

# Wanted: Board of Advisors for WAU Bike

One of my startup clients, an ebike manufacturer I advise on strategy and operations, is looking to build out a board of advisors. Please read and contact me if this opportunity is relevant and of interest to you! You can reach me here or by emailing [paul@pauldavidmather.com](mailto:paul@pauldavidmather.com)

## The Startup

[WAU Bike](#) is a British electric bicycle manufacturer. They design, hand make and sell ebikes with a range of 100 miles and a host of market leading features and accessories. With their HQ in Nottingham and a production facility in Essex, all of their operations are based in the UK.

Founded in 2017, WAU's founders started out with an Indiegogo campaign, pre-selling more than 200 units and securing sufficient investment to take their prototype to production.

They've since used feedback and data to optimise and iterate on their unique design. Standard features now include: brake lights, indicators, smart display, USB charging port, smartphone integration, alarm, remote locking, GPS tracking, geofencing, puncture protection and mudguards.

WAU's biggest sales channel is D2C online. They're increasingly targeting bicycle distributors, as well as partnerships e.g. with delivery platforms and mobility startups. Currently funded by angel investors, they're targeting a VC-backed Series A round in the near future. WAU see themselves as part of the future of mobility, and take pride in being a British manufacturer and industry pioneer.

## The Opportunity

To help fulfil their ambitions, the founders want to receive ongoing advice and support from talented startup veterans who can fill one or more of the following roles, likely for the next 2-3 years or more:

**Founder Mentor** – a seasoned founder or C-suite executive, ideally from a similar industry, to guide the CEO and founding team through this challenging high growth period and beyond.

**Industry Expert** – highly skilled and well connected in cycling, ebikes, mobility, engineering or a relevant “technical” field.

**Fundraiser** – track record raising from VCs, angels and family offices, preferably also experienced with government grants.

**Lawyer** – England and Wales solicitor with experience in startups, preferably including fundraising.

**Accountant / CFO** – qualified accountant with experience in startups.

**Angel Investor** – with at least £10k to invest.

Startup experience is a must, preferably having worked at a big name or achieved a successful exit. Founders, executives, directors, investors or board advisors are well suited to these roles. A passion for cycling and the future of mobility, if not direct experience in those spaces, is strongly desirable.

Compensation for advisors will be cash based, possibly an ongoing retainer in return for an agreed number of hours per month. Equity may be available in return for a minimum £10k investment.