



Transdev Fosters Local Collaboration and Scales Innovation Globally

The Transdev Group is a global mobility company that partners with local transport companies and governments to prove 11 million passenger trips on average everyday. Their goal is to make transportation more sustainable, efficient, and accessible for everyone.

The Challenge:

- Lack of visibility tracking local innovation partnerships and projects with startups across the group.
- Siloed information on potentially scalable projects meant slower process.
- Scouting, startup collaboration, project monitoring, and reporting processes were fragmented, using different tools and frameworks.

The Solution:

- Since 2018, Bloomflow is used for end-to-end innovation management where scouting efforts, projects, and partnerships are linked and easily tracked across the group.
- Startups have an online application portal to apply to work with the group. Assigned reviewers ensure applicants are evaluated and put in touch with the appropriate teams.
- Successful projects are highlighted on their Bloomflow platform so teams and regions can extract business impact from existing partnerships.

1800

potential partners identified & evaluated

340/yr

new opportunities identified per year

200+

innovation projects launched & tracked on their Bloomflow platform

20%

of projects have been scaled



Collaboration with local partners is key to **deploying successful innovation projects in the field**. With Bloomflow, we're able to have **visibility at a global level** and more easily **scale projects** across the group.



Julien Reau

Innovation Director at Transdev

Mobility