

# Enterprise project challenge film case study

## Tatseng Chiam: Co-founder of Ride Tandem

### Film 1



Finding a job can be really difficult and millions of people are unemployed in the UK. We need brilliant, innovative solutions to help those people get back into work. My name is Tatseng Chiam. I'm the co-founder and one of the directors of a small but rapidly growing tech business in the UK. My first entrepreneurial venture was at the age of eleven when I set up a Pokémon card trading venture in the schoolyard.

I had lots of entrepreneurial role models growing up. One set of my grandparents owned a restaurant, the other set owned a bakery. And seeing them thrive in their small businesses really inspired me to want to start my own business one day. My company, Ride Tandem, provides transport services to help people get to work. Outside of big cities, there isn't often regular public transport, and for a lot of people, they might struggle to afford either their own cars or taxis.

Up to 5 million people in the UK either can't access jobs full stop or pay an extortionate amount of money to get to those jobs. So this is really a massive problem across all parts of the UK. We decided we wanted to create an affordable, reliable way for people to get to work, and we wanted to do that in a tech powered manner. We connect three different groups of people. The first is local transport operators and their vehicles and drivers.

The second is big employers, whether they be in the retail or food sectors. And the third, and perhaps most importantly, the passengers who we take into work every day. Workers download our easy to use mobile app. They're provided a code which maps specifically to the routes that their employers are providing, and then they use the app to book, pay, live track a vehicle and board the vehicle with a QR code in the app.

One of the things that attracts employers to use ride tandem is the benefits that come from using our services. The average commuter car in the UK carries fewer than two people on board. The average ride tandem vehicle carries more than 25 people on board. So we're helping to reduce CO2 emissions through great shared transport.

I think ambition is super important when being a business owner. As you start to win customers, as you start to hire more team members, it's really about getting everyone to buy into that sort of sense of shared mission and ambition.

Resilience is an absolutely crucial trait for any business owner to have, especially in the early years as a business owner, you'll experience the roller coaster highs and lows so actually knowing that you have fundamental confidence in yourself that you're able to shoulder through more difficult times, I think is really important. Creativity is definitely one of the key traits you need to succeed as a business owner. Back in the early days, we were working with shopping centres to help get shoppers to out of town retail parks. But that very quickly changed in early 2020 when the COVID pandemic came along. Overnight, people weren't allowed to go shop.

So, okay, what are we going to do next? We decided to focus on taking workers who worked in places like factories and warehouses, who are still able to travel to work every single day.

We started ride tandem to overcome the barrier of poor transport to help more people get into work. Now it's your turn to come up with a new, innovative solution to solve another challenge that might hold people back from getting back into work. As you're thinking about your idea to get people back into work, consider these four things. One, the specific group of people you want to help. Two, the specific challenges that they face.

Three, how technology might help address those challenges. And four, whether you might be able to make that technology sustainable. Best of luck and enjoy the challenge.