



BioConform
biomechanical components

Background: Company and market

BioConform - German company brings worldwide innovation onto the market with 3D bicycle pedal

It all started for company founder and managing director Jörg Töpfer with an idea for a product: the first bicycle pedal to follow the movement of human joints. Since the founding of BioConform GmbH in 2007, the route has led from concept and product development, through patenting and a search for investors to the finished product. Since the autumn/winter of 2013, the BIUS1 pedal has been ready for the market and is to be launched in 2014 with communicative support.

Prior to the establishment of BioConform, based in the city of Jena, company founder Jörg Töpfer had a vision. His training and work as a qualified physiotherapist together with his experience from holding responsible positions in development, marketing and sales in the field of medical systems gave him the idea for BIUS1.

His aim here was to develop a bicycle pedal that for the first time would enable 3-dimensional movements, thus permitting the legs to carry out their natural sequence of spiral movements in bending and stretching. The latest knowledge in biomechanics and in orthopaedics has demonstrated the benefits: using the BIUS1 pedal not only increases long-term performance but also achieves optimum protection for the knee joints. Consequently, BIUS1 not only benefits a group consisting of hobby and touring cyclists together with those geared towards performance and training, but also people with knee and hip problems.

The pedal which is compatible with all bicycles and pedal-driven devices - from spinning bikes to rowing machines - is aimed equally at the growth markets of cycling and medicine: 10% of the population already exhibit degenerative diseases of the knee joint from the age of 40 onwards (source: German Sport University in Cologne, 2013) and are dependent on the use of ergometers as part of their rehabilitation.

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Key milestones on the way to achieving market maturity for BUIS1 in the autumn/winter of 2013 were not only the production development, patenting and search for investors but also the scientific testing of efficiency by the Institute of Biomechanics and Orthopaedics at the German Sport University Cologne.

As founder and managing director, Jörg Töpfer has been dedicating himself to the product development as well as strategic assignments and the generation of further investors and strategic partners. He heads a team consisting of additional colleagues involved in consultancy and sales as well as in the fields of IT, communication, quality management and support. In addition to this, BioConform GmbH has built up a strong network for coaching, consultancy, fabrication and production in Germany.

BIUS1 can be purchased directly from <http://www.bioconform.com/shop/> at a price for the end customer of EUR 225/pair as well as from bicycle and component manufacturers, dealers and retail cooperatives.

Independent products are to be developed for the medical market in 2014.

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