

## Sherlock wins the CosmoBike Tech Award

*The GPS anti-theft device is awarded as Best Startup at the Italian cycling fair*

**Sherlock, the invisible GPS anti-theft device for bicycles**, was awarded with the Best Startup prize at the CosmoBike Show, the leading fair in Italy for the cycling sector (Verona, Sep 15-18).

The CosmoBike Tech Award is intended for companies in the cycling sector who distinguish themselves for the development and marketing of innovative products.

“Sherlock is the **GPS-based tracker 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 are honored to have been recognized with the Best Startup award at the CosmoBike Show 2017 for the innovation and design of our product, as a result of the work we have been doing in the past two years on research and development”.

Sherlock is **compact and small** 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.

It is connected to a mobile app, and if the bike gets moved the cyclist gets an immediate alert on his phone. He can then check the tracking on the mobile app and share the unique tracking code with the police.

“**After experiencing bike theft ourselves** and feeling helpless with no means to retrieve what was taken from us, we worked together to build the perfect GPS tracker to **allow cyclists to always know where their bicycle is, at anytime**” continues the CEO Pierluigi Freni. “Sherlock establishes a direct connection between the bicycle and its owner, giving the bicycle a “voice” to shout for help and providing the owner with the peace of mind he deserves.”

Sherlock is designed and developed in Italy, and is available for orders on [www.sherlock.bike](http://www.sherlock.bike) at 149€. The device comes equipped with a SIM card and Internet connection included for 2 years in the sales price (3€/month from the third year).

Sherlock is sustained by **i3P incubator in Italy** and **SETsquared incubator in UK** and supported by **Fondazione CRT-Cassa di Risparmio di Torino**. In 2015 the company received a grant by the European **frontierCities acceleration programme** for the early-stage research and development of the product. In 2017 **Viasat Group**, leader in Europe for satellite security systems, acquired a participation in the company with the aim of widening the offer of security products for the consumer market.