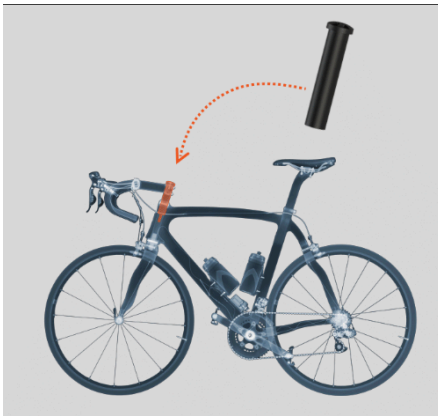
WHEELKEEP

The security and data infrastructure for European bicycle theft

WheelKeep is a Groningen-based startup, founded by a Ukrainian engineering team. We combine embedded hardware, a professional recovery network, and — soon — B2B insurance underwriting into one platform. We're moving from proof-of-concept to certified production this year, with a growing Benelux dealer network, active OEM conversations, and an insurance channel opening the door to recurring, high-margin revenue beyond hardware.

THE PRODUCT



WheelKeep is an invisible security system that helps urban cyclists protect their bikes from theft and enjoy the freedom of everyday cycling. It includes a smart hardware device integrated into the bike, and a mobile application. The system sends a push notification if the bike is moved and tracks its location on a map. In case of theft, our partners from security companies find the stolen bicycle and deliver it back to the owner.

IP International patent pending (PCT/EP2026/063295, priority May 2025), covering the core tracker design.

THE TEAM

A team of 6: 3 founders went through imec.istart, a top EU hardware accelerator. We're a team of cyclists ourselves, so we know the pain points firsthand. All full-time except Roman. We're advised by Alex Neskin, YC alumnus and founder of Petcube.



Pavlo
CEO — Business Studies (NL)
Raised €200k in investment, secured 4 LOIs with distributors (€500k pipeline), internationalised the startup across UA/NL/China.



Illia
CMO/COO
100+ Kickstarter pre-orders (€15k revenue). Founder of DNU Cycling Club, giving direct access to the target audience.



Andrii
CTO — Software Engineering
Launched production in China while based in Ukraine, in under a year. Built a supply chain of 5 suppliers and led product development from 0 to 1.

Rounding out the team: Oleksandr (Hardware Lead, MSc Micro/Nanosystems Eng.) has developed 3 generations of the device; Danylo (Backend & Mobile) maintains the server infrastructure and mobile client; and Roman (Chief Engineer, part-time) works on firmware and system architecture.

THE ASK

€150k–€200k

Bridge round, under CLA conditions

GOOD TO KNOW

We already have CLAs & SAFE worth €200k, and one angel investor holding a 2.5% equity stake.

WHAT WE'RE LOOKING FOR IN AN ANGEL

- Knowledge of bringing the product to cycling-related markets
- Experience in insurance and insurtech
- Overall experience scaling early-stage companies