

dark skies.

the dark skies team.

Ella

Business Plan &
Finance

Kai

Primary
Research

Koby

Social Media

Tomos

Primary
Research &
Copy

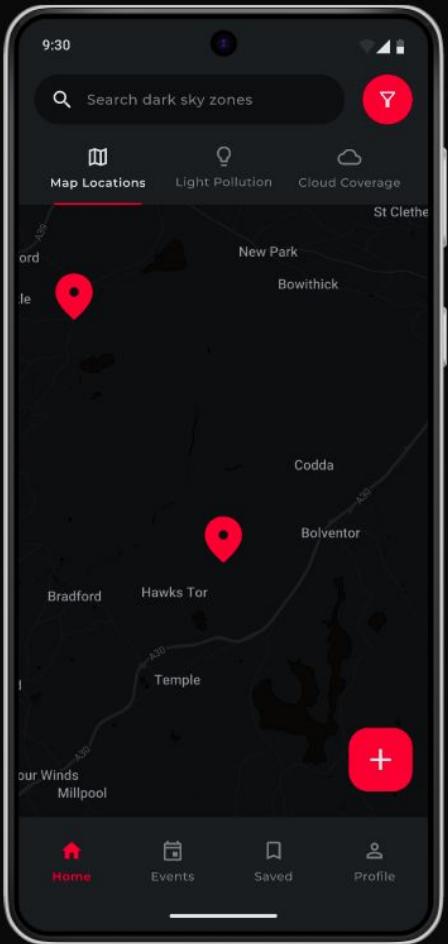
Luka

MVP Web & App
Design

We believe **everyone**
should get to experience
stargazing.

No matter who you are, or where you live or your
experience.



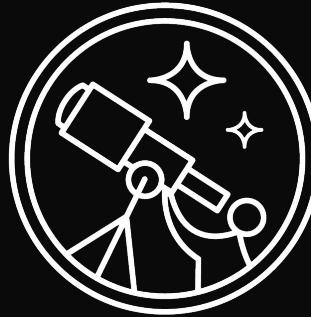


dark sky spots are
hard to **find.**



DarkSky
INTERNATIONAL

&



GO STARGAZING



Who we
are

What we
do

Get
involved

Donate / renew

What we do

International
Dark Sky
Places

All Dark
Sky Places

Dark Sky
Place
types

Nocturnal
conservation

Dark Sky
Places
FAQ

Developments

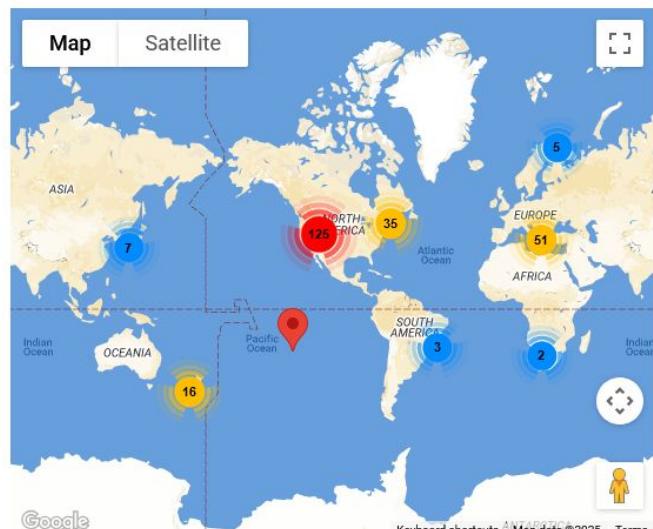
Apply

Refine by location:

All locations

Search by keyword:

Keywords, name, etc.



Enable Map Filtering

DarkSky international.



website only, no app



north american centered
(only 21 listed uk locations)



only “International Dark
Sky Places”

go stargazing.



