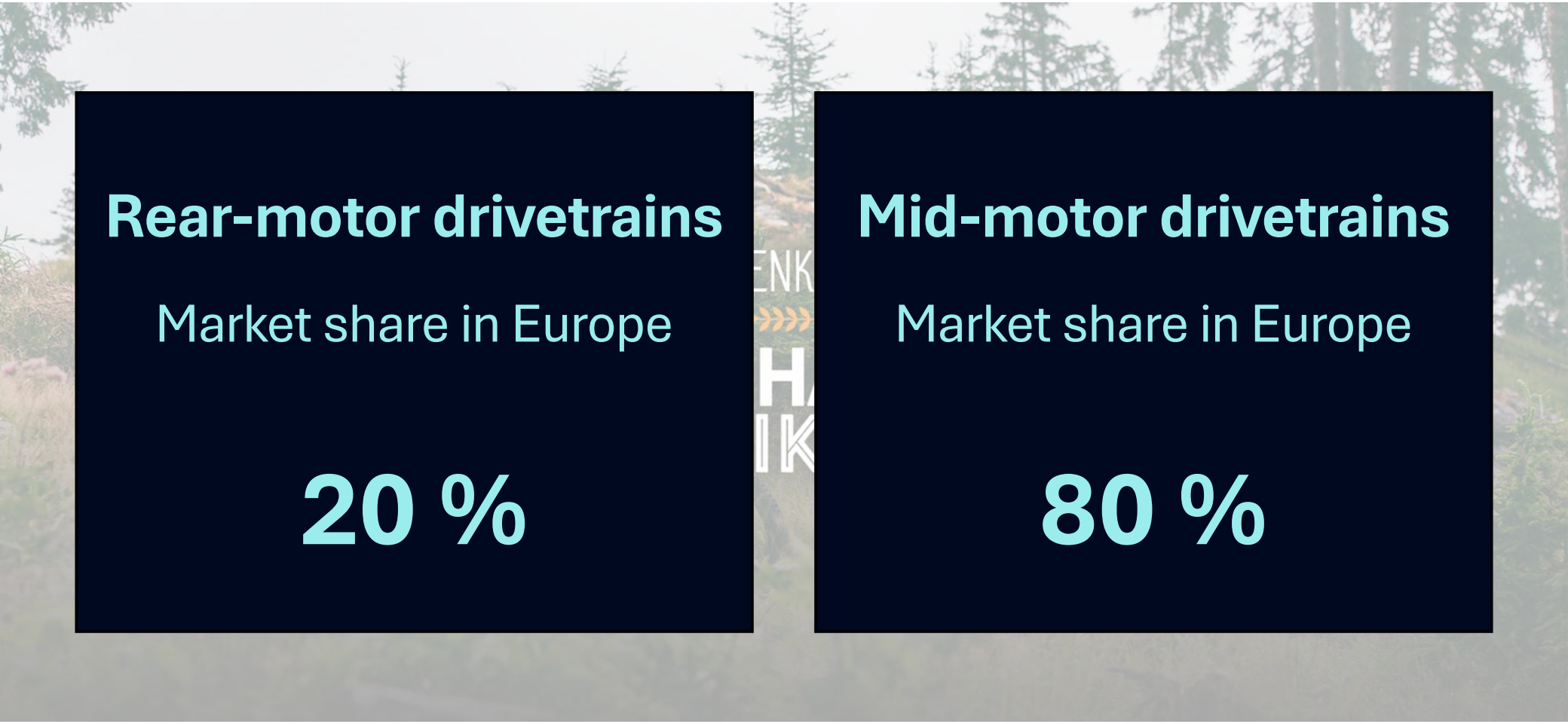
Pitch

SeyMotion GmbH | Obere Bahnhofstr. 44 | D-82110 Germering | GERMANY

Motor type distribution in Europe

SEYMOTION
empowering precision



Rear-motor drivetrains

Market share in Europe

20 %

Mid-motor drivetrains

Market share in Europe

80 %

Mid-motor drivetrains

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from 20 kg*

display

motor battery

*complete e-bike

natural ride & riding experience

weight

efficiency & range

purchase & service cost

Rear-motor drivetrains

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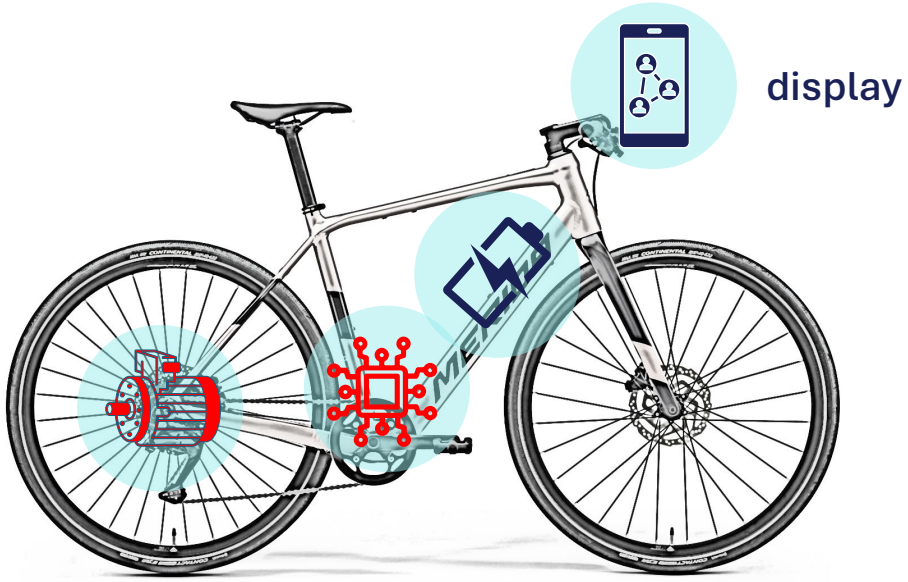
from 11 kg*



*complete e-bike

natural ride & riding experience

