Sherlock now crowdfunding on Indiegogo

*The GPS anti-theft device funding its last development phase on the crowdfunding platform*

[Sherlock](http://www.sherlock.bike/) launched its [**crowdfunding campaign on Indiegogo**](http://tiny.cc/sherlockbike) to raise funds to finance the last part of the development and to get the first devices into production.

**It’s all or nothing**. Money is only collected from the contributors if the ambitious goal of 80,000 € is pledged. The funds collected will be used to finalize the design of the product, print new prototypes, conduct on-the-road tests and set up the supply chain for the production of the first devices.

“**Sherlock is the invisible GPS-based anti-theft device** connected to a mobile app that tracks your bike in real time and enables you to precisely locate it and retrieve it in case of theft,” explains the CEO Pierluigi Freni. “We launched our crowdfunding campaign at the **Spin cycling festival in London**, where we presented our prototype to the public.”

Crowdfunding websites, like Indiegogo, help startups like Sherlock to collect money from supporters to fund their projects. Backers will have **until 20th June** to contribute by donating an amount of their choice or selecting a reward among the ones offered, including **early-bird offers at a discounted price for the first Sherlock.**

Every backer will have a range of perks to choose from, like the 10€ donation as a supporter or the 25€ Sherlock T-shirt and **129€ for one of the first Sherlock ever made**.

Sherlock is very **compact, small and easy to install**. It is designed to be hidden into the handlebars of the bicycle, resulting invisible from the outside. In this way it is hard for the thief to detect and it does not alter the design of the bike.

Sherlock is also a **unique identifier** **for the bicycle**. When the cyclist activates it with Sherlock’s mobile app, the device is uniquely connected to the user and the bicycle profile. If the bike gets stolen, the user can share its tracking code with the police and demonstrate its ownership once the bicycle is rescued.

Sherlock is developed in Turin, Italy, but aims at the international market. The tracker will be available for sales via e-commerce and shipped globally.

Sherlock was first showcased at the **London Bike Show in February 2016** and the team was selected for the **Google Launchpadx** hyper accelerator week at the London Google Campus in April.

It is sustained by [**SETsquared incubator in UK**](http://www.setsquared.co.uk/) and [**i3P incubator in Italy**](http://www.i3p.it/en) and supported by [**Fondazione CRT**](http://www.fondazionecrt.it/en/fondazione-crt.html)**-Cassa di Risparmio di Torino**. In 2015 the company received a 130,000 € grant by the European [**frontierCities acceleration programme**](http://www.fi-frontiercities.eu/) for the early-stage research and development of the product.

Links

Indiegogo campaign <http://tiny.cc/sherlockbike>

Sherlock website http://www.sherlock.bike

Contacts

Silvia Peretto | +39 333 8272592 | +44 748 1517758

Daniela Petrone | +39 347 3604457

press@sherlock.bike | www.sherlock.bike