



TERRA / PRESS & MEDIA | PREPARED EDITORIAL | OCTOBER 2026

Why begin with evidence? The founder perspective

A prepared interview exploring trust, property data and the human decisions that sit behind Terra.

Q: What problem inspired Terra? A: Property decisions often require people to reconcile fragmented location, building and market information. The opportunity is to make that context easier to understand without disguising uncertainty.

Q: What makes Terra different in its ambition? A: The company aims to begin with the place, follow the evidence and keep users aware of the difference between sourced facts and emerging interpretation.

Q: Why is trust so prominent in the brand? A: Trust is not a slogan or a colour. It has to be earned through transparent sources, clear corrections, accountable people and useful experiences.

This interview Q&A is an editorial preparation based on Terra source themes. It has not been represented as a recorded, conducted or approved interview.

EDITORIAL PREVIEW ONLY. Not a published interview, third-party article or authorised company press release. Publication requires legal/content approval, date verification and media rights clearance.

Source alignment: Terra 121-slide corporate website audit, Insights family slides 90-101.