weight

efficiency & range

purchase & service cost

Situation analysis

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Mid-motor drivetrains		Rear-motor drivetrains
	👍 natural ride & riding experience	👎
from 20 kg*	👎 weight	👍 from 11 kg*
	👎 efficiency & range	👍
	👎 purchase & service cost	👍

*complete e-bike

Motor type distribution in Europe

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Rear-motor drivetrains

Market share in Europe

20 %

Technology gap

Motor and integrated sensors enable a natural ride

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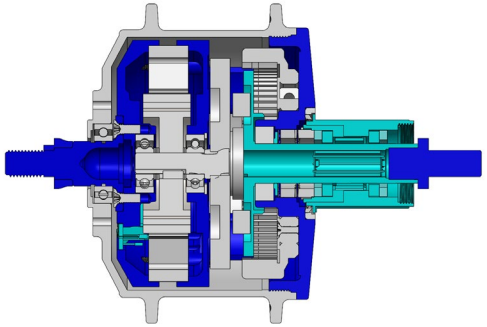
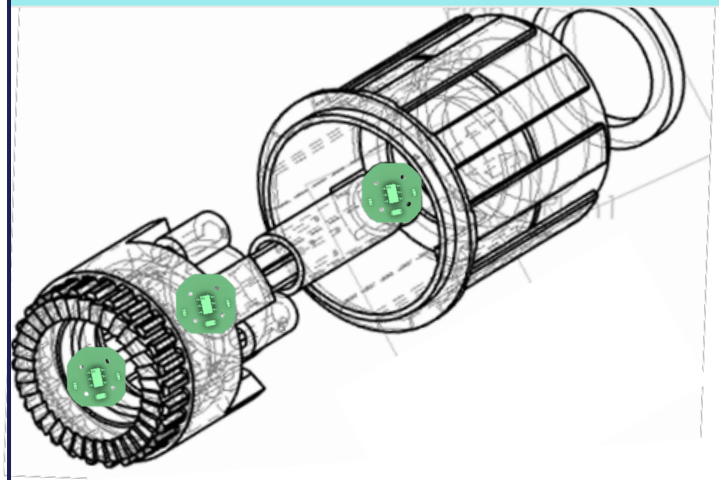
Motor

