

VANMOOF

⌚ 13 June 2019, 00:00 (CDT)

VanMoof smashes crowdfunding records raising €2.5 million in 12 hours



Rider-only investment is the fastest equity crowdfunding ever in The Netherlands

Amsterdam, 13 June 2019 - VanMoof has broken Dutch crowdfunding records, with €2.5 million raised in just 12 hours. Over 920 funders pledged amounts ranging from €250 to €80k. The crowdfunding round was so successful that it filled up before it even went public. The money was raised exclusively from VanMoof's riders and OnePlanetCrowd investors. The rapid speed followed an email invitation the morning of Tuesday 12 June. Later that evening, just after 8.35pm, the total €2.5 million was reached.

Crowdfunding essential to growth strategy in 2019

The new crowdfunding campaign builds on VanMoof's reputation as one of the most innovative and unconventional brands in the international bike industry. It follows 2017's first round of crowdfunding, which broke all Dutch records as the fastest equity crowdfunding at that time – raising the legal maximum €2.5 million in only fourteen days. As a direct result, VanMoof was able to speed up their international expansion, launching the revolutionary ES2 and EX2 and opening four brand stores across Europe, the US, and Asia.

We are completely humbled by the support of our riders worldwide. Based on the success of our first crowdfunding campaign, we had high hopes, but this has exceeded all expectations. The level of belief and backing shown gives us even more confidence to keep pushing the limits. It makes me so proud to see our riders stepping up to become an even bigger part of VanMoof.

– Taco Carlier, co-founder VanMoof.

A total of €7.5 million is aimed to be raised via crowdfunding in 2019, split into the record breaking €2.5 million from individuals under €80k, and €5 million from individuals investing €100k or more.

Turning riders into agents of change

VanMoof requires this capital in order to scale up and continue conquering the global market. Funds raised will be used to radically scale-up the company's production of its in-demand Electrified S2 and X2, invest in innovative hardware and software development and expand the global brand-store network - reaching more people with better bikes.

ABOUT VANMOOF

VanMoof was founded in 2009 by Taco and Ties Carlier, two Dutch brothers with a vision of the perfect city bike. The company's next-generation bikes are engineered for the cities of tomorrow – with powerful motors, high-capacity batteries, and integrated smart tech. VanMoof has brand stores in Amsterdam, Berlin, London, New York, Paris, San Francisco, Taipei, and Tokyo, with riders buying online across the globe. Over 10 years, their bikes have won multiple international accolades, including the EUROBIKE award, RED DOT Design Award, and Fast Company Innovation by Design Award. To keep up with everything VanMoof, head to vanmoof.com, and follow us on Instagram and Facebook.

VANMOOF

VanMoof