TRANSFER ANDENTREPRENEUR CENTER

Founder portrait Urwahn Engineering

Design Engineering to perfection this is how the young startup "Urwahn Engineering" describes their idea of the **perfect bike**. Behind the founding team are three young investors with a keen interest in **aesthetic design**. The two graduates of the degree program in Sport and Technology and the student of the mechanical enigneering degree program at Otto-von-Guericke Universiy Magdeburg combine their expertise in the fields of design, ergonomics and functionality in a joint start-up project.

We took the opportunity and wanted to probe the boys during a visit. What exactly makes your bike so special and could one not just take the old bike from the basement?

With whom am I dealing here? Please introduce yourself and your product shortly.

We are Urwahn Engineering, a young **start-up** consisting of the creative thinkers Sebastian, Konrad und Marcel. As a young dynamic team we count transparent work structures paired with state-of-the-art processes and process models to our daily tasks.

Driven by the idea of taking mobility to a new level, we have designed an innovative bike that specifically takes into account **everyday needs and needs in urban areas**. At the same time, humans and nature are just as important to us as an aesthetic design and therefore they also form the foundation for the development together with the following processes. In term of product attractiveness, we have not only created an innovative building structure of the frame, but also a variety of functional refinements, including an **integrated LED light system** with brake light function and a **GPS tracking system**, integrated into the frame.

But your are not the first ones?!

By deliberately combining our innovations with existing products, we not only generate a completely **new driving style,** we have also aesthetized the bike under puristic aspects. In addition, our future bicycles are **software-based adapted** to the user. The resulting manufacturing character not only sets us **apart from mass production**, we also consciously want to distance ourselves from it.

What was your biggest challenge so far?

Our biggest challenge so far has been the acquisition of third-party funding to secure product development.

What is the current process with your project?

At the moment we are in the prototyping phase and will promptly produce four near-series prototypes using state-of-the-art 3D laser technology. After extensive test series, we will present them for the first time at this year's Eurobike in the Shimona Metrea design lounge and at Kappstein.

Why do you want to found in Magdeburg? What connects you to the city?

Located in central Germany, Magdeburg offers us ideal conditions to build our targeted infrastructure. Furthermore, the fact that Magdeburg is much cheaper compared to the big cities is very appealiing to us as a start-up as well as privately (Keyword: Sparflamme)

The provintial capital also benefits from the Otto-von-Guericke University, because the large number of students enrolled promotes the cultural and economic boom, so that the living environment also gains more and more quality. The emergence of this city paired with the freen image reinforces our decision to stay here more and more.

Be honest - How will you be the next Unicorn Business or will we see you soon at the FuckUp Night?

With us, the heart beats in the right place and we work every dday with total dedication to world domination ("laugh"). In addition, we are already very diversified in terms of interdisciplinary nature and look to a large number of quality industrial and cooperation partners in the national and international area. The path to independence is the goal!

Therefore you will not meet us at the FuckUp-Night ;-)!

The founding project Urwahn Engineering is funded by the Ministry of Economics, Science and Digitalization of the State of Saxony-Anhalt and the European Union.