

Profile: Asbjoerk Stanly Mogensen (Brian)

- **A pioneer in the electric vehicle industry**
 - The first to introduce e batteries inside the frame
 - The first to introduce an electric bike in USA (Schwinn Tailwind 2001)
 - The first to introduce a lithium battery (2000)
 - The first to introduce a full suspension e-MTB (2009)
 - The first to introduce an electric race bike (2016)
 - The first to introduce a folding bike with fully integrated battery (2006)
 - The first to introduce a full carbon electric bike (2016)
 - The first to introduce a high end electric cargo bike
 - The first to introduce a kids ebike (2003)
 - The first to introduce IOT (With ESB, Italy)
 - The first to introduce an electric cruiser bike
 - The first to introduce an electric fat bike
 - The first to introduce an electric motorcycle
 - The first to introduce an electric scooter
 - The first to introduce a lithium fast charge battery (With Toshiba)
 - Patent holder of the BOSCH Powertube 500/600
 - Patent holder of battery inside a folding bike
 - Patent holder of a mid motor with build in light
 - Patent holder of the bike shaft motor
 - More than 90 design protections in the EU





reddot
design award



GERMAN
DESIGN
AWARD



Awards

WINNER OF:

1 x Muse design Award GOLD
4 x IF Awards
4 x Red Dot design Awards
16 x German Design Awards
3 x German Innovation Award
2 x German Brand Awareness Award
1 x German Automotive Brand Contest
3x German Bicycle brand contest
22 x A' Design Award
4 x Platinum A Awards
6 x Gold A Awards
4 x Silver A Awards
2 x Bronze A Awards
1 x Iron A Awards
1 x Muse Awards
1 x New York design awards
1 x Ikea award

1 x Runner up A Awards
4 x Universal Design Awards
6 x European design Award
6 x International design award
2x Bicycle brand Contest
12 x Eurobike Awards
3x Taipei Cycle d&i GOLD awards
14 x Taipei Cycle d&i awards
3 x E-bike of the year (2017 & 2018 & 2019)
6 x Nomination designer of the year by IAD (2017,2018,2019, 2020 & 2021, 2022)
6 x Nomination designer of the year by EPDA (2017,2018,2019 & 2020, 2021, 2022)
6 x Winner Bicycle Brand Contest
3 X Clio Awards
3 x Mobius Awards
3 x Cannes Lions Awards
6 x Creative Circle Awards
1 X Designer of the year New York design awards
1 x Good design Award Australia
1 x designer of the year USA
6 x Creative Circle



