

IoT Venture and Ananda: intelligent networking meets expertise in eDrive systems

Darmstadt, 25 March 2025: IoT Venture GmbH, the technology expert from Darmstadt, Germany, is now working with Ananda Drive Technology, specialist in the development, production and sales of smart electric drive systems for eBikes, eMotorcycles and more. Headquartered in Shanghai (China), the company produces mid-motors and hub motors along with controllers, sensors and HMI.

With this partnership, IoT Venture GmbH and Ananda are laying the foundations for a new generation of intelligently networked e-bikes. IoT Venture's tracking solution already offers a wide range of useful functions such as theft protection, riding statistics and inspection reminders, all accessible via the white label app that is part of the solution. By integrating the CAN bus protocol, Ananda's eDrive systems will be fully compatible with the IoT solution from May 2025. This opens up additional potential for recording and analysing engine data. Furthermore, over-the-air updates can be installed quickly and easily.

„With Ananda, we have a strong partner at our side to jointly offer solutions that provide e-bike manufacturers with real added value and help them to clearly differentiate themselves from the competition,” explains Jonas Warmbrunn, Sales & Business Development Manager at IoT Venture GmbH. "Our technology makes it possible to collect and analyse a wide range of engine and motion data – a valuable basis for innovative services and new business models. With easy integration ex-factory using existing slots and cables, we create a fast and smooth connection between the two systems. Ananda's openness of system is a winning factor for us."

With our solutions, we want to offer our OEM customers maximum flexibility and the latest digital developments in the field of IoT as a plug-and-play solution with the most innovative partner for us,' says Bastiaan Thijs, New Business Development DACH at Ananda. This allows us to offer our customers not only high-performance eDrive systems, but also the opportunity to create additional value through innovative services.

Company portrait IT'S MY BIKE

IT'S MY BIKE is a brand of IoT Venture GmbH. The company develops and sells GPS trackers which, in conjunction with an app, open up a new kind of service world for e-bikes. IT'S MY BIKE uses the innovative narrowband NB-IoT and LTE-M wireless standards for its products. As low-power wide area network (LPWAN) technologies, these are a cost-effective solution for the Internet of Things thanks to their low energy requirements and high building penetration and range. Another advantage is that the technologies utilise existing networks. IT'S MY BIKE's activities include the development of hardware and software (embedded systems) and the provision of the necessary data platform (cloud solution).

Media contact

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