

Whee!

Name: Whee!
Country: Norway
Incorporated: 2020
Fund: Katapult Seed Fund 1



Problem:

Cars are smothering our cities. Taking up space, polluting, and endangering citizens. Becoming a parent is the tipping point to shift towards a car-based lifestyle, but the alternatives are few.

Solution:

Whee! offer bike centric services that make it joyful and practical to shift away from private car ownership, and transform cities while doing it.

Impact:

“Whee! offers a car alternative micromobility service through an all inclusive personal utility bike-subscription, leveraging cycling as a mode of transportation to a whole new segment, urban families.”

Kari Anne Solfjeld Eid,
Founder & CPO, Whee!

