

Significant growth for Smart Biking Startup **COBI wins leading talents from GoPro and Braun**

- Holger Hoffmann, former Financial Manager at P&G joins as Chief Financial Officer
- Darko Baotić, former head of the German GoPro sales team at GROFA, becomes new Head of International Sales

Frankfurt startup COBI has expanded its senior management team with the addition of two prominent key positions for international growth. Holger Hoffmann takes on the role as Chief Financial Officer. With Darko Baotić named as Head of International Sales and responsible for the distribution of the system that turns any bike into a Connected Bike, COBI has got a real market insider on board. With these new hires, COBI has grown to almost 20 employees within one year. Including partners there are currently more than 40 experts working hard to get the product ready for launch.

Darko Baotić (40) joins as Head of International Sales at COBI. The Croatian has more than 15 years experience in sales related processes – including ten years in management positions at GROFA, one of the biggest German bicycle accessories wholesalers and distribution companies. Most recently he spent three years in charge of sales at GoPro in Germany. The mountain bike enthusiast took up his new role in mid-April. „Connected and smart biking is what I believe to be the mobility of the future. That is what COBI stands for. This was demonstrated in January when COBI achieved the second most successful bike technology Kickstarter campaign ever. I’m looking forward to play a part in the success of the company,“ said Baotić.



Holger Hoffmann (43) stands alongside CEO Andreas Gahlert as Chief Financial Officer. The experienced finance and controlling manager boasts a successful 17-year long career within leading consumer goods companies. During his eleven years at Procter & Gamble one of his several roles was as head of finance for Braun Consumer Electronics in central Europe. Previously, he worked for four years as Principal Consultant for PWC Management Consultancy. „COBI has enormous potential – both the product and the company. The numerous awards it has already won demonstrate this. The best description of my role: build COBI into a successful business for the stakeholders“, said Hoffmann.



COBI has just completed one of the largest financing rounds for any bike Startup in the European market. The company received almost four million Euros from Capnamic Ventures, Iris Capital and Creathor Venture. The private investors from the first round of funding also reinvested. COBI is using the capital to drive production and establish the distribution, marketing and customer service channels.

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About COBI GmbH: Behind COBI is a spin-off of the digital service agency Razorfish. In the past, the team has designed and implemented digital products and marketing for premium car brands. With over 300 awards from across the globe, the company pioneered the digital economy. Founder and serial-entrepreneur Andreas Gahlert launched COBI at the beginning of 2014, with the vision to make Connected Drive in bikes available to all. He now has 13 investors, six partners and more than 20 employees on board.

The System: COBI turns any bike into a Connected Bike. It is the first integrated patented system for bikes based on popular smartphones. The system, which is developed in Frankfurt am Main, integrates five bike accessories into one design object: Light, navigation, smartphone holder with charging function, bell and bike computer. Its greatest strength comes from the integration of over 100 functions that make cycling more connected, intelligent and safe. In January, COBI achieved the second most successful bike technology Kickstarter campaign of all time. The system has also already won several awards. On March 2nd, COBI was voted winner of the category „Prototype“ and overall winner for its world’s smartest Connected Biking System and in doing so saw off competition from around 400 well-known contenders such as Microsoft. On March 3rd, the Internet of Things (IOT)/M2M Innovation voted COBI Worldcup Winner in the category „Mobility“.

Press portal:

www.cobi.bike/press-area

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COBI on Facebook:

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