

ALUMNUS BUILDS A BETTER E-BIKE

LECTRIC IS ONE OF THE FASTEST-GROWING COMPANIES IN THE U.S.

Robby Deziel's story is an inspiration to any engineer with an entrepreneurial spirit. As co-founder and chief innovation officer for Lectric eBikes, he gets to combine his knack for mechanical engineering, leadership, and design with his passion for clean energy.

Fresh out of college in 2018, with mechanical engineering degree in hand, Deziel co-founded the company with his longtime friend, Levi Conlow. At the time, the national market for electric bikes was relatively limited and expensive. With inspiration and funding from Conlow's dad, the two started their business with an ambitious mission: "to provide the most accessible and adventurous e-bikes ever."

They had a rough ride with their first model, which simply wasn't selling. To find out why, they gathered extensive feedback from their target customers. The consensus was that

30 under 30

Robby Deziel (ME '18) named to Forbes 30 under 30 in 2021.

20,000 pairs

Lectric donated shoes to kids at nine schools in South Africa.

the bike looked uncomfortable and it was too hard to get on and off.

"We basically went back to the drawing board," said Deziel. They changed everything from the frame and wheel size to the seat, handlebars, and tires. They also made the bike foldable so riders could easily transport and store it.

Enter the Lectric XP. The totally new e-bike model earned them \$1 million in three weeks.

Lectric went from selling just a couple bikes per month in 2019, to \$2 million worth of XPs per month

by 2020. Today, Lectric is one of the fastest-growing companies in the United States, with 120 employees and 350,000 bikes in circulation.

Deziel's UMN experience gave him the confidence to lead his team at Lectric. He credits the mechanical engineering senior design capstone in particular. During this course, Deziel led five students in a 3M-sponsored competition to develop an impact-resistant airdrop container for emergency medical supplies.

"We had these talented people with their own strengths and abilities, and I was learning how to get the most out of them as a leader," he said. "We had roadblocks, personality conflicts, design issues. We had to develop testing procedures and protocols, and get buy-in from stakeholders. That capstone experience was super beneficial to me and the closest thing to how it actually is out there in the real world." — **BY EVE DANIELS**

CUSTOMER-POWERED DESIGN

The XP Step-Thru 3.0, Lectric's most popular e-bike, reflects five years of innovation and input from customers.

