About the company

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 difficuty 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, the Motobit 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 is available since June 2021 through the webshop on the website www.getmotobit.com.

Motobit GmbH is based in Graz, Austria and consists of three co-founders and two employees.

MOTOBIT

motobit GmbH
Anzengrubergasse 17/10, 8010 Graz, AUSTRIA

www.getmotobit.com
press@getmotobit.com

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 through a strong vibration feedback.

Key features

Curve Assistant

Thanks to the advanced algorithms of the Motobit APP, Motobit SENTINEL understands the riding behaviour of the motorcyclist and constantly analyses the road ahead. Based on an analysis of various sensor information, SENTINEL is able to issue a targeted, individual warning in advance if the driver is approaching a potentially risky bend.

Hazard Notification

Based on driving behaviour analyses of thousands of motorcyclists and the findings of the conducted accident research, the Motobit database comprises more than 50,000 danger points and is constantly growing.
These include wildlife crossing, road damage and infrastructural obstacles such as dangerous bends or intersections and paved as well as stationary and mobile speed cameras. The possibility to report a hazard directly in the Motobit APP also involves the Motobit users.

Haptic feedback

Motobit SENTINEL informs through strong and non-distracting vibrations, allowing the rider to focus on the road.

Universally wearable

Since every rider uses different protective gear, Motobit SENTINEL has been designed to be placed in different parts of the body thanks to the detachable wristband. It can be worn like a watch, but also attached to the trouser or kidney belt, or simply placed in any pocket.

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Our products - Motobit APP

The Motobit APP represents the "brain" of the Motobit solution and is currently available for Android across Europe. In combination with Motobit SENTINEL, the Motobit APP unleashes its full potential, but can also be used standalone to gain insights into the personal riding behaviour. An iOS version of the App is planned.

Functions

Cornering style analysis

The Motobit APP uses our unique algorithms to analyse the riders' cornering behavior curve-by-curve with comprehensive analyses of each tracked tour.

Curve Assistant & Hazard Notification

The technological core of the Motobit APP is the Curve Assistant feature, which warns the rider of challenging curves while driving in advance based on the individual riding behaviour from the driving profile and the current driving speed.
With the Hazard Notification function, every rider has the option of having static danger spots signalled from the Motobit database.

The signal for both features is either audible via a headset or haptic through SENTINEL.

Advanced tour analysis

Every rider receives a detailed overview of the tracked tours and gets the possibility to observe comprehensive tour details curve-by-curve in more detail.

Tour planning, export & sharing

With our intuitive curve planning function, individual tours can be planned in just a few seconds, stored and driven with the integrated navigation function. Several routing modes guarantee lots of riding fun with the motorbike. Each tracked tour can be exported as a GPX file or shared directly with friends via socials.

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The founding team

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. After he had finished the master's degree in early 2017 with a thesis written at the Vehicle Safety Institute (VSI), he started at AVL List GmbH in Graz as a development engineer in the field of methodology and components of internal combustion engines. In August 2020 he became a full-time member of Motobit.
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.
At Motobit he is 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.

FFG
Promoting Innovation.

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

austria wirtschafts service
aws

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

Press

- Maschinelles Lernen für sichere Maschinen, article in Kleine Zeitung
- Steirer-App für mehr Verkehrsicherheit, article in Kronen Zeitung
- Interview in Antenne Steiermark
- Start-up-Steckbrief: Für weniger Motorradunfälle, article in Die Presse
- 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

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