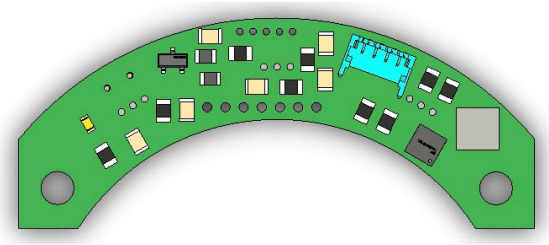


Sensor signals

- **torque**
- **cassette rotation**
- **temperature**
  - motor position
  - rotational speed

Sensor assemblies





Patent application published

SeyMotion motor and motor controller deliver a superior riding experience

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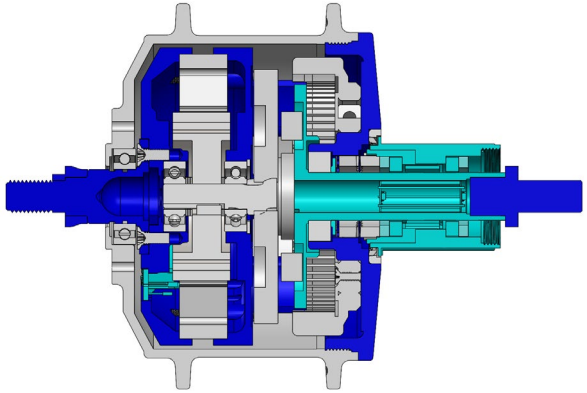
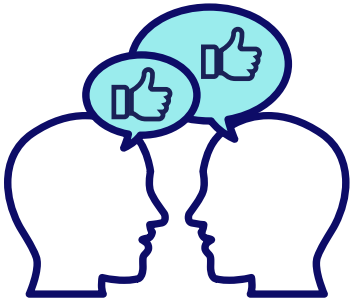
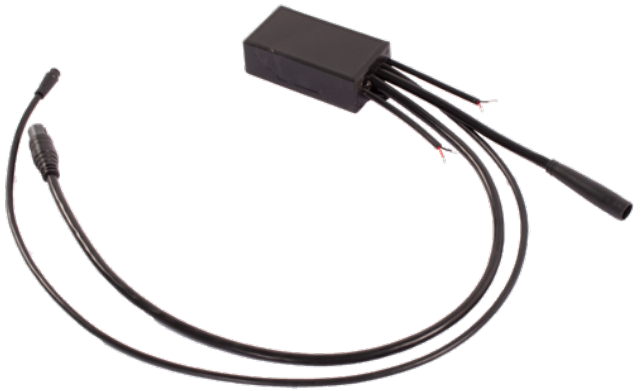
Motor



CAN bus



Motor controller



Features

- increased current flow
- motor thrust down control
- watchdogs

We combine the best of both drivetrain types, taking rear-motor systems to a new level

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Our USP:

- **natural ride & riding experience**
- weight **-40%***
- efficiency & range **+30%***
- purchase cost **-30%*** service cost **-50%**

**compared to mid-motor systems*

The battery is a sourced component; the communication protocol is implemented in the controller firmware.

Key figures & benchmarking

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SeyMotion	Unit Cost	Retail Price
Drivetrain system	€410	**€625**

