



# Collaboration creates a mobility world leader



## Introducing The Floop

The Floop is a world-leading telematics company with a passion for making vehicles safer and cheaper for all. Its Chief Innovation Officer and Co-Founder, Dr Sam Chapman has been a member of the MD Club since 2015.

## The Floop and the MD Club

The MD Club has proved to be a valuable way to connect with other businesses and academics, especially those interested in innovation.

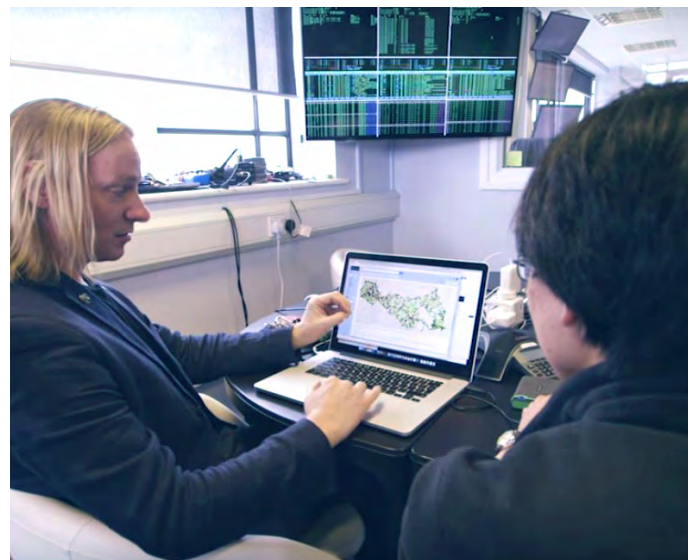
A notable introduction was with Keith Jackson, the CEO of Brandon Medical, a company that creates implants for hip surgery. Keith is also Regional Head of the Institute of Directors and Visiting Professor in Materials Science at the University of Sheffield.

// Thanks to the MD Club, we met a Sheffield manufacturing firm exporting to China. We're keen to expand in this market and have already received investment. Now we have an insight that will help us develop our strategy."

## Academic and industry collaborations

### Accessing talent

The Floop has a track record of engagement with both Sheffield universities including research partnerships, speaking at events and mentoring students. The Floop has recruited 29 graduates from both academic establishments for a number of specialist roles.





### Tapping into academic expertise

From the outset, the founders of The Floop had a vision for the company to be seen as a global leader in telematics. Tapping into university expertise has helped achieve this ambition.

The Floop's first major project involved working with SETA to inform the future of smart cities, mobility and the urban movement of people. SETA is an EU-funded consortium with 15 partners from five countries, including The Floop, the University of Sheffield and Sheffield Hallam University. Through SETA, the company has been able to create technologies and methodologies to change the way in which mobility is managed in large cities.

Collaboration between The Floop and the University of Sheffield is having further positive impact including a national research project to monitor pollution and another to assess international road safety. Consequently, Sam represents the company at the Parliamentary Advisory Council for Transport Safety with organisations such as Highways England, the Department for Transport and local authorities in the east of London expected to benefit.

### Retaining a skilled workforce for the region

Sam engages with the University of Sheffield to ensure a regular supply of future talent for businesses like The Floop.

*"We give guest lectures and student projects to ensure that courses are up to date and skills are relevant to the city region, to prevent the exodus of talent to other parts of the country."*

Similarly, The Floop is part of the Institute of Coding of which the University of Sheffield is a founding member. This consortium of more than 60 leading UK universities and industry experts is tackling the UK's digital skills gap. Its aim is to ensure that talent from Russell Group universities have job relevant skills for setting up businesses and understanding the challenges in the region.

### Championing economic growth through the technology sector

Sam is the Chair of Dot.SHF, the economic group for the Sheffield City Region representing the technology industry. Its remit is to expand a sector that already has a high gross value added (GVA) growth. The partnership between Sheffield universities, key technology firms, Sheffield City Council, the Local Enterprise Partnership (LEP) and the Department for International Trade (DIT) is pivotal to this.