BOND

BOND Mobility acquires Roll2Go's shared micromobility platform to strengthen the mobility of tomorrow

BOND Mobility, the premium micromobility leader, has partnered with Roll2Go AG by acquiring its shared micromobility platform - a micromobility data fusion and predictive analytics solution - to strengthen BOND's data-driven approach. BOND Mobility will integrate Roll2Go's shared micromobility data technology and boost its sustainable, data-driven mobility service.

BOND Mobility is a premium shared mobility operator that provides e-bikes that go up to 45kph. They deliver similar speed to cars in city areas thus offering an attractive and low-carbon mobility option for urban communities.

Roll2Go is an ETH spin-off offering data-centric mobility platforms, founded in Switzerland by Dr. Haitao He, Zhenzhen Wang and Lukas Ballo. Roll2Go created a shared micromobility data platform that has helped the Swiss Federal Roads Office (ASTRA) to understand the adoption of shared micromobility in Switzerland. It also allowed BOND Mobility to offer incentives to users based on predictive analytics.

Roll2Go's micromobility data platform has been acquired by BOND Mobility and will become a key part of its data intelligence. Lukas Ballo will join BOND Mobility to be the Head of Data Analytics and Dr. Haitao He will become a Scientific Advisor at BOND. At the same time, Raoul Stöckle will act as a Business Advisor for Roll2Go. This investment strengthens BOND Mobility as a data-driven company, with solid understanding of the underlying mobility elements.

Raoul Stöckle, CEO at BOND Mobility, states:

"During this period of economic uncertainty, we are doubling our investment in technology, expanding partnerships and refining our operations. Consistent with this commitment, we have now completed our acquisition of the shared micromobility data platform and talent of Roll2Go. The technology of Roll2Go allows a unique understanding of the mobility market. We are looking forward to welcoming Lukas Ballo and Dr. Haitao He to join our team and continue to further develop the platform at BOND Mobility."

Lukas Ballo, former Co-Founder Roll2Go AG / Head of Data Analytics at BOND Mobility states:

"Emerging mobility services are radically changing the accessibility in urban landscapes. Turning our focus away from private cars will lead to strong changes in the way our cities work. At Roll2Go, we wanted to understand exactly how this will happen and what is needed to make it sustainable. I'm happy to see that our development was fruitful. Thanks to partnering with BOND, our insights will shape the reality in numerous cities around the globe."

Dr. Haitao He, Co-Founder Roll2Go AG / Assistant Professor at Loughborough University states:

"Roll2Go develops cutting-edge technologies for mobility data fusion, analytics, and visualisation. We are glad that our shared micromobility data platform is creating unique data-driven operation advantages for BOND to understand the shared micromobility market and provide user-centric incentives. No doubt this partnership will strengthen BOND's data-driven approach to become a leading player in smart urban mobility."

About BOND Mobility

BOND was born with the vision of transforming societies and how cities move, aiming to provide more options for the citizens. As the world's first station-less e-Bike sharing operator, BOND Mobility creates Swiss designed premium e-Bikes that go up to 45kph. Founded in Switzerland by Raoul Stöckle, Corinne Vogel, Nick Müller and Horace Dediu in 2016, it has headquarters in Zurich, Switzerland, and Palo Alto, California. BOND Mobility is operating in numerous European cities and rapidly approaching new cities globally. According to RED Herring TOP 100, BOND Mobility is one of Europe's fastest growing tech startups in 2020.

The company's 60+ employees are creating urban freedom for active, healthy and sustainable communities around the world. BOND Mobility's approach has scientifically proved to replace car trips and to complement public transit, leading to a better public health and less pollution. With owned software and hardware platforms, BOND Mobility provides full-stack services to an increasingly large number of private customers and numerous B2B partners (e.g. Google, Siemens, ETH Zürich, etc). A unique AI-based fleet management system and smart user-incentives for rebalancing BOND Mobility's fleet are key elements for achieving operational profitability and driving exceptional customer satisfaction.

