



Purpose-driven & connected e-bike subscription service DANCE raises €15 million in Series A funding

- *Top European VC HV Holtzbrinck Ventures (early backers of e.g. HelloFresh, Zalando, depop, Delivery Hero and Flixbus) leads €15m funding round*
- *Consumers worldwide and international governments leaning in: U.S. e-bike purchases up 85% and the EU built more than 2,300km of bike lanes since March*
- *At the heart of DANCE is its frictionless subscription model, all-inclusive services and state-of-the-art DANCE e-bikes. The goal of DANCE is to spark a global movement built on a connected community of passionate e-bike riders, ultimately making cities more bike-friendly and livable.*

Berlin, 22 October, 2020 09:00am CET – Less than three months since launching its pilot program, [DANCE](#) closes a €15 million Series A funding round with the goal of bringing its joyful, sustainable and frictionless e-bike subscription service to the world. Led by Eric Quidenus-Wahlforss, Alexander Ljung and Christian Springub, DANCE has ambitions to offer its all-inclusive service subscription package into expanded markets across Europe and eventually the U.S.

E-bikes are the fastest and most efficient means of urban transport on routes up to 10 kilometres (6.2 miles), but are still notoriously expensive to purchase and a hassle to repair. On-demand shared micro mobility providers are expensive and oftentimes have availability issues. As city commuters and consumers alike look to greener and more reliable transport alternatives for all aspects of their daily lives, DANCE offers an exciting new model. Further, even the most modern of e-bikes are based on decade old designs, technologies and philosophies - and don't harness the power of the web and a connected community. Contrast this to cars, where sensors, data and algorithms already play a key role.

“The goal of DANCE is to spark a global movement built on a connected community of passionate e-bike riders, ultimately making cities more bike-friendly and livable,” says Eric Quidenus-Wahlforss, co-founder and CEO of DANCE. “We’ve become inundated with positive responses from around the world since we announced our invite-only pilot program, and it’s become crystal clear just how much desire, demand and excitement there is for a service like DANCE across the world.”

Prior to the COVID-19 pandemic, bike usage was already gaining popularity, but exploded when social distancing restrictions were put into place globally. In American cities where the social distancing-inspired Slow Streets Movement [is permanent](#), there’s been an [increased demand](#) for bikes, with some U.S. retailers seeing as high as a [600% jump](#) in demand. The NPD Group reported that sales of e-bikes in March of 2020 were up 85% in the U.S. compared to 2019 ([NPD Group, 2020](#)). Across the EU, governments and politicians are also reacting to the demand; more than [2300km of bike lanes](#) have been put into place since the start of the pandemic.

“In densely populated cities and other urban areas, owning a car shouldn’t be an option especially since cleaner, greener and bike-friendly public infrastructure is increasingly expanding,” continues Quidenus-Wahlforss. “These areas are expensive and congested with commuter traffic. DANCE is a holistic solution built for the person interested in saving time, the environment and staying healthy.”

DANCE’s frictionless subscription model includes a fully assembled, state of the art e-bike delivered to your door within 24 hours. As part of its all-inclusive services, maintenance and theft replacement insurance is included. Customers’ mobile devices become powerful digital bike dashboards through



DANCE's app, offering easily understood concierge services, GPS location tracking and frictionless unlocking capabilities for worry-free ease of use.

“The mobility market is seeing a huge shift towards bikes, strongly fueled by the paradigm shift of vehicles going electric. Unfortunately, the majority of e-bikes on the market today have some combination of poor design, high upfront costs and cumbersome maintenance,” said Rainer Märkle, General Partner at HV Holtzbrinck Ventures. “We analyzed the overall mobility market, evaluated all means of transport, and crunched the numbers on all types of business models for a few years before we found what we were looking for. DANCE is by the far the most viable future of biking, bridging the gap between e-bike ownership and more joyful accessibility to go places.”

DANCE is currently operating the invite-only pilot of its e-bike subscription in Berlin, with plans for a broader launch, expanded accessibility & availability and new cities next year. For more information and to request an invite, please visit <https://dance.co/> and follow on social media: [Facebook](#), [Twitter](#) and [Instagram](#).

About DANCE

DANCE is an e-bike subscription service founded with the purpose of positively impacting health, sustainability and livable cities. With DANCE, you have a state-of-the-art e-bike at your full disposal, without the hassle of buying and owning. Customers simply subscribe online and a fully assembled DANCE e-bike is delivered right to their doorstep within a day. Should it need maintenance or even get stolen, it will be replaced immediately. DANCE aims to build a movement based on a global community of connected and passionate e-bike riders, who ultimately will make cities more bike-friendly and livable.

DANCE was founded by SoundCloud founders Eric Quidenus-Wahlforss and Alexander Ljung, together with the co-founder of Jimdo, Christian Springub. The company started with an invite-only pilot program in Berlin in July 2020. DANCE is backed by venture capital funds HV Holtzbrinck Ventures and BlueYard together with entrepreneurs and investors such as Ilkka Paananen (Founder & CEO Supercell), Jeannette zu Fürstenberg (La Famiglia), Kevin P. Ryan (Founder & CEO, AlleyCorp), Neil Parikh (Founder & CSO Casper), Bjarke Ingels (Founder & CEO BIG Architects) and several others.

About HV Holtzbrinck Ventures

HV Holtzbrinck Ventures has invested in internet and technology companies since 2000. HV is one of the most successful and financially strongest early-stage and growth investors in Europe. More than € 1 billion have been raised in multiple generations of funds. HV has invested in more than 185 companies, including Zalando, Delivery Hero, FlixBus, SumUp and Scalable Capital. HV supports start-ups with capital between € 500,000 and € 50 million. This makes HV one of the few venture capitalists in Europe that can finance start-ups through all growth phases.

Photos and Bios

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