



**BIKERTOP®**

---

**WORLD'S FIRST POP-UP  
SHIELD COVER FOR BIKES**

## A new urban mobility: a historical trend and an urgent call



Cities in the western world are increasingly “Copenhagenizing”, with the spread of new lifestyles linked to sustainable mobility and the construction of infrastructure for pedestrians and cyclists.

Bikes are increasingly pushing aside cars on Europe's city streets, as the coronavirus accelerates a shift towards pedal power.

Even before the pandemic, bicycles were enjoying an uptick in demand from environmentally conscious consumers, but the risk of contagion on buses and subways have increased the appeal.

# The Opportunity

## Growth of eBikes



Copyright: Bosch eBike Systems

In last few years we have been witnessing a very considerable development of electric bicycles, which aim to become the first means of urban transportation in the future.

The emergence of e-bikes, which boost power with an electric motor, has removed some of the sweat factor, making biking a viable option for more consumers after lockdowns lifted.

Some of the major factors driving the sales of the e-bike market are innovative characters of the product, fully-integrated batteries and drives, appealing designs, as well as the use of high-quality materials.

# The Problem



When it rains the use of bicycles is drastically reduced.

Unlike when driving a car, there is nothing to protect you from the weather when you cycle.

For sure, you can dress in climate appropriate clothing when you ride your bike, but you are never going to get the protection and comfort that you have from being inside a vehicle.

# The Solution



The BikerTop® is a groundbreaking system that protects cyclists from rain and wind. The cover pops open from the handlebar in just a few seconds, providing a shelter from the rain during journeys.

In good weather BikerTop® allows the cover to be stored in a well-designed bag always ready for future use.



BIKERTOP™

# The Solution



CONFIDENTIAL

ALL RIGHTS RESERVED

INFO@BIKERTOP.COM



The solution



## WILLINGNESS TO COMMUTE TO WORK BY E-BIKE IN EUROPE

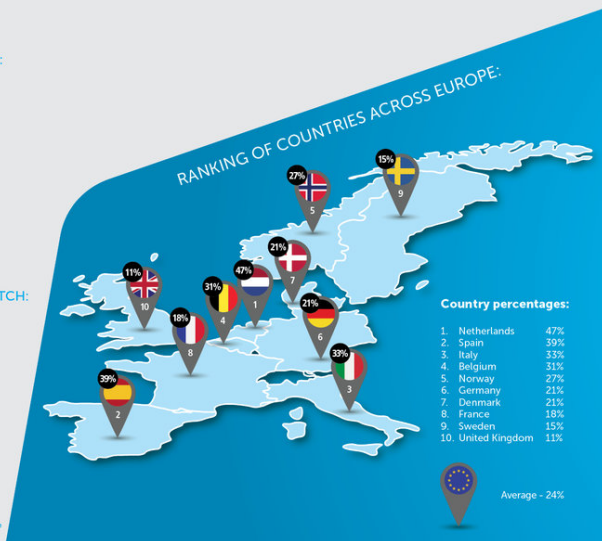
### FOUR TOP REASONS TO MAKE THE SWITCH:

1. To keep me fit **34%**
2. To protect the environment **30%**
3. To save money **30%**
4. To make riding a bike easier **22%**

### FOUR TOP BARRIERS FOR MAKING THE SWITCH:

1. The possibility of bad weather **37%**
2. E-bikes are too expensive **34%**
3. Commute being too far by e-bike **31%**
4. Arriving to work sweaty **25%**

All figures are from YouGov Plc. Total sample size was 14606 adults. Fieldwork was undertaken between 30th January - 15th February 2019. The survey was carried out online. The figures have been weighted and are representative of all adults aged 16+ in each country.



According to recent SHIMANO STEPS independent research that included over 12,000 Europeans, a whopping **24% of commuters would consider switching to an e-bike**. While this percentage varies from country to country, it is certainly proof that e-bikes are quickly on the rise. People are ready and willing to ditch the car and Make the Switch to e-bikes.


Across Europe, the main reasons why people would make the switch to e-bike commuting are “to keep fit” (34%) “to protect the environment” (30%) and “to save money” (30%).

For the majority of European countries, it has been found that **what causes a delay in switching to e-bike commuting is “the possibility of bad weather” (37%)**, “the cost of an e-bike” (34%) and “arriving at work sweaty” (25%).



