

Milano, 24/07/2025

PRESS RELEASE

Bikeroom closes €3 million funding round to accelerate the expansion of its global premium bike e-commerce platform.

Investment led by Azimut Group's venture capital fund "ALicrowd 1," Vesper Holding, and other backers. The goal is to strengthen European market leadership and develop new solutions for bike shops and cyclists.



Milan, July 24, 2025 – After gaining early traction with a €500,000 round in 2023, Bikeroom – the Italian company revolutionizing premium bicycle sales – announces the closing of a new €3 million investment round. The round was led by AZIMUT ELTIF – venture capital – ALIcrowd 1, which had previously backed the company, alongside Vesper Holding and other investors. The funding will support Bikeroom’s rapid growth and help scale its commercial and technological infrastructure.

Founded by Matteo Maruzzi and Denis Moretti, Bikeroom has established itself as the go-to platform for buying new and pre-owned road, gravel, and mountain bikes – all guaranteed and certified. With a fast-growing community of enthusiasts and a network of partner bike shops across Europe, the company aims to become the world’s largest marketplace for premium bicycles. At the heart of Bikeroom’s vision is a commitment to key values—quality, traceability, and transparency—creating a platform that offers more than just transactions, but a meaningful experience for every cyclist.

The newly raised capital will be allocated to three strategic priorities:

- **International expansion:** entering new markets and optimizing local operations in existing ones.
- **Technological evolution:** enhancing the platform to improve user experience and logistics.
- **Team growth:** strengthening key departments, including sales, tech, and customer operations.

Matteo Maruzzi, co-founder and CEO, states:

“Bikeroom is growing because we’re solving real, structural problems in the cycling world. We’re digitizing the sales processes of specialized bike shops, unifying a fragmented market, and offering a premium buying experience to end customers. We focus on service, packaging, and user experience at a level this industry hasn’t seen before.”

Denis Moretti, co-founder:

“This investment marks a new chapter for Bikeroom. Our investors’ support empowers us to accelerate toward our goal of becoming the global reference point for cyclists seeking quality, certified, and traceable bikes. Our mission is clear: to make buying a premium bike simple, secure, and accessible to every cyclist, anywhere in the world.”

Guido Bocchio, Head of VC at Azimut Libera Impresa SGR S.p.A., which manages the AZIMUT ELTIF – venture capital – ALIcrowd 1 fund, adds:

“In a changing Italian bike market, we believe it’s crucial to have a player like Bikerroom—a digital leader that supports the sector with automation and digital solutions for retailers, while also offering a strategic export channel for brands and sellers. With this round, we are confirming our third investment in the company, confident in Matteo and Denis's vision and ability to drive future growth.”

With this new funding, Bikerroom brings its total capital raised to €3.5 million, preparing for an aggressive expansion phase ahead of the 2026 cycling season.

Legal, strategic, and financial aspects of the deal were handled by CII3 Advisors, a boutique M&A firm specialized in tech companies, with a team composed of Sara Gagliardi, Teresa Corso, Luigi Santini, and Filippo Nardi-Dei.

Notarial aspects were overseen by notary Giovannella Condò and lawyer Giuliana Tonini of Milano Notai.

ABOUT BIKEROOM

Bikerroom is Europe’s leading marketplace for new and pre-owned bikes, and the global destination for authentic World Tour models and limited editions from top brands. Today, customers in over 50 countries buy on Bikerroom as they would in a premium bike shop: curated selection, secure payment, managed shipping, and a dedicated customer service team that supports every step—even returns. The goal is to deliver a premium, worry-free experience to every cyclist, anywhere in the world.

Contatti

matteo@bike-room.com