



VerseBikes

FOR BUSINESS — CAPABILITIES OVERVIEW

Direct from factory.
Sourced *for your fleet.*

A Netherlands-based bike safety brand with a decade of sourcing experience.

VerseBikes is a Netherlands-headquartered cycling safety company. We design and ship a focused range of bike safety products under our own brand — sold direct to consumers and through bike-shop wholesale across the EU.

Behind the brand sits our real asset: a vetted manufacturing network in Asia and Europe, built and maintained over more than ten years 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.

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.

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.

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.

Most sourcing partners are *either* a brand or a broker. We are both.

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.

03 EU expertise, on the ground.

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

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.

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

tim@versebikes.com

WEB

versebikes.com/business

LEAD

Tim Grootjans

LOCATION

Netherlands HQ