MOBIUS
Awards

CLIO
AWARDS



GOOD
DESIGN
AWARD
WINNER

NY
NEW YORK
PRODUCT
DESIGN
AWARDS

DESIGNER
OF THE YEAR
INTERNATIONAL ASSOCIATION OF DESIGNERS

Investor consulting and investor relations

I was a part of raising as follows for the below companies

Zoomo 105 Million €

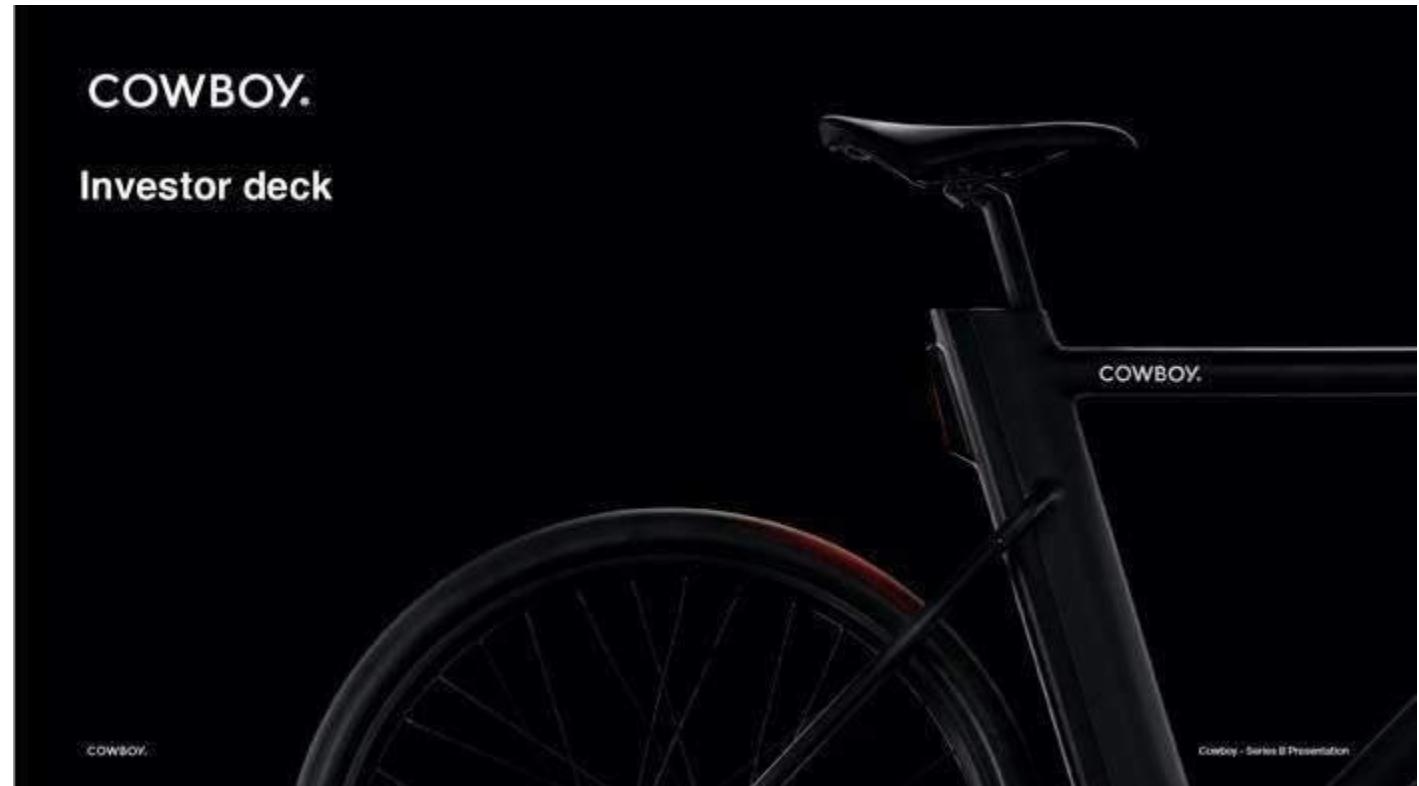
Cowboy 131 Million €

Van Moof 189 Million €

Billy bike 2 Million €

Zeitgeist motor 26 Million €

Chaos motorcycle 56 Million €

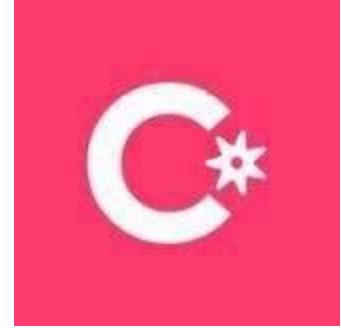


My services

- Concept and design
- Innovation
- RND and Engineering
- Part sourcing
- Electric drive train sourcing
- Electric drive train optimisation
- Define the producer of the ebikes
- Follow the ebikes to final production – consultancy
- Checking specs and analyzing costs
- Business plans and strategies for selling ebikes
- Marketing
- Marketing analysis
- Brand Keys development
- Direction of teams
- Tech sourcing
- Tech development
- Development of IP
- Development of Patents (I have developed Patents for Accell group, Bosch and Easybike)
- Build up BOM
- Benefit analysis
- Support the board in strategic decisions
- Recomandations and clarifications for investors
- Supervision of battery development
- Supervision of IOT development
- Busuness completion
- Start ups
- Investor relations



First bike made



Classic

3D cost 3.500 Euro
Prototype cost 8.500 Euro



Deliverables 3D design Week 43

Deliverables prototype Week 51

Comfort

3D cost 3.500 Euro

Prototype cost 7.700 Euro



Deliverables 3D design Week 45

Deliverables prototype Week 53

Compact

3D cost 4.500 Euro

Prototype cost 15.000 Euro



Deliverables 3D design Week 47

Deliverables prototype Week 04 (21)

Cargo