier today the start-up companies each presented their ideas to the interested audience in a three-minute pitch in Foyer

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East at Messe Friedrichshafen. The event flanked by two specialist talks was not only open to trade visitors but also to the general public. In conclusion, a vote was held to determine the winner of the audience prize for the Eurobike Start-Up Award. At the same time, the expert panel selected their own favourites.

"It was a very good decision to give the start-ups their own forum as part of Eurobike this year," said Dirk Heidrich, Eurobike Project Manager at Messe Friedrichshafen. "Visitors to the pitches find it fascinating to see the broad spectrum of innovations and ideas emerging from young companies in the bicycle industry."

The high-ranking panel of judges brought together various areas of expertise from the bicycle industry and the start-up business. Heading up the six-strong panel was Ulrike Saade, who has been actively involved in the bicycle industry for many years as a retailer, consultant and event organiser. Panel member Dirk Sandrock can also look back on many years of experience in the bike industry. He also added inside knowledge from a young company through Momes GmbH, which he co-founded. Consultant Ursula Kloé contributed her expertise from the fields of innovation development and user experience while her fellow judge Egbert Hünwaldt specialises in the financing of sustainable companies. As executive director of the German Cyclists' Association (ADFC), Burkhard Stork is one of the most well-known champions of promoting the bicycle in Germany. Completing the line-up of Start-Up judges was the state-authorized bicycle expert Ernst Brust (CEO of velotech.de) who added his technical knowledge.

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The judges' prizes in the Eurobike Start-Up Award 2018 go to:

Muli by multi-cycles

Statement by the Eurobike Start-Up Award judges: "Everything about the muli is just right. Thanks to its short wheelbase, low width and small frame, it is easy to control for both big and small riders. We were particularly impressed by how easily the child's seat can be installed and dismantled as well as how the basket folds up. Especially recommended for families."

Split Belt Drive by Veer

Statement by the Eurobike Start-Up Award judges: "This innovation of a split belt, which is also suitable for retrofitting, represents true progress if the operating principle proves to be successful. It eliminates the drawback of having to modify the frame in order to change the belt, while retaining the already familiar advantages of the belt drive."

Wink Bar by Velco

Statement by the Eurobike Start-Up Award judges: "This navigation system integrated in the handlebars has numerous useful solutions. We were particularly impressed by the use of light signals as a simple means of providing guidance. GPS and GSM connections for the accompanying app are already built into the handlebars. And for a navigation system it represents very good value for money."
"

PED by speARoad

Statement by the Eurobike Start-Up Award judges: "An innovation that increases visibility and safety when cycling"

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without the need for any additional batteries or recharging operations. For us, the crucial feature in this illuminated pedal was the fact that energy for the light is produced from actually pedalling. Especially recommended for children."

Trenux by Trenux Trailers

Statement by the Eurobike Start-Up Award judges: "In the case of Trenux, it is the idea of a car boot for bikes that we find commendable. In our view, the concept of a bicycle trailer that folds up and fits onto the carrier rack is ingenious. We see it generating a large market if a good solution can be found for the challenges involved in implementing the idea."

The Eurobike Audience Start-Up Award 2018 goes to: TriEye by CFongen

The idea of glasses with an integrated rear-view mirror most impressed the audience. The glasses enable riders to keep an eye on what's happening behind them in traffic, without having to turn round.

This year Eurobike is taking place from 8 to 10 July 2018 and is exclusively reserved for trade visitors and the press. For more information, please visit: www.eurobike-show.de and www.facebook.com/eurobike.tradeshow.

Biographies of this year's judges for the Eurobike Start-Up Award:

Ulrike Saade's everyday mission is to promote a new form of urban mobility and a greater role for the bicycle in society. She has been involved in the bicycle business since the 80s through a large variety of bike-related projects.

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They include founding an innovative cycle shop and the Association of Independent Cycle Dealers (VSF) as well as establishing networking opportunities and think tanks such as the "BikeBrainpool". Her company Velokonzept initiates and organises large bicycle shows (e.g. VELOBerlin), conventions (EUROBIKE Travel Talk) and also conducts public campaigns - as a partner for the bicycle industry and retailers, politics and administration, lobby organisations, tourism, trade fairs and cyclists themselves. She is a member of the advisory board to the "bike academy" of the German Federal Ministry of Transport and Berlin's cycling advisory board (FahrRat), and, last but not least, she is even a trained bicycle mechanic.

Ursula Kloé is an expert in the human-technology interface and the related interaction processes. She can call on more than 25 years of experience with target groups, customer segmentation, lifestyle typologies and trends. In JU-KNOW she supports innovation development, always aiming for both the best user solution and a high level of fit with the company's strategic goals. Her passion for mobility is incorporated into the interdisciplinary team of New Mobility Experts. Using a holistic approach and with a strong focus on User Experience, this team guides new ideas for vehicle concepts, innovative propulsion technologies and innovative services to success. Ursula is also a lecturer at SRH University Heidelberg.

After many years of working for FAG and as technical director for a bicycle manufacturer in Schweinfurt, **Ernst Brust** decided to found velotech.de in 1991. With his company, the German has created a service centre for product safety, development and the execution of new

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testing methods for the safety inspection of muscle-powered equipment. Since 1992, he has also been working as an official technical expert authorised by the state to evaluate bicycle damage and certification - and is currently the only such expert evaluating e-bikes in Germany.

Egbert Hünewaldt runs the business development and sustainable ventures consultancy Green Business Development in Berlin, which he founded in 2004. He specialised in designing projects at the interface between the digital and green economies and in developing and implementing market entry strategies for foreign companies. Egbert has not only gained experience in funding sustainable companies but also has an excellent network within the green economy, especially in the new mobility and sustainable finance sector as well as in the start-up industry. He was co-founder and business angel of the ride-sharing start-up CityPender. Egbert's start-up initiative was honoured by the German council for sustainable development. He graduated in media and communication at LMU University Munich as well as in international journalism at the Institut Français de Presse (IFP) at Univ. Paris II. Egbert participated in the ESSEC & MANNHEIM executive MBA programme. During his time as managing director of Germany's most renowned eco-watchdog magazine Öko-Test, Egbert developed an enthusiasm for an organic lifestyle and sustainable business.

For more than 25 years, **Dirk Sandrock** has worked as a successful marketing and product manager in developing and promoting products for apparel, hardware and software in the fields of sport, biking and motorcycling for the Asian,

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European and North American markets. He was a competitive biker, triathlete and later on also a coach in these fields. As a founding partner of MOMES GmbH Deutschland, he is responsible for product management in the development of solutions for synchronising portable microelectronics in the growing digital world. In addition to several patented solutions, he is now focusing on augmented reality for bikers.

Burkhard Stork is executive director of the German Cyclists' Association ADFC - with more than 165,000 members, the world's largest association for cycling advocacy. The ADFC promotes bicycle use in all areas of society, such as individual transport, logistics and tourism. He is one of the leading advocates for urban cycling - promoting a safe and attractive bike infrastructure for all at both national and international level. Stork is a Catholic theologian by training. Before taking up his position with the ADFC, Stork managed a large German patient association.

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

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