Linket

Smart Connectivity for Smart Mobility

The IoT platform that transforms industrial mobility into connected intelligence.

IoT for Vehicles: The Revolution Has Already Begun

The Internet of Things is redefining mobility. Connected vehicles, real-time sensors, and intelligent networks make it possible to collect, process, and turn operational data into value with unprecedented precision.

The global vehicle IoT market will exceed **$740 billion by 2030**, with annual growth of 20%+.

Real-Time Monitoring

Vehicle status, location, and performance always updated

Predictive Maintenance

Interventions before critical failures occur

Operational Efficiency

Optimizing routes, fuel consumption, and downtime

The Problem: Industrial IoT Doesn't Scale

Adopting vehicle IoT in industry is today fragmented, costly, and incompatible. Companies face concrete barriers that block innovation.

Technology Fragmentation

Incompatible protocols across manufacturers, vehicles, and management systems make integration a costly custom project.

Data Silos

Information is spread across disconnected platforms. It is impossible to obtain a single, actionable view of the fleet.

High Costs

Existing enterprise solutions require prohibitive investments, discouraging SMEs and mid-market operators.

Security & Compliance

Managing data in motion poses critical cybersecurity and regulatory compliance challenges that are often unresolved.

Linket: The Connected Solution

Linket is a modular IoT platform that integrates edge hardware, universal connectivity, and intelligent analytics for any fleet or industrial vehicle.

Edge Device

Plug-and-play module installable on any vehicle, compatible with all major OBD standards and CAN bus

Linket Hub

Cloud gateway that aggregates, normalizes, and protects the data flow in real time via 4G/5G and LoRaWAN

Smart Dashboard

Intuitive interface for fleet managers with KPIs, predictive alerts, reporting, and ERP/MES integration

The Vision: Growing with the Mobility of the Future

Phase 1 — MVP

Launch in Italian logistics and industrial fleets. Product validation with 5–10 pilot customers.

Phase 2 — Scale-Up

Expansion into the European market. Integrations with automotive OEMs and public transport systems.

Phase 3 — Platform

API access for partners and developers. Linket becomes enabling infrastructure for connected mobility.

Phase 4 — Global

Entry into the MENA, SEA, and LATAM markets. Positioning as the de facto IoT standard for industrial mobility.

Linket’s roadmap follows a progressive and sustainable growth path, from local validation to global expansion as an enabling platform.

Deadlines & Key Milestones

Linket operates according to a well-defined schedule of key milestones, designed to demonstrate measurable progress to investors and stakeholders at every stage of development. The following timeline reflects our expected delivery dates.

August 2026

Completion and internal validation of the first hardware and firmware prototype.

September 2026

Securing industrial partners interested in the project.

November 2026

Release of the first complete version of the system, including the demonstration of the control APIs, which enables the start of sales and operations activities in Italy.

December 2026

Acquisition of the first customer, confirming commercial viability and enabling the next phase of growth and investment.

Our Scope: From E-Bikes to Autonomous Vehicles

The flexibility of the Linket platform makes it compatible with a wide range of vehicles, expanding our market potential beyond the industrial sector. We are ready to connect every means of transportation.

Initial Market: E-Bikes

We start with electric bicycles, a rapidly growing sector with strong demand for monitoring and connected services.

Next Steps: Motorcycles

We will expand coverage to motorcycles and scooters, offering safety, navigation, and advanced telemetry.

Beyond: Cars & Vehicles

The long-term vision includes cars, commercial vehicles, and special machinery, creating a connected and intelligent ecosystem.

Why Now?

The time for an advanced IoT solution in the mobility sector has never been more favorable. Three key factors are converging to create a unique market opportunity for Linket:

Urgent Demand: E-Bike Security

E-bikes, expensive and easy to steal, lack standard tracking systems. End customers require remote solutions for monitoring and control.

Complexity for Manufacturers

Brands that rely on multiple drive unit suppliers cannot unify IoT systems. This fragments control and product development management.

Unserved Market

Despite high demand and existing pain points, the market still does not offer a complete and scalable IoT solution that effectively addresses these needs.

Market Validation: The Experience at Veloberlin

We conducted in-depth market research by attending Veloberlin, a key event for the e-bike industry. There, we had the opportunity to engage with drive unit manufacturers and renowned bicycle brands.

Enthusiastic Response

Linket's idea generated significant interest among all the people we spoke with, confirming strong latent demand for innovative IoT solutions in the sector.