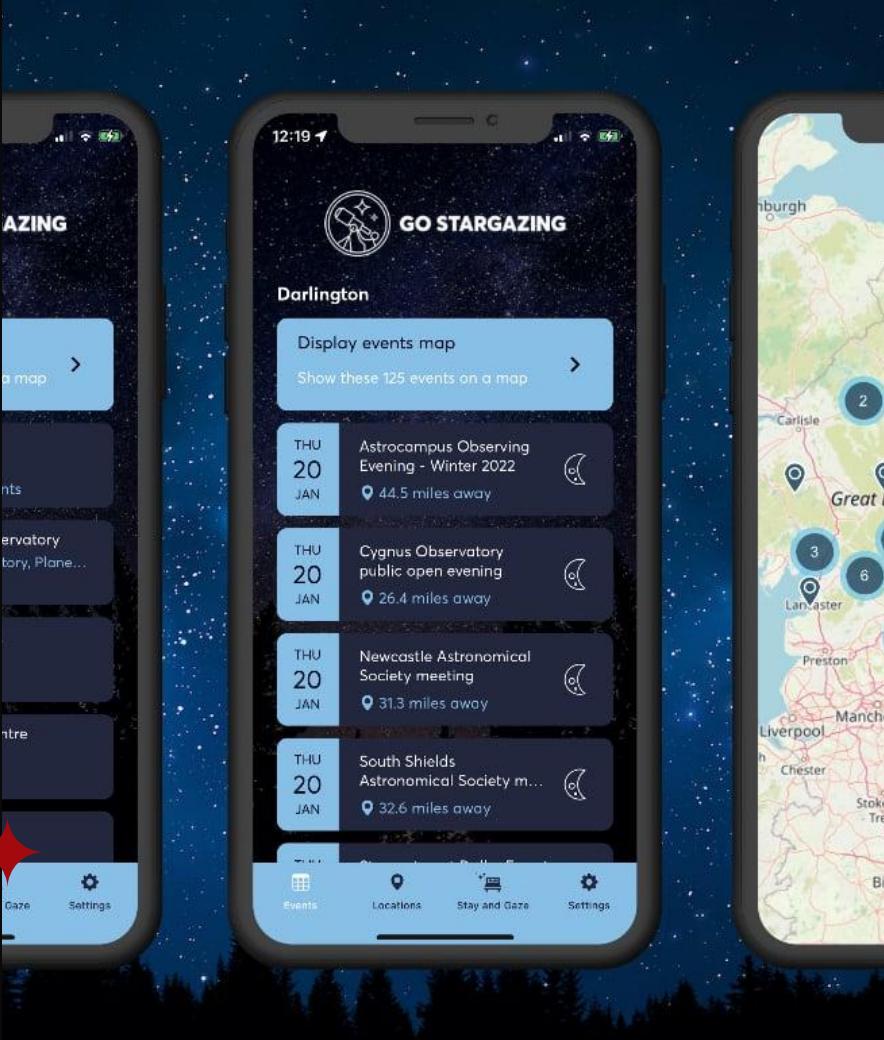
has an official app and website



mainly only “official dark sky discovery sites”



Has a stay and gaze feature.



We help those **interested in stargazing**
to **discover local dark sky locations**
by making them **easy** and **accessible**
for everyone to find & get to

pen portrait.