For more information, please visit www.bond.info

About Roll2Go AG

Roll2Go is an ETH Spin-off created based on Dr. Haitao He's doctoral thesis "Management and control of urban multimodal transportation systems". The company develops cutting-edge technologies for mobility data fusion, analytics, and visualisation in collaboration with the Institute for Transport Planning and Systems at ETH and Loughborough University. Based on these core technologies, Roll2Go offers data-centric platforms for mobility data fusion and predictive analytics that empowers real-time data-driven decisions and operations.

The urban environment is rapidly evolving and becoming increasingly complex due to the shared mobility trend, the significant investment in cycling and walking in response to COVID19 and the arrival of connected autonomous vehicles. Roll2Go was founded with a shared vision to tackle urban mobility challenges by turning mobility data into valuable insights. In this way, it contributes to more efficient, resilient, and sustainable urban mobility for the future.

The company has won prestigious awards from both the VentureKick and the IMD competitions, and secured Inno Suisse funding for its technology development.

For more information, please visit www.roll2go.ch

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Images:

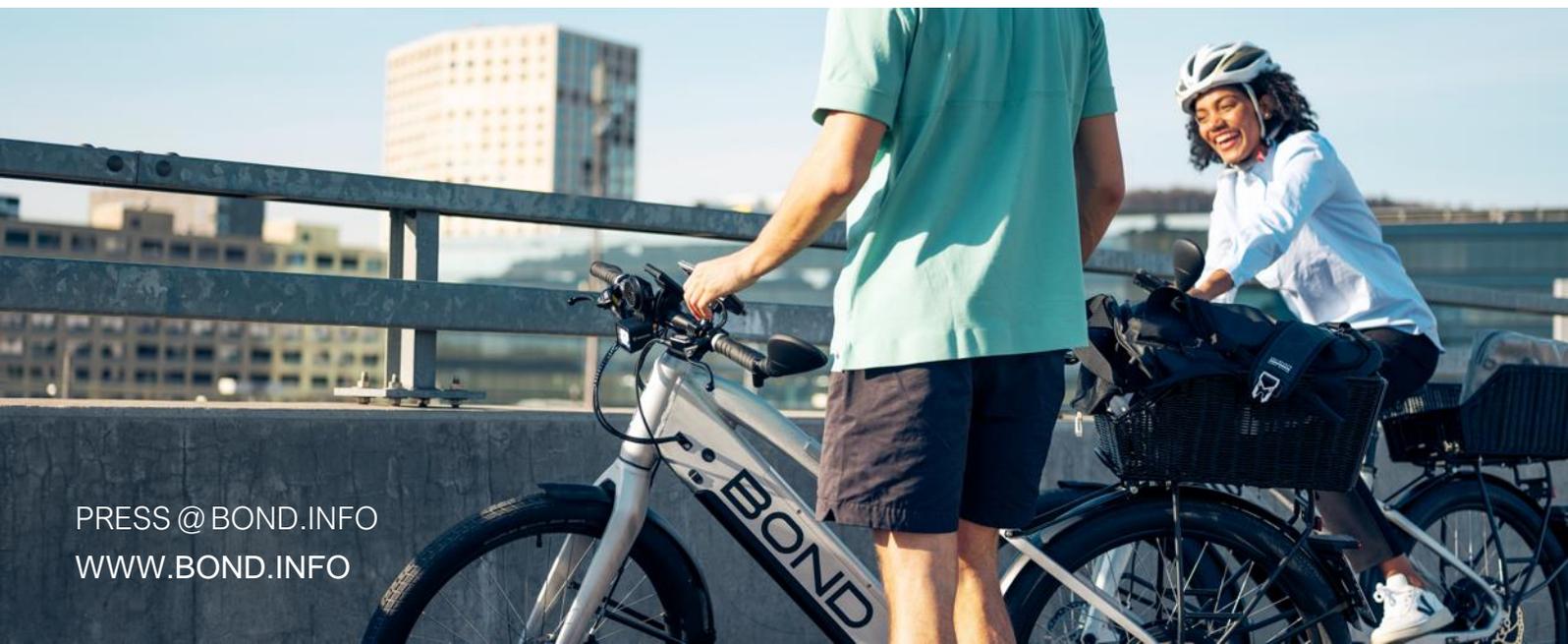Dr. Raoul Stöckle
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