



VerseBikes

CAPABILITIES OVERVIEW

Direct from factory.
Sourced *for your fleet.*

WHO WE ARE

A cycling safety and sourcing partner built on factory relationships.

VerseBikes supplies e-bikes, cycling components and safety accessories to retailers, operators and brands across the EU. We source everything direct, no brokers, no distributor layer. We visit the factories, run QC on-site, handle EU import and dispatch from within the EU.

Behind the range sits our real asset: a vetted manufacturing network in Asia and Europe, built over more than a decade of work in cycling, mobility and consumer hardware.

FOUNDED	2024
HQ	Netherlands
TEAM	Netherlands · Shanghai · Johannesburg · Los Angeles
BRAND RANGE	Bike safety accessories, IoT, e-bike systems
CHANNELS	DTC · wholesale · custom sourcing · white-label
PARENT	A ZÆT Venture

Three ways to work with us.

01 WHOLESALE

The full VerseBikes range, at trade pricing.

Stock our retail-ready safety accessories in your bike shop, mobility hub, or fleet operation. Hanging-tab packaging, point-of-sale support, 30-day net terms.

- ~55% of RRP
- MOQ from 12 units
- EU-wide distribution from NL

02 CUSTOM SOURCING

Your spec, our supplier network.

You bring the brief — fleet e-bikes, branded accessories, a single component. We bring vetted manufacturers, sample management, QC, and Netherlands-based program leads.

- E-bikes, accessories, IoT, parts
- Production from 250 units
- FOB or DDP, EU compliance

03 WHITE-LABEL

Our products, your brand.

For mobility operators, corporate fleets, and partner retailers who want VerseBikes-grade engineering under their own logo. Custom colourways, packaging, branded firmware.

- Logo, colour, packaging custom
- Branded rider app for IoT
- From 500 units per SKU

A network *built over a decade,* open to your team.

10+

YEARS
IN HARDWARE SOURCING

40+

QUALIFIED
MANUFACTURING PARTNERS

4

CONTINENTS
IN THE TEAM

100%

IN-PERSON
QUALITY CONTROL

We don't run a marketplace or play middleman. We've spent years walking the factory floors that make most of the world's e-bikes and cycling accessories — testing, qualifying, and rejecting. The relationships are real, the QC is in-person, and the pricing reflects what hardware actually costs to produce.

Six product categories. Vetted suppliers in each.

E-bikes & cargo bikes

- City, cargo, delivery
- 250–630 Wh batteries
- Mid-drive & hub motors
- EU EN15194 certified

Helmets & protection

- Adult & kids
- MIPS rotational systems
- Integrated lighting
- CE EN 1078

Locks & security

- Mechanical & smart locks
- Sold Secure rated
- BLE & app integration
- RFID key systems

Lights & visibility

- USB-C rechargeable
- Up to 1,500 lumens
- Brake-sensing rear
- GoPro mount compatible

IoT & telematics

- LTE-M / NB-IoT modules
- GPS/GLONASS/Galileo
- BLE 5.0, eSIM
- Custom firmware available

Apparel & accessories

- Gloves, glasses, bags
- Bells & reflectors
- Phone holders
- Custom packaging

From brief to delivery in four phases.



Built for serious buyers.

BIKE SHOPS & RETAILERS

Independent retailers across the EU

Stock the VerseBikes range alongside your existing brands. Hanging-tab packaging earns wall space, and trade pricing keeps your margins healthy.

DISTRIBUTORS

Regional distributors building a category

Exclusive territory rights for distributors who want to take a focused safety-first range to market. Marketing kit and dealer support included.

CORPORATE & FLEET

Mobility operators and corporate fleets

Custom-spec e-bikes and accessories for shared mobility, last-mile delivery, and employee programs. We handle sourcing, branding, and EU certification.

MUNICIPAL & PUBLIC

Municipalities and shared-mobility schemes

Tender-ready e-bike and accessory specs for public bike-share, employee mobility, and last-mile programs. EU procurement experience.

Four time zones. One conversation.



Tim Grootjans

CEO · Netherlands

Brand, product, and EU operations.
Your day-to-day account lead.



Yang Yang

Manufacturing · Shanghai

Factory relationships, production
management, on-site QC and inspection.



Solofelang Mosoang

Africa Market · Johannesburg

African market development, distributor
partnerships, public-sector tenders.



Jennifer-Rose Aronson

US Partnerships · Los Angeles

North American business development,
retail and fleet partnerships.

Netherlands-based account leads. No offshore reps.

We supply direct and source to order.

01 **We use what we sell.**

Every product in the VerseBikes range is sourced through this same network. We bet our own brand on these manufacturers — so you don't have to.

02 **Direct factory pricing.**

No marketplace markup, no distributor layer. The price you pay reflects what hardware actually costs to make, plus a transparent program fee.

03 **EU expertise, on the ground.**

Netherlands-based program leads handle CE compliance, EU customs, and local certification. No offshore handoffs.

04 **Quiet, reliable execution.**

Weekly status updates, in-person QC, and a 24-hour response SLA. We do the work that lets your team get on with theirs.

LET'S START A CONVERSATION

Tell us what you're *building*.

We respond within 1 business day. No forms, no offshore reps — a Netherlands-based program lead reads every brief.

EMAIL

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WEB

www.versebikes.com

LEAD

Tim Grootjans

LOCATION

Netherlands HQ