

Your day, seen from space TERRELLA

THE PROBLEM

Personalised satellite prints are a proven gift category (600+ Etsy listings; star-map peers have sold 100,000+ units), but every seller uses undated, unsourced map mosaics. Nobody can say when, or by what, the image was taken.

OUR SOLUTION

Terrella sells the genuine satellite picture of the Earth, or your place, on the day that mattered: named instrument, acquisition ID and UTC timestamp printed on the product, verifiable by anyone in the public archive. From the whole planet down to a hi-res print of the Roskilde or Glastonbury 2026 site on the day you were there. Live preview, certificate in minutes, EU print-on-demand.

PATENT STATUS

Not applicable. Defensibility comes from brand, trademarks and verification infrastructure.

FINANCIAL OVERVIEW

Direct-to-consumer, print-on-demand: no inventory, profitable at small volumes. Price ladder from digital certificates (DKK 49–99) via prints (DKK 300–800) to premium formats (DKK 1,500–3,000). Realistic outcome: a profitable DKK 5–20m business with strategic buyers (Mapiful sold for SEK 100m+).

MILESTONES

- Achieved: Terrella name and domains secured; two working MVPs with order flow; free NASA/Copernicus commercial data rights documented; brand and playbook drafted.
- Next: Etsy shop live, first 50 orders, 90-day verdict (500+ organic users), then CASSINI/ESA BIC application.

TARGET MARKET & CUSTOMERS

Gift buyers marking births, birthdays and weddings, who already buy star maps online; festival-goers who want the shared moment on the wall. Denmark and the EU via Etsy.

THE PROFILE WE ARE LOOKING FOR

Preferred qualifications

- Commercial, design-driven founder with e-commerce experience (Etsy/Shopify, SEO, conversion, print-on-demand margins)
- Strong visual taste: brand, product photography, unboxing
- Business, design or marketing background; no space expertise needed

Personal fit

Fast and hands-on: the category rewards launch speed over perfectionism. Honest, because the brand is accuracy. Wants to own and run a lean, profitable business, not chase venture funding.

TASKS & RESPONSIBILITIES (FIRST 3 MONTHS)

Open the Etsy shop with print integration, put both MVPs live, order test prints, seed organic channels and over-service the first 50 orders. Deliver the 90-day numbers that decide whether to scale.

ACADEMIC & ENTREPRENEURIAL BACKGROUND OF CURRENT CO-FOUNDERS

Sune (concept owner): Head of DTU Space Ventures at DTU Space, leading Danish space commercialisation (ESA BIC Denmark). Philosophy of science, journalism, psychology, E-MBA. Board/advisory role; the co-founder runs the venture.

PHYSICAL ADDRESS

DTU Space, Elektrovej 328, 2800 Kgs. Lyngby. Remote or hybrid welcome; EU location is flexible.



ABOUT OPEN ENTREPRENEURSHIP

Open Entrepreneurship (OE) is a collaboration between all Danish universities aiming to create more research-based startups.

REGISTER YOUR INTEREST

Deadline is November 8th, 2026

www.open-entrepreneurship.com/cofounder/