

Profile number

110245

Licensee / Distribution Partner Sought for Strongly Patented Sim-Racing Platform (EU & US) with Exceptional Upside

Located in

Gelderland

General information

Sector	Type of company
Retail non-food	Electrical goods
Legal entity:	Type of transaction
Sole Proprietorship	Assets / liabilities
Life phase enterprise	Employees in FTE
Growing	> 50
Type of buyer:	
Investor	

Financial information

Turnover last financial year	Asking price
€ 500.000 - € 1.000.000	To be agreed
Earnings before taxes	
€ 100.000 - € 250.000	

Company history/background

We are a technology company founded with a clear focus on the development of patented sim-racing platforms and cockpit solutions. Over the past years, the company has successfully sold products in Europe and has built a strong intellectual property position, supported by granted patents (including in the United States) and registered designs with the EUIPO.

A core element of the invention is a unique telescopic construction in the simulator legs, allowing the frame to be easily adjusted for children from the age of 6, switching from a rally/GT driving position to a Formula 1 position.

This telescopic mechanism forms the essence of the patented technology.

Last year, a major competitor, Playseat, initiated legal proceedings with the aim of invalidating our patents. These proceedings were decided entirely in our favor, explicitly confirming the exclusivity and enforceability of this telescopic construction. In addition, the company holds IP rights to a new racing seat model featuring an adjustable backrest.

The company's activities consist of the development, protection, and commercial exploitation of patented sim-racing simulators and cockpit solutions, aimed at large-scale international sales.

The products were designed for mass-market sales through online channels, with a strong focus on global e-commerce, including platforms such as Amazon (e.g., via FBA). The concept is ideally suited for scalable B2C sales, with straightforward logistics and high inventory turnover.

To support this scale-up, a highly solid production foundation has been established in Asia. The company works with an exceptionally reliable, quality-driven manufacturer with proven ability to rapidly scale to high volumes and deliver flexibly for international markets. Thanks to the combination of strong IP protection, efficient production, and direct online sales channels, the business achieves exceptionally strong margins, leaving ample room for distribution and retail margins as well.

Unique selling points

The company's key differentiator lies in the unique combination of technical innovation, proven intellectual property protection, and hands-on market knowledge. As the inventor and founder, I have been actively developing sim-racing solutions for more than seven years, with a strong focus on innovative, technically distinctive constructions.

Prior to this, I built extensive experience in the development and commercialization of pedal go-karts for children, which were successfully sold through major international retailers, including Aldi and Unilever (promotional and campaign-based sales programs). This provided not only strong technical expertise, but also valuable experience in high-volume manufacturing, retail distribution, and international collaboration—supported by a broad network across the supply chain.

All current sim-racing products, including a new, unique seat model (see website), are based on proprietary inventions and have been fully designed, engineered, and brought to production-ready status by me personally.

Other

The main reason for offering this licensing opportunity is personal. At my current age—70—and with two young children who require significant time and attention, I have consciously chosen to shift my role from operational execution to strategic collaboration and the transfer of technology. There is no urgency or pressure behind this

decision; it is a deliberate choice made from a position of strength and long-term vision.

I have no direct successor, but I do possess valuable, internationally protected technology and a scalable business model with significant future potential. We see the market growing from approximately 650 million today to 1.5 billion by 2032.

Rather than continuing this trajectory independently, I am specifically looking for a highly motivated licensee, investor, or strategic partner who is willing to bring this technology to market with conviction and energy.

For me, mutual trust is essential. I place great value on transparency, professionalism, and a long-term mindset.