

# Enterprise project challenge film case study

## Tatseng Chiam: Co-founder of Ride Tandem

### Film 2



Congratulations on completing the challenge. I'm sure you've come up with loads of exciting ideas. I hope you did some great research, whether that be sort of speaking with family or friends, it's really important to get to know your customer well, understand their specific needs and address a product that works really well for them, and not just anyone in general. When we first started Ride Tandem, we focused our market research on the problem of physically getting people to work and that led us to solving with a transport solution.

But there are lots of other challenges that might prevent someone from getting into work, whether that be carer responsibilities, lack of familiarity with technology or lack of specific, relevant expertise and skills. We decided to focus on transport because that was what we were personally passionate about and I would say that's really important for you as well. It's also really important to prioritise and focus on one thing at a time. As a business owner, you might see loads and loads of different opportunities, but actually you really need to hone in on what is the one specific thing at any time that will really drive progress of the business. Start small, get things right and then only expand after.

One of our first ever pilots was in a community in Lancashire, in the north of England, where we actually spent several months working with a small group of customers to really understand their needs so that we were confident that the solution we would develop could be scaled up nationwide. Thanks very much, everyone, for all of the time and energy that you've put into this challenge. Best of luck with your future ideas.