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Pressemitteilung

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NIT Startup NÜWIEL in Finals of Food+City Challenge

A swift ascent: As the only European startup company to do so the startup company NÜWIEL - which belongs to the two NIT graduates, Natalia Tomiyama and Sandro Rabbiosi - qualified for the Food+City Challenge in Austin, Texas and in fact made it to the finals. The competition awards prizes to startups that aim to improve the food supply in large cities. With the electrically operated trailer NÜWIEL bicyclists can easily transport loads, such as food, even when faced with upward slopes. On February 4th Tomiyama, Rabbiosi and cofounder Fahad Khan will find out whether they won both the competition and the prize money in the amount of USD 50,000.

The NÜWIEL trailer is designed for transporting smaller loads in the city and facilitates cycling with luggage by means of an intelligent braking and acceleration system. Sensors measure the trailer load and are able to determine whether the route is uphill or downhill. Thus, depending on the requirement, either the thrust of the electric motor is adjusted or the triple secured braking system is activated. Up to 80 kilograms of luggage can be transported with little effort. NÜWIEL has already developed and tested the first prototypes and a patent application has also been filed.

And the founders' invention is convincing: Support from the promotional programs EXIST, InnorampUp and Climate-KIC has already been enlisted. By winning the Food+City Challenge the alumni of NIT Northern Institute of Technology Management and the Hamburg University of Technology would take another step toward achieving their ultimate goal - to make bicycling more attractive while reducing emissions, noise and traffic jam.

URL zur Pressemitteilung: http://nuwiel.de/en/ - Website Startup NÜWIEL