



CUSP London Membership

The Centre for Urban Science and Progress (CUSP) London based at King's College London welcomes companies to become *CUSP London member companies*. Members become an integral part of the CUSP London community, and that allows them to:

- Conduct research that is too far out to be accommodated within a business environment;
- Use CUSP London expertise to get input on business challenges and ideas;
- Benefit from a neutral place for cross-company collaborations;
- Recruit students for internships or full-time employment in areas in which talent is scarce (e.g., Data Science, AI, Urban Informatics).

CUSP London

CUSP London's aim is to bring together researchers, businesses, local authorities and government agencies to apply urban science to improving citizen's lives, including their health and wellbeing. To learn more, please visit the websites of affiliated academics such as Daniele Quercia (goodcitylife.org | researchswinger.org) and Jon Reades (reades.com) and, more generally, the Center's site <https://cusplondon.ac.uk>. Topics of interest include:

- City Science;
- Urban Well-being;
- Future Mobility;
- Responsive and Resilient Environments;
- Urban Analytics and Human Dynamics (including AI, Data Science, Computer Vision, Data Ethics in the city context).

Why do companies join CUSP London?

Members have access to the research conducted at CUSP London. There are different levels of membership. Typical benefits include:

- Centre-wide visiting privileges;
- Student recruitment in areas suffering from talent scarcity (e.g., Data Science, AI, Urban Informatics);
- Branding through the coverage of sponsor research by international news outlets;
- Brainstorming sessions tailored to the company's needs, involving a wide range of King's College departments;
- Invitation to the Sponsors Day (yearly member-only event with research demos and keynote talks);
- Invitation to Centre-wide lectures;
- Employee-in-residence at the Centre;
- Building business connections in a neutral meeting place for cross-company collaboration.

More information

There are different levels of membership. Some companies might just offer their data for the exploration of alternative business models that are a bit "far out" from the current strategies. Other companies might sponsor research done by one or more PhD students, Postdocs, or Faculty members. For more information, we suggest you get in touch with daniele.quercia@kcl.ac.uk.