

Press Release EN

Title: Mobility startup NOVUS convinces 468 Capital as lead investor and gets co-investor & business angels on board before seed closing.

The MobilityTech startup NOVUS from Germany reaches an important milestone in its seed round. Despite global uncertainties and a difficult capital market, the fundraising team around founder René Renger & COO Hannes A. H. Krieger convinced renowned business angels, a strategic co-investor and 468 Capital as lead investor. Before the official seed closing, a convertible was signed in early March, heralding the start of Europe-wide homologation and series production starting in 2025.

With 468 Capital as lead investor, a well-known VC based in Berlin, Madrid & San Francisco, the team has brought another element on board for a successful seed financing round. At the beginning of March, a convertible was signed before the official closing. With the mid-seven-figure seed round, the startup, which has been registered as a manufacturer since 2022, is starting the EU homologation process and preparing for series production in 2025.

As General Partner of 468 Capital, Ludwig Ensthaler is responsible together with Associate Anton Kornowski for the future mobility investment. With the Berlin VC, the startup has a leading and very active player in the German startup scene by its side, which is already working on the third fund generation and has made successful investments in all development phases in recent years, from the pre-seed phase to the SPAC IPO. 468 has already made several investments in the mobility industry, including the German battery developer CustomCells, which supplies customised premium battery technology for manufacturers such as Lilium and Porsche. Its CEO Dirk Abendroth is also an advisor and angel investor at NOVUS. This creates potential synergies within the Tier 1 VC's portfolio.

European startup history was recently made with the follow-on investment in Aleph Alpha and a \$500M Series B. As with NOVUS, 468 was one of the first institutional investors in the European OpenAI pendant. With the office in San Francisco and the local General Partner Florian Leibert, the venture capital investor is also opening the door to the United States for NOVUS. The market in the US is considered to be extremely innovative and characterised by an high affinity for sustainable and pioneering mobility concepts.

This closes a circle for the NOVUS team. Founder René Renger worked as a designer at Volkswagen until 2019 and was lead interior designer for vehicles such as the VW Golf 8, Polo and ID. Buzz. During this time, he developed the first prototype together with current Co-CTO Marcus Weidig, which the two presented at CES in Las Vegas in 2019. The innovative design concept made headlines around the world. Following the publication, Tesla and Elon Musk's office wanted to acquire the prototype, but the two refused. After realising the potential significance of their concept, René founded NOVUS GmbH and is now working with his passionate team to shape the future of mobility.

With its first model "NOVUS One", the MobilityTech startup combines the agility and simplicity of e-bikes with the performance of large motorbikes. The goal is to define a whole new category in urban mobility and thus both inspire the industry to transform and activate a new market. This shows to be true already, as over 45% of pre-orders and more than 400 potential customers on the test ride waiting list are non-motorbike riders.

According to the founder & CEO, the iconic "Lightbike" is designed to create an "iPhone moment" and make NOVUS an "Apple of Mobility". Over the next few years and following strategic scaling steps in Europe and the US, NOVUS is set to become a new globally relevant mobility player from Germany.

Already in January, NOVUS announced a imposing 11-member board made up of startup founders, mobility experts and Europe's most influential female racing driver. Named the "Angel Advisor & Ambassador Board", the following personalities are committed to NOVUS' long-term mission:

Startup Scene: Michael Wax, Co-Founder & CEO Forto; Nikolai Schröder, Co-Founder & COO FINN; Fabrizio Ugo Scelsi, Co-Founder & CTO Vay

Mobility Industry: Rupert Stadler, Former CEO AUDI; Bernd Rosenbichler, Former Vice President Portfolio Strategy BMW & AUDI; Dirk Abendroth, CEO CustomCells & Former CTO Continental Automotive, Cees de Witte, Former President, CEO & VP New Balance, ATOMIC, GIRO, Bell Sports, GT Bicycles, Spyder; Michael Köhler, Founder & CEO Silent Yachts, the „Tesla of the Seas“

Finance Industry: Raymund Bareuther, Senior Vice President Houlihan Lokey

Media: CREW10, Content Creative Agency for Porsche, adidas, Nike or Red Bull, founded by Robin Maeter & Dimitrij Tarasenko

Motorsport: Sophia Flörsch, FIA FORMULA 3 Racing Driver & Forbes 30 Under 30 Member

The leadership team has understood that a global mobility player cannot be built alone. This is why the fundraising team around CEO René Renger & COO Hannes A. H. Krieger has designed a broad and complementary shareholder ecosystem. In addition to the advisor & ambassador board, the strategic lead investor 468 Capital & strong co-investor, the team has already committed over €650,000 from renowned & experienced business angels for the seed round.

The new investors include unicorn founder Michael Cassau from Grover as well as co-founder Dirk Schwartz & former CFO Stephan Kniewasser from Chrono24. The LVMH owners around Bernard Arnault and Cristiano Ronaldo, among others, have invested in the last-mentioned scaleup. The angel syndicate is complemented by NOVUS customers from the very beginning, such as Nicole Purdy & Michael Holböck, by subscription pioneer & Fleetpool co-founder Niels Reimann, by the former CDO of adidas Scott Zalaznik as well as an active Director of Production of a European OEM and other personalities.

With its success to date, NOVUS defies a difficult capital environment for startups that has lasted almost two years. With the first milestones of the financing round, the hardware startup is paving the way for a promising mobility scaleup. The capital raised in the seed round will be used over the next few months for the homologation and certification of the lightbike, the industrialisation of production and the market launch in DACH & Europe.

In the coming weeks, NOVUS will finalise the funding round and integrate last selected angels & co-investors into the strategically designed shareholder ecosystem.

The world's most successful startups take part in leading incubators such as Y Combinator or TechStars. NOVUS is instead building its own in-house incubator and binding unicorn founders, automotive C-level executives, mobility & lifestyle pioneers and global networks to the company for the long term. A clever move by a potential German "Apple of Mobility".

Links:

NOVUS Website: <https://novusbike.com/home/>

NOVUS LinkedIn: <https://www.linkedin.com/company/novusbike/>

NOVUS Instagram: <https://www.instagram.com/novusbike/>

468 Capital Website: <https://468cap.com/>

468 Capital LinkedIn: <https://www.linkedin.com/company/468-capital/>

468 Capital Partner: <https://www.linkedin.com/in/ludwig-ensthaler-1b460143/>

Founder & CEO: <https://www.linkedin.com/in/renerenger/>

Co-CTO: <https://www.linkedin.com/in/marcus-weidig-564988156/>

COO: <https://www.linkedin.com/in/kriegerhannes/>