

Freygeist lightweight e-Bikes GmbH

- 1.5m EUR Crowdfunding
- May 2015
- Serious A funding to finance brand building and to pre-finance the first production batch



In 2015, most ebikes were still very heavy, chunky and visually unattractive. The Austrian founding team of FREYGEIST lightweight e-bikes GmbH probably developed the lightest (12kg) and most beautifully designed ebike back then. svSCP recommended a crowdfunding campaign in order to finance the company's development and to pre-finance the first production batch of 300 ebikes. As a result, capital raising and go-to-market strategy and initial sales were skilfully and optimally combined.

At the end of 2014, together with the founding team and their business angel, we developed the business plan, the investment story and together with lautstark, one of the leading Viennese PR agencies, the brand and communication strategy (CI, video, roadshow, social media, website, shop etc.). In addition to the overall project management, the focus of our work was on the extensive coaching of the founding team - in particular with regard to professional investor communication.

svSCP presented the team to Companisto in early 2015. The crowdfunding campaign started in March 2015 with a big kick-off event in Vienna followed by roadshow events in Berlin, Hamburg, Cologne, Frankfurt and Munich.

EUR 1.5m was raised, more than 120 FREYGEIST bikes were sold through the campaign and more than 130 pre-orders were contracted. FREYGEIST has thus achieved more than 50% of the planned turnover of the first financial year.