

## COBI Smart Bike System – off to a great kick-start!

100.000 US-Dollar crowdfunding goal smashed in just 4 days!



### Frankfurt, December 9th 2014.

COBI races past its Kickstarter campaign target, just 4 days after the start on December 3rd.

- Over \$100.000 raised in only 4 days
- 600 backers from 18 different countries
- 300 customer enquiries per day
- Over 35 bike manufacturer and retailer partner requests
- 6 investor requests
- 17 job applications
- Overwhelming response in social media  
>1 Mio. people reached, >80.000 video views
- Global media coverage( in >100 publications), exclusive videos on curved.de and enduro.de
- Further countries added due to strong backer demand e.g. Switzerland, Singapore

COBI now ranks among the most successful Kickstarter campaigns from Germany.

The campaign runs for another 25 days and will be continuously extended with stretch goals - feature extensions and partner cooperations based on customer feedback. The first stretch goal will be going live on December 9th.

**Andreas Gahlert, Founder:**

*„We are delighted by the overwhelming response from fans and the industry all over the world. We always believed in the potential of COBI, now, thanks to the feedback we’re getting, we can go even further. We want to become the NEST for bikes with the coolness of GoPro“*

**About Kickstarter:**

Kickstarter is a crowdfunding platform based in the United States for raising money from the public to develop products that aren’t yet available on the market. The creators are liable for ensuring the delivery of their product to the people who back them. Since there is not yet a Kickstarter platform in Germany, a lot of German start-ups launch their campaigns in the USA. Nonetheless, COBI will ship from Germany, in addition to the USA. Backing a project on Kickstarter brings two benefits:

- A) The backer gets the chance to be one of the first to obtain the product
- B) By financing product development through early pre-orders, the crowd supports the probability of success of the project

A lot of companies became global stars this way - like the startup „Oculus Rift“ that became famous on Kickstarter in September 2012 and sold to Google in 2014 for 2 billion USD.

**Financing of COBI:**

The COBI system has been financed by 11 investors so far and to-date around 1 million EUR has flowed into the product development. Venture Capital investments will support taking COBI into production too. Kickstarter funds provide a capital increase, and allow COBI to optimize the business model, validate markets demand and above all include customers in the product development process. The funding goal on Kickstarter is therefore open-ended.

**The system:** COBI is a world-first in many ways. It’s the first integrated system for bikes, based on the most popular smartphones, which turns every bike into a smart bike at an affordable price. The patented system integrates five typical bike accessories into one design: a light, a navigation system, a smartphone holder with charging function, a bell, and a bike computer. The greatest strength lies in the seamless integration of over 100 features, that makes biking more connected, smarter and safer.

Navigation system, Weather barometer, Music player, Smartphone-charger, Thumb Controller, Brake light, Indicators, Alarm system, Online services, Social media, Mobile connectivity, Fitness interface, Styling Kits and much more. Moreover the system is future proof: the modular construction allows COBI to be upgraded for the next generations of smartphones.

COBI offers a number of partner programs for bike manufacturers, retailers and service partners. An SDK for Software Developers will allow other companies to extend and integrate with the COBI system.

**The company:** iCradle began with the product development in Winter 2013, in the bike eldorado Feldberg in the Taunus near Frankfurt and has now started the final phase of product development in December 2014. iCradle launched COBI for one month on the crowdfunding platform Kickstarter as the final step before production. The delivery goal is set for summer 2015.

**The Team:** It's the ninth company founded by Andreas Gahlert. Before iCradle, he was the CEO of the multimedia agency „ Neue Digitale“ for 10 years before he sold it to the international network Razorfish in 2006. He managed dozens of customers and 200 employees and with his team he won over 300 awards for digital innovations, for customers like Adidas and Audi.

**Press quotes:**

- Tested: „Give it to me ( her damit?) “ COBI makes any bike smart (Video), Curved.de
- „First Look COBI – this new product aims to bring together every conceivable electronic function on your bike into one package.“ (Video), Enduro-mtb.com
- „This Clever Device Makes Your Bike Safer And Smarter“, Gizmodo
- „smart connected COBI bicycle system enhances rider's experience“, designboom
- „ StartUp from Frankfurt caused furore with cobι.bike-assistance system -not only on Kickstarter “, best-practice-business.de
- „COBI is designed to make any bike smart", Gizmag
- „This Handlebar-Mounted Phone-Holder Turns Your Dumb Bike Into A Smart Machine“, FastCompany
- „The COBI smart integrated biking system looks pretty cool“ , Cycling Weekly

**Kickstarter:**

[COBI auf Kickstarter](#)

**Download Material & RSS:**

[www.press-service.info/cobi](http://www.press-service.info/cobi)

**Further Information:**

[www.cobi.bike](http://www.cobi.bike)

**Facebook:**

[iCradle auf facebook.com](http://iCradle.auf.facebook.com)

**COBI is the World's Smartest Connected Biking System**

- Worldwide first Connected Biking Upgrade for everyone
- With Bluetooth, CAN, ANT+
- Delivers 10+ exclusive functions
- Incl. Navigaton, Charging system, anti Theft, LED-Light, brake light, indicators, music player, etc.
- Supports Spotify, Google Fit, Apple Health, Podcasts, Gaming, Social Media, etc.
- Additional sensors: Light, Barometer, Accelerometer and Altitude
- Selling price: starting from 149,00 Euro, Kickstarter pre-order starting from \$115

**requirements for COBI installation**

- Standard Bikes with handlebars- $\varnothing$  25-34 mm, stem: width max. 60 &  $\varnothing$  max. 50 mm
- Apple iPhone 5, 5C, 5S, 6, 6Plus, Samsung S4, S5, Nexus 5 and additional will follow upon request
- **Exclusive to E-Bike-Model:** Current Bosch-System from 2013 COBI updates will follow to support newer editions and other CAN-compatible electric drive systems (e.g. Brose, Yamaha)

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