Bosch mid-motor drivetrain system retail price:
€900

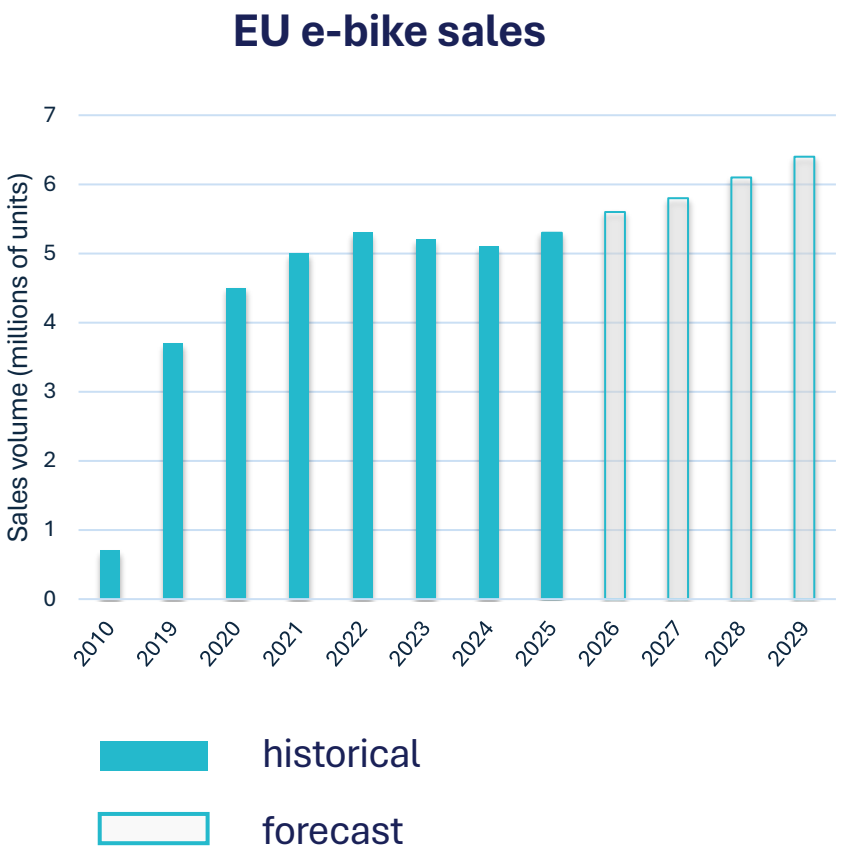
MAHLE rear-motor drivetrain system retail price:
€700

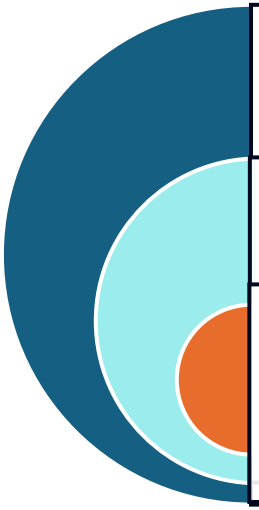
SeyMotion technology gives us clear advantages in the target market segments*

PROPERTY	SeyMotion empowering precision	BENCHMARK			
	Rear-motor	MAHLE Rear-motors	BOSCH SHIMANO Mid-motors	BAFANG Mid-motors	BAFANG Rear-motors
outstanding driving experience	✓	—	✓	—	—
ease of use	✓	✓	—	—	✓
range	✓	✓	—	—	✓
low purchase price	✓	—	—	✓	✓
low service costs	✓	✓	—	—	✓

*The target market segments account for 70% of the total e-bike market.
These are: Road & Gravel, City, Trekking & Travel, Children's & Youth Bikes, Folding Bikes.

Market potential





TAM (Global)	€15 billion 25 million units
SAM (Europe)	€2.3 billion 3.8 million units
SOM	**€93 million** **150 thousand units**

We plan to follow the marketing example set by category leaders. Bosch leads in mid-motor systems, and MAHLE leads in rear-motor systems

