Entrepreneurial ID «venture leaders» 2015



Name: Pius Kobler
Contact: pius.kobler@milKit.bike

Project/ Company name: *milKit – Sport Components AG*

Short description: milKit is a new solution that allows to measure and refill sealant in tubeless bicycle tires – a simple and quick way to a flat-free ride. Sport Components AG wants to become an innovation leader for bicycle components.

Web site: www.milKit.bike

Industry*:* Sports, Cycling.

The Start-up	
The one-liner: Smart tubeless kit for a flat-free ride with your bicycle.	
Status *:* Founded in Jan 2015, product on market in June 2015	**Team:** 2 FT, 2 PT, 2 consultants
Problem / Solution: Today the maintenance of tubeless bicycle tires is complicated, time consuming and always ends with dirty hands as the tire has to be taken off the rim to check and refill the sealant. milKit makes measuring and refilling of the sealant easy and fast.	
Market Opportunity / Target customers: milKit can be used with mountain bikes, road bikes and city/leisure bikes. There are approximately 3.5 m potential mountain bike customers for milKit today (people using tubeless tires). Together with the potential in road cycling there will be approx. 20 m potential customers in 5 years. Our main partners to get the product to the market are sealant manufacturers (Stan's, Slime), tire manufacturers (Maxxis, WTB) and manufacturers of wheels and bikes (Specialized, Ritchey, American Classic).	
Competition: There is currently no comparable solution to milKit on the market. milKit competes indirectly with common tubeless valves/systems (complicated) and flat-free tires with puncture proof layers (heavy, stiff).	
Financing: Until now: private and prize money (VK I & II, startups.ch-Award). We are now preparing a financing round of approx. 650k USD.	
Growth objectives: 7 m by 2018 with 13 FTE	
US objectives: Extend US network. Learn about distributors, legal details and more. Learn to know potential investors (mountain biking / sports / tech). Improve to pitch and to present the company and our new product.	
Description: milKit is the first product in a wide range of products we plan to bring to the market. There are several tubeless kits as well as other components for bicycles in our pipeline, ready to be developed and released.	



The team
Pius Kobler is a product development engineer (ETH) and has worked in the product development business for 7 years. He is also an enthusiastic mountain biker and he always had many ideas of how components for bicycles could be improved. He invented milKit due to a personal need and his vision is to use this first product as a kick start to make the Sport Components AG an innovative leader for bicycle components. **Sven Rizzotti** knows the world of mountain biking by heart. With his background in informatics and mathematics and his experience in founding a start-up (Usekit AG) he brings in the complementary skills to Pius. **Anna-Julia Lingg** completes the core team by bringing the experience of her work in marketing and PR agencies into the company. Three freelancing product designers and engineers form the creative team together with Pius. They are closely connected to the company and also feel at home in the world of bicycle parts.

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