

CO-FOUNDER NEEDED

Apply to co-found [here](#)
no later than FEB 28, 2025!

ERLEtek

Technology company that develops mobile concrete 3D printers for the construction industry

TASKS & RESPONSIBILITIES (FIRST 3 MONTHS)

1) Market Research & Business Strategy

- Conduct market analysis on 3D printing adoption in construction.
- Gather data on competitors, pricing models, and industry trends.
- Identify potential customers (contractors, municipalities, developers).
- Support the development of go-to-market strategies.

2) Sales & Customer Engagement

- Assist in customer outreach & lead generation.
- Prepare sales materials, proposals, and presentations.
- Track customer interactions in CRM software.
- Support negotiation processes and business partnerships.

3) Operational & Project Support

- Coordinate pilot projects with contractors and clients.
- Assist in logistics and supply chain coordination.
- Collaborate with engineers to align business and technical aspects.
- Help develop business documentation and reports.

CO-FOUNDER PROFILE WE ARE LOOKING FOR

Must-Have Qualifications/Background

- Academic background from a business school (e.g., Copenhagen Business School).
- Sales experience, with a proven track record of driving growth and securing clients.
- Understanding of business strategy, market research, and business case development.

Nice-to-Have Qualifications/Background

- Leadership experience, ideally managing teams or projects.
- A Master's degree from a business school to complement the team's academic diversity.
- Experience in startup environments or involvement in scaling new ventures.
- Exposure to product development or operations in a corporate setting.

Personal Fit

The ideal co-founder will take on the role of **commercial lead**, complementing a technically skilled team by helping to bridge the gap between **business sales and business development**. They should be able to translate technical insights into business opportunities and support growth through strategic sales efforts.

It's important that they feel comfortable working in a diverse environment with people from different knowledge backgrounds, enabling collaboration across technical and commercial areas.

THE PROBLEM

The stagnant productivity in the construction industry is a consequence of the high dependency on manual labour.

OUR SOLUTION

ERLEtek develops mobile concrete 3D printers to automate the construction of simple but long concrete structures such as kerbstones, park walls and bases for fences.

PATENTS STATUS

Yes. Ongoing conversations are happening with DTU TTO. A patentability assessment is on the way, aiming to protect a novel concrete 3D printing technology based on vibro-compaction.

ACADEMIC BACKGROUND OF CURRENT CO-FOUNDERS

The team is composed of four co-founders:

- Associate Professor at DTU Construct, expert in construction materials and construction engineering - Advisor.
- PhD in Civil Engineering, general manager - full-time employee.
- MSc in Autonomous Systems and Robotics, CTO - full-time employee.
- MSc student at CBS (Cand. Merc in Sales Management and Digitalization), COO - part-time employee.

ENTREPRENEURIAL BACKGROUND OF CURRENT CO-FOUNDERS

None.

MILESTONES ARCHIEVED

- **Prototype:** We are in the product development phase; prototype 1 will be ready in May 2025.
- **Partnerships:** engineering companies (Rambøll), research centres (Teknologisk Institut) and construction companies (Isobyg, NCC) are active collaborators with signed agreement partnerships.
- **Sales:** Two pilot projects have been agreed for H2 2025, and two more are being negotiated at the moment. We expect to be able to send an invoice at the end of 2025.

TARGET MARKET & CUSTOMERS

Our customers will be concrete construction companies that perform infrastructure tasks in streets, parks and roads, where linear elements such as long (but low) concrete walls are more common.

FINANCIAL OVERVIEW

- **Current funding:** ERLEtek is currently found by the Innoexplorer grant (IFD), and from March the SODK grant will cover the salary of the general manager for a year (until February 2026).
- **Burn rate:** 150.000 kr./month
- **Projected revenue:** The objective is to secure 2 Mkr in soft funding for H2 2025, applying to grants provided by COWfonden, Rambøll Fonden and equivalent.

About Open Entrepreneurship

Open Entrepreneurship is a collaboration between all Danish universities aiming to create more new companies based on research and new technology.
See more at www.open-entrepreneurship.com