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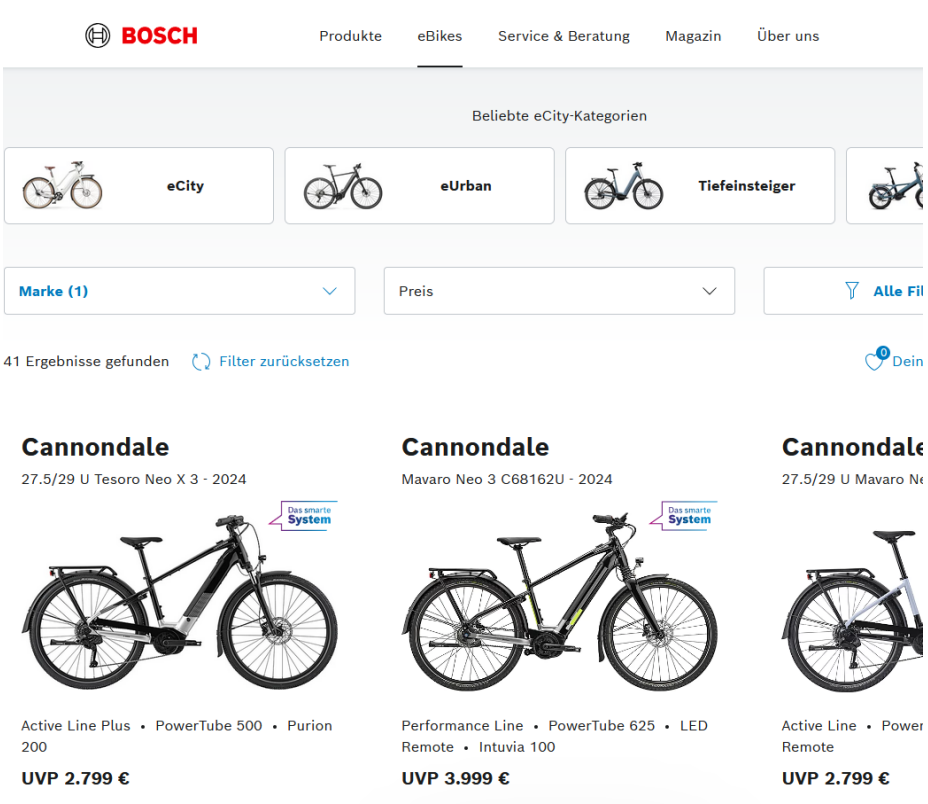

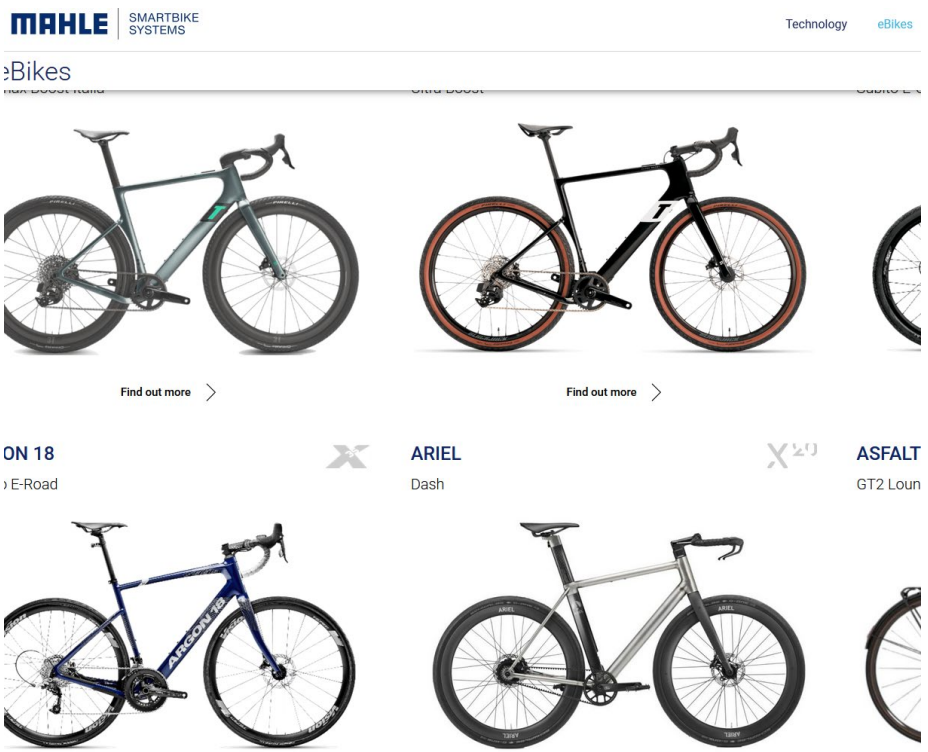

The strength of this marketing is reflected in the language used by end customers:

"I bought a BOSCH bike".

