

# Meet Transreport, the startup democratising transport to create better journeys for all

*Shortly after their victory at the Super Connect for Good competition, we spoke to Jay Shen, Managing Director of Transreport about making all journeys more accessible and why inclusivity and diversity drives everything they do.*

Temps de lecture : minute

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## What was the catalyst for launching Transreport?

I really wanted to put a lot of my university research into real world applications, and after much contemplation, decided to take the plunge!

## Tell me about the business - what it is, what it aims to achieve, who you work with, how you reach customers and so on?

The business is aimed at improving the customer experience in the public transport sector, specifically around accessibility. We want to make journeys more accessible and inclusive for as many people as possible. We work with every train company in Great Britain with our Passenger Assistance technology, and most importantly, we work with disabled and older passengers in the design process of our technologies.

# How has the business evolved since its launch? When was this?

The business has evolved to become more accessibility-focused since its launch in 2016. It was a chance meeting with a disabled passenger in 2017 that really defined our focus on developing technologies for disabled and older passengers.

# Tell us about the working culture at Transreport

Inclusivity and diversity drives everything we do here; our culture, our innovations, our decisions.



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## How are you funded?

Both through the revenue we generate, and, amazing investors who align with our 'tech-for-good' ethos.

## What has been your biggest challenge so far and how have you overcome this?

Realising that as we grow, it is important to focus the limited hours in the day in the right areas. The key to overcoming this is by putting in a capable and passionate team around you.

## How does Transreport answer an unmet need?

Public transport is key to so many things, access to education, healthcare, economic opportunities, and simply, the ability to meet friends and family. Transreport develops innovations to support transport operators serve their disabled and older customer base with greater comfort, safety, and reliability.

## What's in store for the future?

We continue to stick to our ethos of putting disabled and older people at the centre of what we do, and it has always been my thought that this should happen all over the world, so we have some exciting plans that we will be sharing very soon.

## What one piece of advice would you give

## other founders or future founders?

Believe in what you do and be passionate about it, then you're most of the way there to success.

## And finally, a more personal question! What's your daily routine and the rules you're living by at the moment?

Getting up early (currently around 6 am) and starting with breakfast. In such a fast-paced sphere of working on innovations to improve the world for so many, it is important to ensure one's own wellbeing is also maintained.

Jay Shen is Managing Director of *Transreport*.

Transreport was the regional winner for London in the Super Connect for Good competition powered by global super connectors, Empact Ventures, for more information visit <https://empact.ventures>.

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