



ESA Business Incubation Centre in Noordwijk, The Netherlands, was opened in 2004 and is managed by SBIC Noordwijk B.V. The centre offers business start-up support as well as technical expertise in most areas of space technology and know-how. Located at the Space Business Park near to ESTEC, the largest ESA site and the scientific and technical heart of ESA, ESA BIC Noordwijk promotes the exchange of knowledge between advanced technology and space activities, as well as the exchange of technology and expertise between space programmes and terrestrial applications.

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## **B4 Bikes**

**The B4 E-Cruizer is a hand built ebike inspired on a 1912 Harley combined with the latest technology**



Website

**Founded in 2012 by**

- **Jan Scholten**
- **Matthijs Scholten**

- **Harm Lok**

## **Incubation period**

01-07-2012 to 01-07-2014



space solutions

Alumni

## **About B4 Bikes**

B4 Bikes have the ambition to become the Rolls Royce of electric bicycles by combining old design with the latest technology. The B4 E-Cruizer is built to inspired and seduce. We want to create an heirloom for the future.

## **Contact info**

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## **The challenge**

The B4 E-Cruizer is a hand built Dutch designed electric bicycle. What makes the B4 E-Cruizer unique is the attractive and appealing classic design inspired on recognizable vintage motor icons. The battery pack is formed in the cylinder that refers to design of the motor block of a Harley Davidson from 1912. The combination of the electric engine and the battery gives the power to cruise 200 km on one charge. The e-bike has an incredible performance and an indescribable experience. This high end bike is created for stylish people and companies who dare to be themselves. Our strategy is to larger purchases in order to reduces the cost price to produce faster and more efficiently to create an available stock for the retail. This give us the position to enlarge our point of sales, to increase more availability and visibility of the bike to achieve more sales.

## **The solution**

Under construction; available soon.

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