No Direct Competitor

Our analysis revealed a significant market gap: there is no competitor offering an integrated and modular solution like ours for industrial mobility.

What Sets Us Apart from Other Competitors

Although Linket has no direct competitors with an integrated offering, we compete with indirect solutions that only partially address market needs. Here is how Linket positions itself uniquely:

1. Bosch: The Closed and Expensive Ecosystem

Their approach: Bosch offers a proprietary, high-end ecosystem with tightly integrated hardware and software. This results in high costs and compatibility limitations.

Linket's advantage: Our platform is designed to be open and modular. It can connect a wide range of vehicles, from budget e-bikes to more advanced models, ensuring flexibility and accessibility without technological lock-in.

2. Tracefy: Anti-Theft Only and High Costs

Their approach: Tracefy focuses exclusively on anti-theft services for bicycles, often at a significant cost. Their offering is limited to this single function.

Linket's advantage: Linket goes far beyond simple anti-theft. We offer complete vehicle control, a post-sales platform for companies, and a significantly lower cost, delivering unmatched added value in terms of functionality and ROI.

Potential Partners and Customers

Our approach has been validated by the interest shown by major players in the industry, recognizing the unique value of the Linket solution for their specific needs.

Pendix: Motor Manufacturers

They have shown interest, seeing our solution as a key commercial advantage for opening up the smart bike rental market and attracting other IoT brands.

Reany: Bike Manufacturers

They recognized our technology as the ideal solution for developing a phone app that natively controls their bicycles, improving the user experience.

Decathlon: Retail Giant

They highlighted a crucial issue: their products are supplied by three different manufacturers. Our solution makes it possible to control motors from multiple suppliers with a single unified system.

The Benefits of the Linket System

Linket solves the challenges of industrial IoT by offering concrete advantages that accelerate adoption and optimize operations for all mobility stakeholders.

Multi-Manufacturer Compatibility

Allows vehicle brands to have a unified IoT system compatible with a wide range of motors and components, overcoming technological fragmentation.

Zero Development Costs

Offers motor manufacturers a complete IoT system with no direct development or maintenance costs, enabling smart features to be integrated quickly.

Reduced Operating Costs

Significantly lowers the overall IoT service costs in the mobility sector, making it accessible even to SMEs and new operators.

Access to Smart Rental

Facilitates entry into the vehicle rental market, enabling the creation of online-controlled fleets without large initial capital investments.

GO-TO-MARKET

Go-to-Market: Enter, Grow, Dominate

Business Model

01

Hardware

Edge device sales/rental

02

SaaS

Annual subscription per connected vehicle

03

Data & API

Revenue sharing with technology partners

Initial Target Market

Logistics fleets, freight transport, and industrial vehicles in Italy and Europe. Operators with 20–500 vehicles seeking accessible digitalization.

Acquisition Strategy

- Partnerships with dealers and authorized workshops
- Direct B2B channel through a vertical sales team
- Referral program and co-branded case studies
- Presence at trade fairs (Transpotec, IAA)

TEAM

The Linket Team: The Force Behind the Connection

Linket is the result of the passion and expertise of an international team of specialists, each playing a key role in advancing our vision.

Ranton: Hardware & Cost Optimization

Electronic engineer based in China, Zhang designs the integrated board, ensuring efficient, low-cost components for a competitive, high-quality product.

Mohamed: Firmware & Backend

Firmware engineer based in Egypt, Mohamed handles board firmware development and server programming, ensuring the reliability of our platform.

Youssefeldin: Vision & Strategy

Oversees the overall development of the project based in Italy, focusing on organization, documentation, and branding to guide the startup toward success.

Islam: Firmware & Backend

Software engineer based in Egypt, Mohamed handles server programming, ensuring the reliability of our platform.

What It Takes to Launch Linket

We are ready to build the next infrastructure for connected mobility. Here’s what we need to get started.

1

Seed Funding

Funds for hardware and software prototyping; product testing and certification before the first go-to-market in Italy.

2

Industrial Partners

Pilot fleets willing to co-develop the product and validate its value in the field.

3

Advisory & Network

Advisors with connections in the automotive, logistics, and institutional worlds to accelerate market validation, and legal guidance for establishing the startup in the market.

Join Linket. We are looking for visionary partners, early-stage investors, and strategic collaborators ready to build the future of smart mobility with us. Contact us: **Youssef**

Thank you for your attention!

At Linket, we believe in the power of connection to transform mobility. We are excited to share our vision with you and look forward to collaborating to build a smarter, more connected future.

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