The SeyMotion team brings many years of experience in electric drive technology and the bicycle industry

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Nadine Schloss

Founder / CEO

- Product Management
- E-Mobility Drive Technology

Ole Vey

Founder / COO

- E-Bike Drive Technician
- Store Management, Service

Alain Delache

Robotics: Electronics Developer Soft- & Hardware

Stephan Albrecht

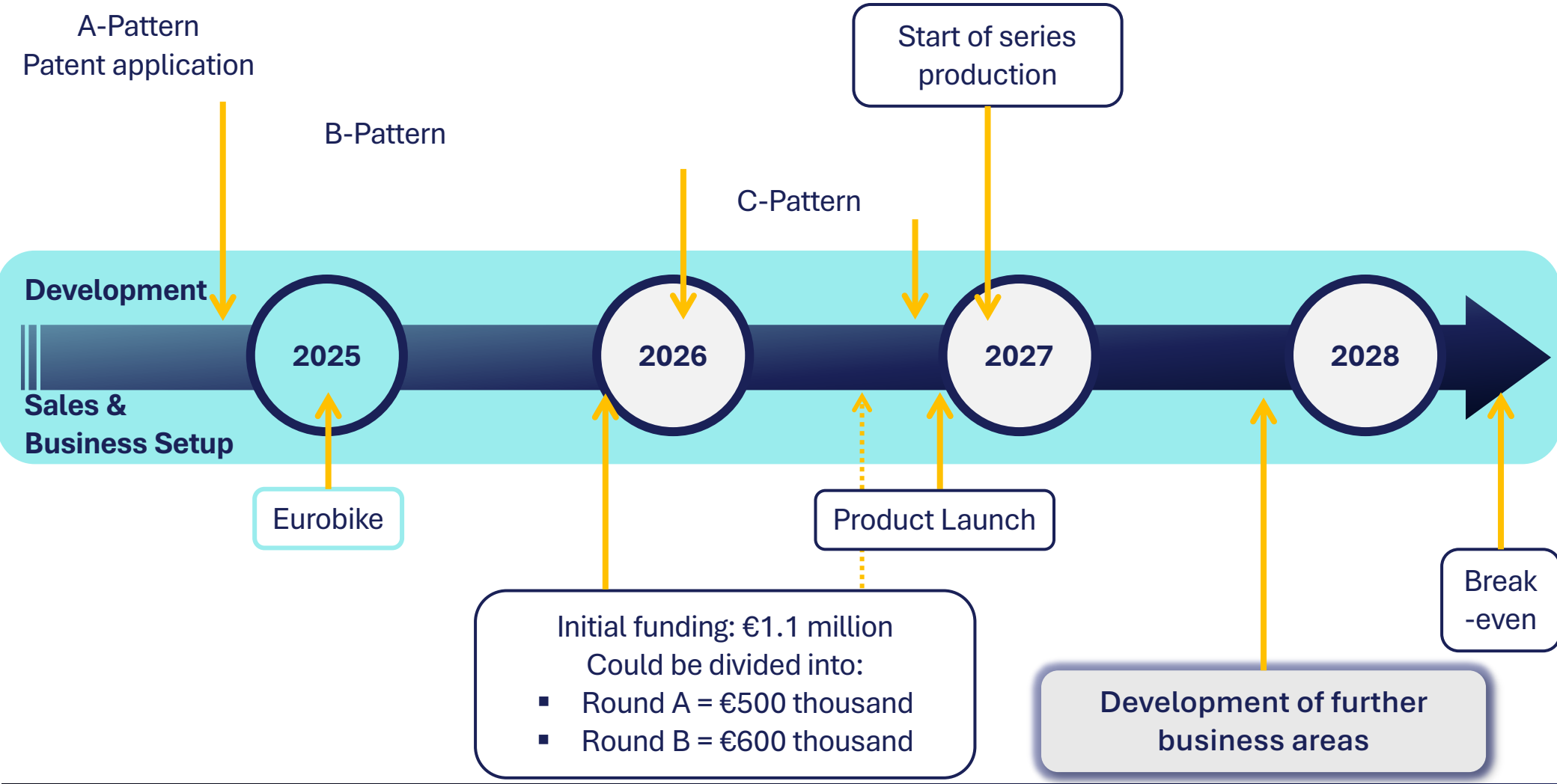
Industrial Designer

Michael Tai

Sales, Asian Market Contacts

ANSMANN
GROFA
Hirschvogel Group
innotorq
STORCK
hibike
SilentLeader
PHILIPS
BIONICON
PYRO
IDEAL IDEAL BIKE CORPORATION

Roadmap


A-Pattern
Patent application
B-Pattern
C-Pattern
Start of series production
Development
Sales & Business Setup
2025
2026
2027
2028
Eurobike
Product Launch
Break -even
Initial funding: €1.1 million
Could be divided into:
Round A = €500 thousand
Round B = €600 thousand
Development of further business areas

Development of new business areas

