



MOTOBIT

Your smart
motorcycle companion



Company introduction

motobit GmbH was founded by motorcycle enthusiasts in June 2020 after the incorporation and rebranding of UP-Ride OG to help motorcyclists have safer rides. The vision of the company is to make motorcycling as safe as driving a car.

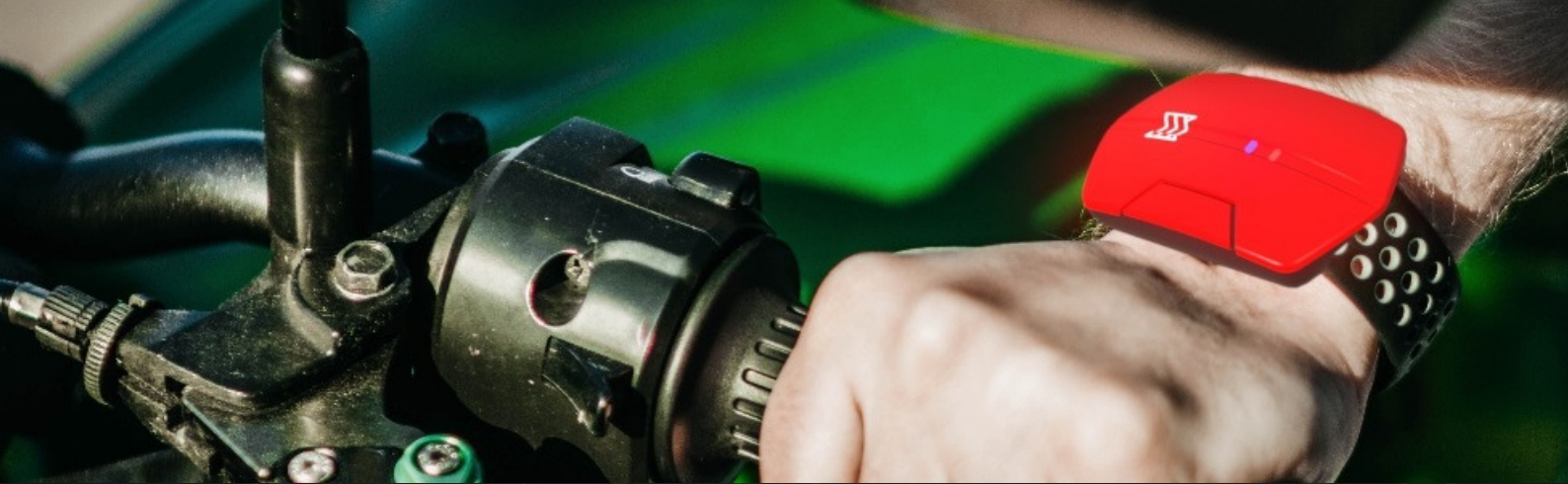
Based on their own experiences as motorcyclists and the support of the academic background of one of the co-founder who is developing his Ph.D. in vehicle safety, the founding team realised the difficulty in estimating the proper riding speed when approaching different situations as well as the importance of being warned about dangers in advance that may otherwise create great risks for motorcyclists.

Following their passion, UP-Ride OG was founded in November 2018 and incubated in Science Park Graz, one of the most respected academic incubators in Austria.

After a development phase of almost two years of the companies first product, the Motobit app was released in summer 2020 for Android smartphones. As the world's first provider app gives every motorcyclist the possibility to analyse their cornering style behavior curve-by-curve and observe when the personal limit is reached.

The second product of the company is Motobit Sentinel, a wearable device designed to warn motorcyclists about the onset of dangerous situations while riding without distraction thanks to a powerful vibration tailored to the needs of every rider. The product represents a powerful addition to the app and will be launched in a crowdfunding campaign in Autumn 2020.

Motobit GmbH is based in Graz, Austria with three co-founders and one employee.



Our products - Motobit SENTINEL

Motobit SENTINEL is a wearable device specifically designed for motorcyclists to significantly increase the personal riding safety and overall riding experience. By wirelessly connecting via Bluetooth with the smartphone and the Motobit app, the rider receives warnings about potentially dangerous situations with a strong vibration feedback.

Key features

Speed coach

Thanks to the advanced algorithms in combination with the Motobit app, Motobit SENTINEL understands the users' riding behavior and analyses the course of the road ahead in order to suggest the adequate riding speed for every situation.

Emergency contact notification

In case of an occurring road issue, emergency contacts can be notified by pressing the easy to access button on the device to inform the rescue chain as quickly as possible.

Group riding

Motobit SENTINEL is not just for solo riders: by combining two or devices, the rider leading the group will be alerted if another group motorcyclist can not keep up.

Haptic feedback

Motobit SENTINEL informs the motorcyclists through powerful and non-distracting vibrations so that the rider can keep the focus on the road.

Fully wearable

As every motorcyclist uses different riding gear, Motobit SENTINEL has been designed to be placed in different body regions. It can be worn as a classic wristband but also be attached to the trousers' belt or kidney belt or simply be inserted in any desired pocket.