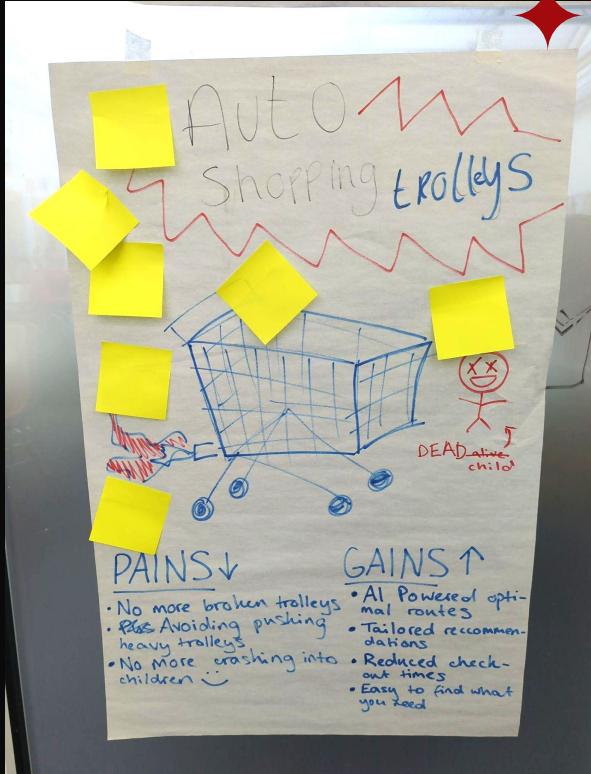
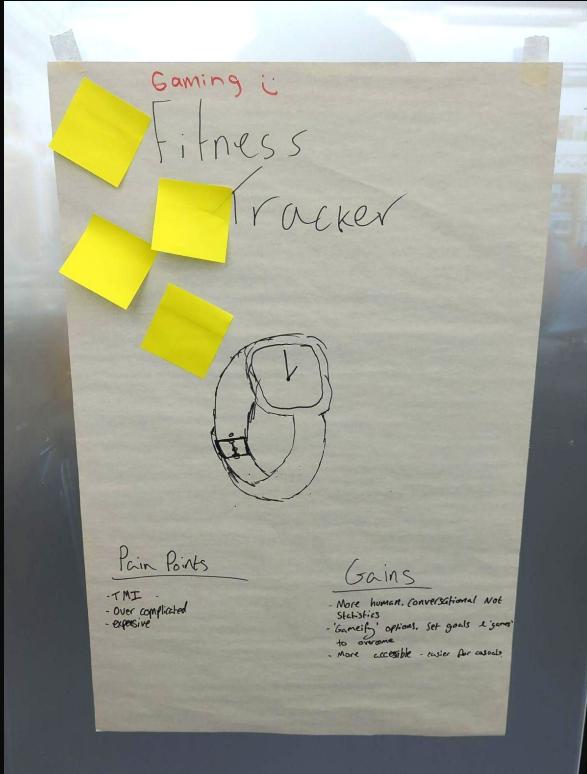
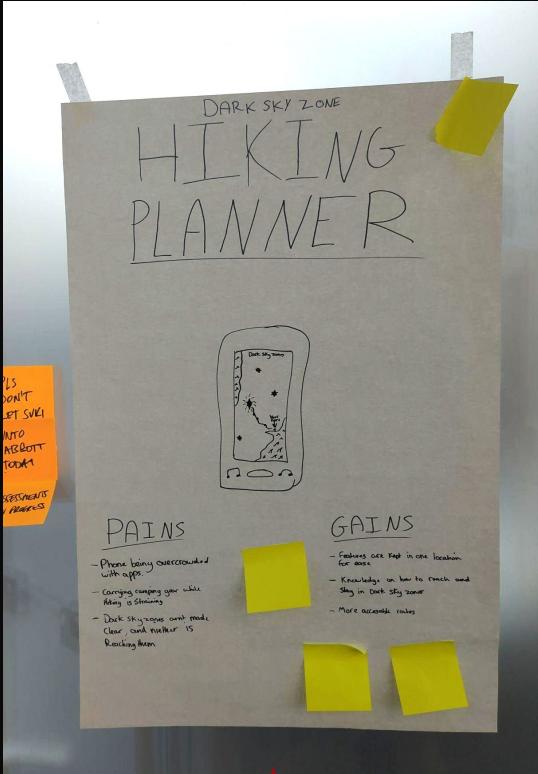
Meet Simon, 43, a software engineer with a deep love for astronomy. Living in Cornwall, he spends his free time chasing the perfect night sky to unwind from the pressures of work. Frustrated by bad recommendations that lead to dingy car parks or poorly chosen spots, Simon longs for authentic, untouched locations where he can set up his telescope.



so... how did
we get ***here?***

01

supermarket
accessibility.



We help **supermarket shoppers** with
mobility issues

to **gain independence** while shopping

by enabling a more **accessible**
shopping environment



initial
research.

key questions.

- What are some **main issues / challenges** you find when shopping?
- Can you give an example of a time where you've **used** an **accessibility feature / mobility aid** in store?
- Is there something that would make your **shopping experience easier**?

key findings.



low engagement



underreported needs



layout confusion



physical inaccessibility

new pivot,
same '**north star**'

02

beginner
stargazers.



2429 words

+

354 pages

?????

We help **first time stargazers**

to confidently learn to **navigate the
night sky**

by lowering the **barrier of entry**
through an **intuitive app, simplifying**
the stargazing process



Stargazing Survey

Hello! We are a group of third year university students doing research into people interested in stargazing (whether that's as a hobby or professionally). You do not need to have done it before to participate, you can just be interested in trying it.