# Value Proposition: One idea, many possible applications



BIKERTOP™	VELTOP	dryve®	RoofBi 	ParaTop
<b>BikerTop</b>	<b>Veltop</b>	<b>Dryve</b>	<b>Roofbi</b>	<b>ParaTop</b>
<b>Year:</b> 2019	<b>Year:</b> 2005	<b>Year:</b> 2015	<b>Year:</b> 2011	<b>Year:</b> 2017
<b>Nation:</b> Italy	<b>Nation:</b> France	<b>Nation:</b> Switzerland	<b>Nation:</b> France	<b>Nation:</b> Switzerland
<b>Characteristics:</b> Structure that opens in seconds and remains folded on the bike	<b>Characteristics:</b> Structure equipped with a strong windscreen that, once mounted, remains fixed to the bike.	<b>Characteristics:</b> Removable and foldable structure in a separate bag.	<b>Characteristics:</b> Structure that also offers lateral protection and can be folded into a separate bag.	<b>Characteristics:</b> Structure composed of several pieces to be assembled and foldable into a separate bag.
<b>Assembly:</b> <15 sec	<b>Assembly:</b> > 3 min	<b>Assembly:</b> >30 sec	<b>Assembly:</b> >3 min	<b>Assembly:</b> >3 min
<b>Aesthetics (1-5):</b> 4	<b>Aesthetics (1-5):</b> 2,5	<b>Aesthetics (1-5):</b> 3	<b>Aesthetics (1-5):</b> 1	<b>Aesthetics (1-5):</b> 2,5
<b>Price:</b> €165-245	<b>Price:</b> €299-499	<b>Price:</b> €69-120	<b>Price:</b> €98	<b>Price:</b> €345-445

# Go-to-Market Strategy



alliances with leading industrial partners in the bicycle industry

distribution through a network of retailers (bike shops) in various countries

creation of an online shop on our bikertop.com website

presence on online generic marketplaces (Amazon) and specialized marketplaces (e.g., Bikester, Fahrrad.de, etc.)



We have been preparing for the production phase and to this end we have started a collaboration project with a major manufacturer based in Asia, with extensive experience in manufacturing similar products for Western markets.

Once the necessary financial resources are collected, we will start soon with the production phase and be able to distribute the first units of product within 6-9 months.



## Supported by Invitalia

(Invitalia is the National Agency for Inward Investment and Economic Development. It is owned by the Italian Ministry of Economy.)

In 2020, our business case has been awarded a 200.000 Euro grant, as a no-bearing interest financial loan.

BikerTop has applied to the Smart & Start program, which aims to support early-stage startups based in Italy.

# Our Team

**DIEGO DIVENUTO**

Co-Founder / CEO

Entrepreneur, consultant and business coach. Former CEO of Team Connex Italia of the German group Team Connex AG. He has gained specific experience in the field of urban planning and sustainable mobility in cities.

**MARCO FERRARIN**

Concept & Design / R&D

Engineer and designer. He is a designer of furniture elements, and of objects made with 3D prints in various materials. He holds industrial patents and models and boasts awards in the field of 3D printing and design.

**LUIGI CORAZZOLA**

Engineering / R&D

Mechanical engineer with many years of experience in the development of innovative technical solutions in various industrial sectors. He has followed several start-up companies in the development of their products...

**DARIO FASOLO**

Marketing

Marketing expert with extensive experience in managing online and offline campaigns for international clients. He has also worked with Amazon to support its European FBA Sellers.

**NICOLA NOVELLI**

Sales

Expert in sales networks and commercial development. He will have the task of building the sales network at European level by contacting the DS and GDS of the sports and outdoor market.

Business Advisor:

Massimo Mancini



Loredana Guglielmetti brevetti  
Roma, 24 agosto

se.AOO\_PIT.REGISTRO UFFICIALE.U.0187588.24-08-2020



*Ministero dello Sviluppo Economico*  
Direzione generale per la tutela della proprietà industriale  
Ufficio Italiano Brevetti e Marchi

## ATTESTATO DI BREVETTO PER INVENZIONE INDUSTRIALE

Il presente brevetto viene concesso per l'invenzione oggetto della domanda:

TITOLARE/I: • Smart Mobility Solutions S.r.l. 100.0%  
Lissandrini Marco

DOMICILIO: Bugnion S.p.A.  
via Pancaido 68  
37138 Verona

INVENTORE/I: • Divenuto Diego  
• Ferrarin Marco

TITOLO: Apparato per la copertura di una postazione di un veicolo e metodo di messa in opera

CLASSIFICA: B62J17

DATA DEPOSITO: 13/09/2018

Roma, 24/08/2020

Il Dirigente della Divisione  
*Loredana Guglielmetti*



**BIKERTOP™**

**IS A  
PATENTED  
INVENTION !**



---

## SMART MOBILITY SOLUTIONS S.R.L.

---

BIKERTOP.COM

INFO@BIKERTOP.COM

VAT NO. IT0235670212

---

### REGISTERED OFFICE

VIA DELLA MENDOLA, 59/G  
39100 BOLZANO (BZ)  
ITALY

---

### OPERATIVE HEADQUARTERS

PIAZZA DELLA MANIFATTURA, 1  
38068 ROVERETO (TN)  
ITALY