In France and Spain, controllers (customer-specific) are currently being tested for the following applications:

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Electric scooter rental

Electric boats

Electric motorbike (L1e class)

Financial Overview

Established:
May 3, 2025

Current funding:
Bootstrapping

Approved grants:
- AfA - Start-up Grant
- BAFA – Investment

- Bayern Innovativ Investment Voucher
  (50% funding of innovation costs)

in € thousand	2025	2026	2027	2028	2029	2030
Revenue	**1**	**20**	**1082**	**5658**	**16571**	**34594**
Material costs	42	75	916	4980	12803	26890
Personnel expenses	1	175	430	446	578	1112
Other expenses	0	101	131	338	463	704
EBIT	**-42**	**-331**	**-395**	**-106**	**2727**	**5888**
Employees	2	4	6	6	8	14
Capital requirements		500	600			

Use of funds (€1.1 M)

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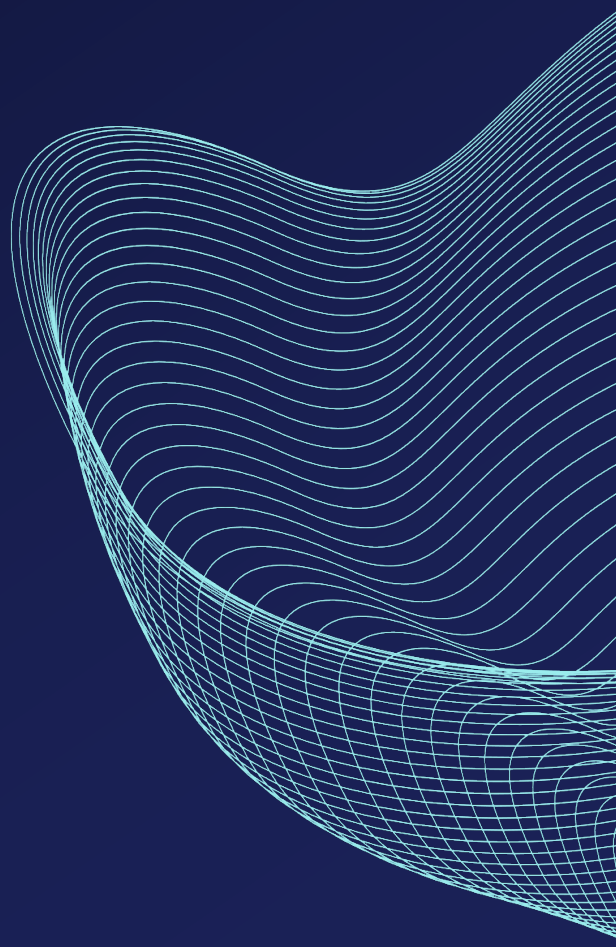

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