It shouldn't take long to do, but the more information you include in your answers the better! Be honest and you're answers don't have to be professional :)

Thank you so much!

darkskystartup@gmail.com [Switch accounts](#) 

 Not shared

* Indicates required question

What is your age? *

Your answer

What is your gender?

Male

Female

Non-binary

Other: _____



facebook

Stargazing for Beginners

Private group · 11.8K members

[Join Group](#)

SHAG Week

SHAG week pop up
Fox Cafe, Falmouth Campus
17 February (11:30am - 1:30pm)

Sexhibition Opening Night
Fish Factory, Penryn
18 January (7pm - 10pm)

Beginners Yoga
Falmouth A, Falmouth Campus
20 February (5:30pm - 6:30pm)

Life Drawing Class
Life Drawing Studio, Falmouth Campus
21 February (6pm - 8pm)

Healthy and relationships
17 February (11:30am - 1:30pm)
Fox Cafe, Falmouth Campus
Join the SU team in Fox cafe on Falmouth campus. Chat about all things sexual health. We will be discussing relationships and giving away tons of freebies including lube, sperm keychains, and sex toys.

SHAG week
18 February
Social Street
Join VP Fair on F about sex and sharing sexual health. We will be sharing information and giving away lots of freebies including condoms, tube sperm keychains, and sex toys!

Pole Dancing Taster session
Upper Stannary, Penryn Campus
20 February (1pm - 4pm)

INSTRUMENT

Are you interested in or do stargazing?
Do our survey!
It won't take long and we're looking to pay some people for further interviews in gift cards! ☺

Student Mentors
are not just for freshers
studentmentors@falmouth.ac.uk

lilio
AFFIRMING STIAN MEETING
SUNDAYS AT 7PM FAIRWINDS PARISH CHURCH
SITE FOR OUR NEXT NG:

SCAN ME

CHALLENGE?

our newsletter

• Stress management
• Flexibility

SCAN ME

WWW.CHILIOI.ORG

key questions.

- What is your **main reason** for wanting to do stargazing?
- Tell me a bit about your **last stargazing experience**.
- What is the **main issue** you find when doing stargazing?
- Is there anything that you **can't live without** during stargazing?



“Have you ever gone
stargazing before?”

16 yes

1 no

key findings.



interest in astrology & constellations



prefer easily accessible locations



cloud coverage & light pollution



barriers to entry - lack of knowledge / location

03

what do
users want?

A

Social Need

We help **isolated stargazers**

to **share their love** of stargazing
with others

by providing a way to plan
**group meetups, coordinate
transport** and **connect with
others**



B

Discovery Need

We help **curious stargazers**

to **find local stargazing spots**
without needing to travel far

by **mapping stargazing
locations** through user
submissions



C

Learning Need

We help **beginner stargazers**

to confidently **learn how** to
explore the night sky

by including **all the tools
needed to get started** in an
easy to use app



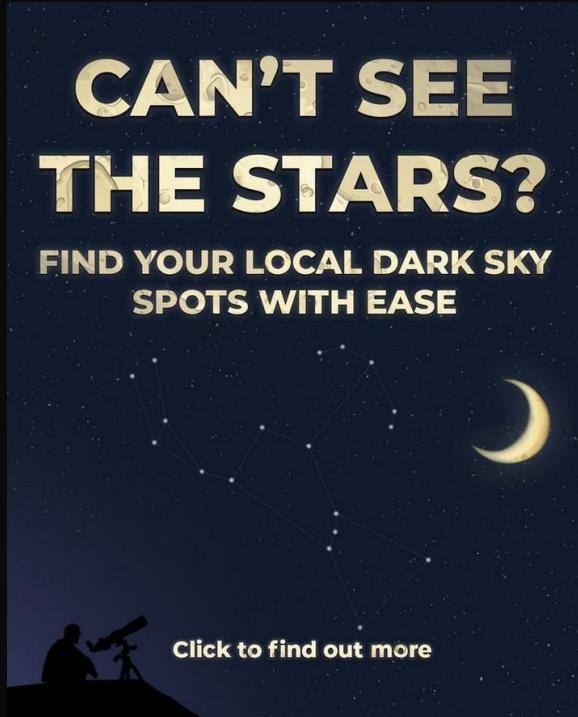


STARGAZING
ALONE?

NOT ANYMORE!
SCHEDULE A MEETUP TODAY

Click to find out more

A mobile banner featuring a dark blue background with a starry sky and a crescent moon. At the bottom, there's a silhouette of a person looking through a telescope.



