

## **IoT Venture enters into partnership with e-mobility enterprise Dance**

**Darmstadt, 11<sup>th</sup> January 2023. Don't buy, subscribe is the new concept offered by Berlin start-up Dance. This young enterprise has just entered into a cooperative partnership with IoT Venture GmbH to safeguard bikes in the event of theft and draw on IoT Venture's connected bike expertise. Plans to expand the partnership are already in the pipeline.**

Dance GmbH has been providing bike subscriptions in Germany since 2021 and now also offers them in neighbouring France and Austria. Leasing one of the German-developed Dance One e-bikes includes an all-round service, which comes with repairs and a new bike if yours is stolen among other things. The company's main aim is to use its subscription service to help create a more sustainable environment and make urban areas more liveable.

With the IT'S MY BIKE brand, IoT Venture GmbH has specialised in digital anti-theft protection for e-bikes among other things. The smart IT'S MY BIKE technology allows users to locate and recover e-bikes should they be stolen. Thanks to the new cooperative partnership between Dance and IoT Venture, a few thousand Dance e-bikes will be fitted with IT'S MY BIKE GPS trackers for the first time early this year.

"At Dance, we want to create a global movement for safer, more people- friendly cities by offering flexible, convenient, environmentally friendly mobility solutions. We are continually exploring potential partnerships with innovative players in the mobility sector to offer our members a state-of-the-art mobility experience. IoT Venture GmbH are pioneers in the connected bike sector and our partnership will allow us to bring significantly greater security and connectivity to our Dance bikes," states Christian Springub, Co-Founder and Chief Product Officer of Dance.

# Press release



## The perfect bike for everyone

Dance has also already entered the pilot phase for an additional pedelec model. There are also plans to expand the partnership with a focus on data signatures. "With our smart technology, we offer insights into data that will help Dance achieve their objective of creating more liveable cities. We are excited by the energy that the entire Dance team exudes and look forward to getting down to work with them," affirms Mario Schmitz, Head of Business Development at IoT Venture GmbH.

## About Dance

At Dance, we believe getting where you want to go should be simple and sustainable. With our electric mobility subscription, members can easily explore their city with an ebike or emoped while benefiting from included maintenance and repairs. Both individuals and businesses can make convenient and fun mobility choices without the investment of ownership: membership is flexible. Ultimately, Dance believes that the more people use electric mobility, we can create more connected and livable cities. Dance is currently live in Berlin, Hamburg and Munich (Germany), Vienna (Austria) and Paris (France). The company was founded by SoundCloud founders Eric Quidenus-Wahlforss and Alexander Ljung, together with the co-founder of Jimdo, Christian Springub. Investors include BlueYard, HV Capital and Eurazeo. To find out more, visit <https://dance.co>.

## IoT Venture GmbH company profile

The scale-up 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

# Press release



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 and pet sectors. The IT'S MY BIKE service world for e-bikes was the first application, successfully launched on the market in 2018. A tracking solution for the pet supplies sector has formed part of the range since 2021. Since its founding in 2016, IoT Venture GmbH has grown to employ a workforce of 70. Its main office is in the German city of Darmstadt with a second location in Cologne.

## Media Contact

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