

# BUSINESS PROFILE: Team Cooper

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Team Cooper is a purveyor of fine digital amusements, specialising in games, fun activities and playful digital experiences. Team Cooper is also an independent game developer, releasing titles under their 'Robot/Lizard' moniker.

For many of the staff working at the company, Sheffield has always been home and for those from elsewhere (including Worksop, Cambridgeshire, Essex and South Africa) it very quickly became home.

**“Sheffield is equally as attractive a place to start a business as well as a future.”**

Emma Cooper, Business Development Director

From their Sheffield office, Team Cooper provide bespoke game development services as well as white label game solutions and create games and activities for desktop, mobile devices and installations.

They help their clients to expand their audience or customer base through playful interaction on a variety of digital platforms.

The company employs nine people in the city including digital developers, a content

writer, an illustrator/ animator and is about to employ a Digital Designer.

Team Cooper works with public and private companies, broadcasters, production companies, charities and other agencies to deliver digital marketing strategies or convey messages. Team Cooper's has its own message to give about Sheffield as a city:

**“As a business, Team Cooper hugely benefits from Sheffield's mix of 'big village' mentality and 'big city' links and contacts. Digitally and physically, we're part of a regional and national network and our team reflects the city's own hardworking, industrious and creative reputation.”**

Emma Cooper, Business Development Director

Team Cooper are clear about how being in Sheffield means that they benefit from being part of a larger network of art, design, music and editorial professions.

**“This means we have had no problem recruiting within the city. We have also taken part in placement year programmes for students on games development courses at Hallam University as well as directly recruiting graduates from there (three of our four developers are Hallam alumni).”**

Emma Cooper, Business Development Director

Team Cooper is planning for growth and its goal is to become internationally recognised for making fun digital content.

They plan to do this by increasing the scale of their projects and taking on more staff and greater resources to stay at the top of their game.

# Sheffield

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