CAN'T SEE
THE STARS?

FIND YOUR LOCAL DARK SKY
SPOTS WITH EASE

Click to find out more

A mobile banner featuring a dark blue background with a starry sky and a crescent moon. At the bottom, there's a silhouette of a person looking through a telescope.



NEW TO
STARGAZING?

FROM THE STARS TO THE MOON
WE'RE HERE TO MAKE IT EASY!

Click to find out more

A mobile banner featuring a dark blue background with a starry sky and a crescent moon. At the bottom, there's a silhouette of a person looking through a telescope.

Dark Skies

Stargazing Made Easy

We believe everyone should get to experience of stargazing. No matter who you are, or where you live, we're on a mission to make it easier than ever to start.

 Download the App

stats & signals.



46

newsletter subscriptions



479

instagram ad engagements



548

site visits

Completed • 23 March 2025



Website visits 182

Spend £9.95 of £10.00

Audience People similar to your foll...

[Boost again](#)

...

Completed • 23 March 2025



Website visits 150

Spend £9.95 of £10.00

Audience People similar to your foll...

[Boost again](#)

...

Completed • 23 March 2025



Website visits 122

Spend £9.99 of £10.00

Audience People similar to your foll...

[Boost again](#)

...

Audience ⓘ

Lifetime ▾

Post engagement ⓘ

479

Post engagement by category

[Age and gender](#)

Placements

Locations



04

the final
pivot.

dark sky locations
near you

04



key findings.

Location and weather are the biggest challenges

Equipment costs can be high

Reliable, safe locations and companionship

Free time is limited

**business
viability.**

Cost of Sales Per Unit

Commission Cost - IOS/Android	£1.50
Transaction Fee	£0.75
Total	£2.25

Unit of Revenue

£5

Gross Profit Per Unit

£2.75

Net Profit

Est Gross Profit for First year

£41,127.45

-£6,519.12

Est Gross Profit for Second year

£117,055.05

£60,015.98

Est Gross Profit for Third year

£192,982.65

£135,943.58

Staff Costs

Managers inc Tax	£24,000
Developer inc Tax	£31,000

Marketing Costs

Advertising	£1,000
Website Hosting, Support ect	£82
IOS Store	£78.30
Android Store	£18.77

Professional Fees

Accountancy	£500
Legal	£1,820

Yearly Breakdown

Total Business Running Cost	£58,499.07		
	Per Year	Per Month	Per Week
Sales Needed <i>total running cost / gross profit</i>	1,772	409	58
Break Even <i>sales needed x sales per unit price</i>	£106,344.55		



team reflections.

Ella

"The importance of pivoting when it's necessary, whether that be a small or major change. When the idea was going nowhere and a brick wall had been hit we were quick to pivot to the new idea which overall led to much stronger idea that was successfully developed. Finding one strong pain point took us a while but once we found it we were able to make final decisions on the app."

Kai

"I think very early on we realised that to create an idea that we felt could go somewhere, we needed to change our path and focus on a different pain point. This led to our large pivot that saved us from working on something that we were quickly losing enthusiasm for. Realizing this so early on was key to ensuring that our new idea had the time to be complete at a good standard. As a team, it felt like a very understanding space where everybody respected each others limits and needs throughout the project"

Koby

"I believe that being flexible and open to change is essential when working as a team. We demonstrated this when our original idea reached a dead end. I learned that, for business ideas to progress to the next stage, pivoting is important. When we all decided to pivot, it improved the flow of the business idea and made the concept stronger. Additionally, I feel that, as a team, we respected each other's different needs."

Luka

"Felt like we started strong, played to our strengths and collaborated well. Were very flexible during lean startup, managed to comfortably pivot our ideas as a team. Felt like we all really understood and respected each others ideas. We did well on checking in when people started engaging less. But a few times, ended up being unavoidable. Think we did good as a group to pick up the slack when needed."

Tomos

"I believe our flexibility and teamwork was a great strength, especially when our first idea came up short, this flexibility and teamwork led us to conducting more thorough research to an idea that we all agreed with. Our strong decision making ensured everyone was on the same page and knew exactly what to do, removing the confusion and lack of enthusiasm one would usually experience in a group project."

thank you!



darkskies.app



darkskies.app