Our products - Motobit APP

The Motobit app represents the "brain" of the Motobit solution and is currently available for Android in the countries of Italy, Austria and Germany. It is planned to roll out the app to other countries and to release an iOS version until the riding season of 2021.

The Motobit app unleashes its full potential in combination with the Motobit SENTINEL, but can also be used standalone to get advanced insights about the personal riding behavior.

Key features

Cornering behaviour analysis

The Motobit app uses our unique algorithms to analyse the riders' cornering behavior curve-by-curve and offers an overview diagram about the overall risk level of each tracked tour.

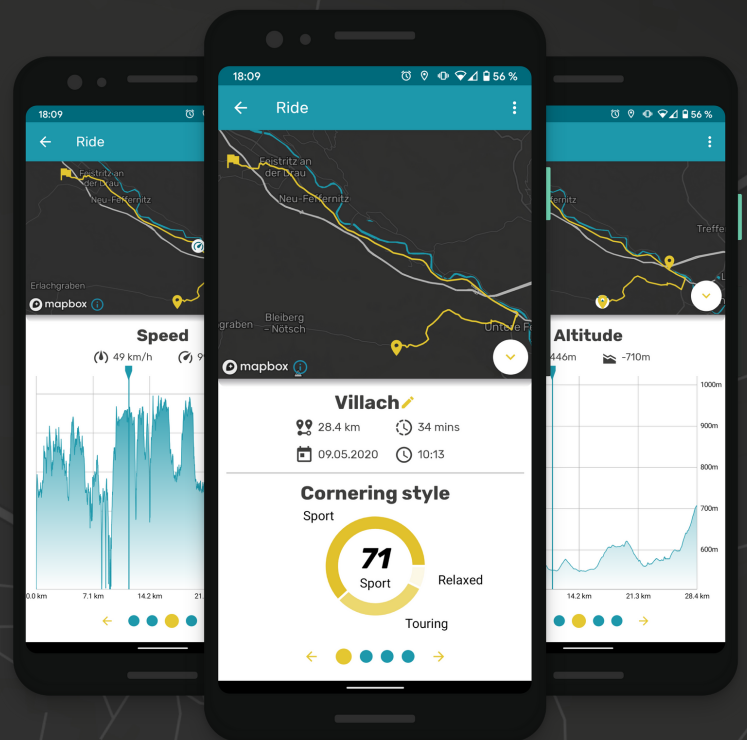
Advanced tour analysis

Every rider receives a detailed overview of the tracked tours and gets the possibility to observe the personal cornering style curve-by-curve in more detail.

Tour export & share

Every tracked tour can easily be exported for visualisation purposes on the PC or directly shared from the app to friends via social channels.

...and much more to come!





About us

Alessio Sevarin (CEO)

Alessio Sevarin studied mechanical engineering at the Polytechnics of Milan (MI, Italy). He is currently finalizing his PhD thesis, which is focused on the safety aspects of electric powered motorcycles at the Vehicle Safety Institute of the Graz University of Technology. (TU Graz) Alessio Sevarin is already present as author and co-author in scientific publications regarding active safety systems for motorcycles and he is currently conducting further research in this direction.



Nikolaus Mikschofsky (CTO)

Nikolaus Mikschofsky graduated in Production Science and Automotive Engineering from the Graz University of Technology (TU Graz). After he had finished the master's degree in early 2017 with a thesis written at the Vehicle Safety Institute (VSI), he started a full-time job at AVL List GmbH in Graz as a development engineer in the field of methodology and components of internal combustion engines. He will mainly focus on engineering, prototyping and assisting in the software development, but will also actively participate in strategical concerns.



Luca Menato (CMO)

Luca Menato holds a Master degree in Marketing Management from the Bocconi University (MI, Italy). He had the possibility to work in a wide range of companies such as Pepsico or Ernst and Young. Since 2016 he has been a consultant at Mastercard. He also founded Sommelier Wine Box, a newly established company, offering monthly wine subscriptions. He will be responsible for marketing related activities, consulting and business development.





Our Supporters

Science Park The High Tech Incubator Graz

motobit GmbH (at that time UP-Ride OG) was supervised in the academic founding center Science Park Graz and promoted within the framework of the AplusB Scale-Up programme.



RIES

motobit GmbH (at that time UP-Ride OG) received support for the development of its project by the Austrian Research promotion Agency FFG.



motobit GmbH (at that time UP-Ride OG) is supported by the AWS Creative Impact grant.

In the press

- Maschinelles Lernen für sichere Maschinen, article in Kleine Zeitung
- Steirer-App für mehr Verkehrssicherheit, article in Krone Zeitung
- Interview in Antenne Steiermark
- Assessment of Visual and Haptic HMI Concepts for Hazard Warning of Powered Two-Wheeler Riders, conference paper at the IFZ Conference 2020, the most important conference for motorcycle safety