



Press kit  
**Rainjoy**



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# Bub-up® by Rainjoy: The Joy of Staying Dry Wear your regular clothes without getting wet!

The French startup Rainjoy is launching their cutting-edge product, Bub-up®, a rain protection bubble for everyday cycling that opens instantly and can be installed on any bike model. Bub-up® is the solution for riders who don't like biking in the rain. Used alone or in addition to other rain gear, cyclists can now ride even in wet weather. By focusing on the European market, Rainjoy intends to build on the growing trend and popularity of cycling and soft mobility in general.

## Bub-up®: The Rain Protection Bubble

In September 2020, the newly created startup Rainjoy will launch their cutting-edge product, Bub-up®, a rain protection bubble for everyday cycling. It opens instantly and can be installed on any electric or traditional bike model, and even on stand-up scooters! Once it is no longer needed, it can be easily stored and carried.



This ground-breaking product is different from any other solution on the market as the protective bubble is secured to the cyclist's back—much like the straps of a backpack—instead of on the bike. The front of the bubble is attached directly to the handlebar with a simple hook-and-loop fastener. As a result, it is extremely simple to install, comfortable to use—ultra-light Bub-up® only 1 kg —and perfectly adapts to the cyclist's movements.

Rainjoy's goal is to make Bub-up® an alternative or accessory to other rain gear and will target cycle shops in order to make bicycle canopies or roofs a mainstream product.

Rainjoy will be exhibiting at the Pro-Days Show from 20th to 22nd September in Paris, France and at the Eurobike Special Edition show from 24th to 26th November in Friedrichshafen, Germany. Starting in October 2020, the product will also be available at the company's online store [www.rainjoy.eu](http://www.rainjoy.eu), as well as at several specialised e-commerce sites. Bub-up® is available to the public for €120.

## Meeting user expectations

Bub-up® brings innovation to urban areas, where there is a significant quest for sustainable transportation and soft-mobility solutions. In urban areas and for shorter distances, cycling is faster than car travel. Cycling is also a pollution-free, cheaper, and healthier solution. However, behavioural studies show that people choose not to use their bicycle mostly because of poor weather conditions.





Another major obstacle is the distances cyclists need to cover, and their inherently strenuous rides and unwanted perspiration, solved in part by e-bikes. With integral protection from head to thigh, Bub-up® protects riders against the rain and cold over more than 80% of their bodies. Using the bubble instead of protective rain gear also reduces perspiration. Bub-up® therefore truly meets biker needs and addresses their current discomforts. The product was designed and tested in collaboration with several cyclists in order to fully meet their expectations.



## A long-term trend in a growing market

Bub-up® targets the 30% of Europeans who regularly use their bikes, particularly for their daily commute. Boosted by the growing popularity of e-bikes and bike-sharing schemes, this well-established trend—fuelled by repeated strikes and the COVID-19 health crisis—is encouraging users to abandon public transport in favour of cycling.

As people are showing increased interest in these solutions, public authorities and local governments have also been driving growth by multiplying infrastructures and initiatives over the past few years.

Riding on the wave of this enthusiasm and targeting mainly the French and Northern European market, Rainjoy estimates its market potential at around 500,000 Bub-up® systems.

## Rainjoy, a VéloTech startup

In the world of startups, cycling has its own community called “VéloTech”. The French startup Rainjoy is a direct result of this movement, as it was incubated at the OSV Startup Program—an initiative supported by sports and outdoor companies who are members of the Outdoor Sports Valley organisation. Rainjoy designs and markets innovative solutions by protecting cyclists against rain, increasing their visibility, and supporting sustainable transport and soft mobility. Bub-up® is the first product marketed by the company but other solutions will follow soon.

Rainjoy’s founder, Eric Frandeboeuf, has long been convinced of the practical, societal, and environmental benefits of cycling. Having previously worked in the food industry, he has always believed in a sustainable and responsible economy. The co-inventor of Bub-up® is Benjamin Mettavant, who—while working for a major outdoor equipment supplier—invented the now-famous instant-opening tent that revolutionised the camping market. They spent two years collaborating together to design Bub-Up®. They produced numerous prototypes, with tests carried out both in real-life situations in the rain as well as in the laboratory under a rain simulator. Bub-up® has been the subject of several patents co-filed by both partners.



Our vision is to develop interest in cycling every day, as it has positive effects on health and the environment.



[www.rainjoy.eu](http://www.rainjoy.eu)

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