



Transforming Curious Minds

Serving B2C Customers in 9 Countries  
A Silicon Valley Company  
Ed-Tech, eCommerce

**Alok Jain – Founder & CEO**

[www.moonshotjr.com](http://www.moonshotjr.com)

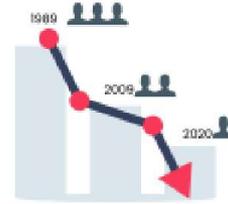
# Where Do We All Stand



**9% of full-time  
jobs by 2030**

*(A possible scenario: PwC)*

**1/3rd of US workers could  
be jobless by 2030**  
(McKinsey)



**3.6% <30 yrs owning  
businesses**  
(**70% drop in last 30 yrs**)  
(WSJ)

**1.2 million students drop  
out of school every year**  
(Source)

# Current Ecosystems are Not Future-Ready



## School

Children don't realize their passion or interest till university



## Mindset

Puts kids in the GPA-based mindset rather than growth mindset



## One-size-fits-all

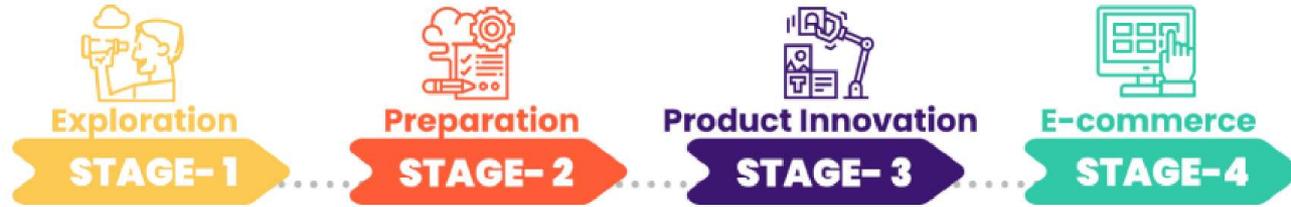
Not catering to students, based on their intellect level



## Future

Not preparing for future jobs and gig economies/ entrepreneurship

# Our Approach (7-17 yrs old)



Moonshot Jr has paying customers in over 8 countries

## Discovering their Interest



- App/Game Development
- Raspberry Pi/Arduino
- Robotics
- Fine Arts

## Transforming into Decision-Makers



- Entrepreneurship
- AI/ML, SmartHome, IoT
- Online Marketing
- eCommerce

## Preparing for Workforce of the Future



- Empathise, Define
- Ideate, Prototype
- Testing

## A Defined Product Outcome



- Hands-on learning
- Go-to market planning

# Outcome Post Transformation of Mind ( in last 6 months )

DIY Science Experiment Kit

DIY Science Experiment Kit

DIY Embedded Kit

Environment-friendly bottles

DIY Technology Kit

Social Entrepreneur Project



11 yrs

Science Experiment



8 yrs

Became an Entrepreneur



13 yrs

Raised \$8000+ on Kickstarter



15 yrs

Ready to Launch on



13 yrs

Invited for a Tedx Talk



Early introduction to failure



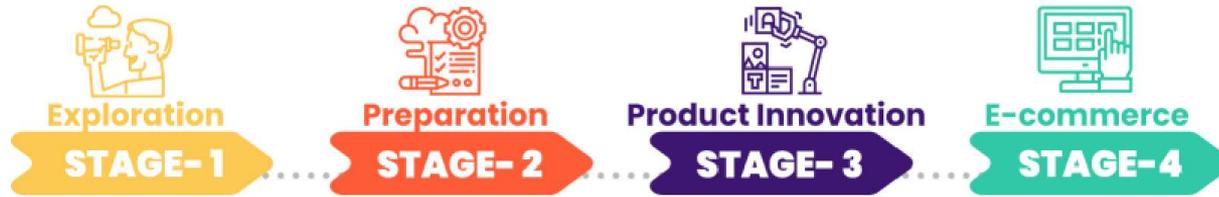
Early Introduction to practical finance ( P/L )



Stellar resume for 'college application' and 'future of workforce'

# Data-based Learning

Moonshot Jr offers data-based learning tracked through MoonScale



Collecting 50 +  
data points for  
AI/ML models



Relationship building skills



Socialization scale



Artistic skills



Listening & Speaking skills



Financial Management skills



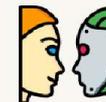
Attention Span



Comprehensive skills



Coding skills



Futuristic Thinking

# What We Are NOT



Another online learning course



Lego and robotics class



Online coding class



Online entrepreneurship class



Software-only class



YouTube learning channel

# Pricing For Classroom Sessions (<\$4/hr)

**B2C**



**Glider**

**\$69**

student / per month

4 SME one-on-one group session  
on weekends

4 video creation sessions /  
eCommerce session/ marketing  
sessions/ creative writing

4 classroom sessions  
4 hr of e-learning videos  
10 hrs of quizzes/assignments



**Rocket**

**\$139**

student / per month

8 SME one-on-one group session  
on weekends

8 video creation sessions /  
eCommerce session/ marketing  
sessions/ creative writing

8 classroom sessions  
8 hours of e-learning videos  
20 hours of quizzes/assignments

**B2B**



**Enterprise**

**\$60K-\$120K/yr**  
(~200 kids)

Teachers training included  
Online course material  
Quizzes & Exercises  
Round the clock support  
Hardware Kits included

# Pricing for 1:1 + Group Sessions (<\$7/hr)

**B2C**

**B2B**



**Glider**

**\$149**

student / per month

4 SME one-on-one group session  
on weekends

4 video creation sessions /  
eCommerce session/ marketing  
sessions/ creative writing

4 classroom sessions  
4 hr of e-learning videos  
10 hrs of quizzes/assignments



**Rocket**

**\$249**

student / per month

8 SME one-on-one group session  
on weekends

8 video creation sessions /  
eCommerce session/ marketing  
sessions/ creative writing

8 classroom sessions  
8 hours of e-learning videos  
20 hours of quizzes/assignments



**Enterprise**

**\$60K-\$120K/yr**  
(~200 kids)

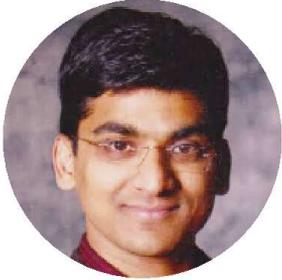
Teachers training included  
Online course material  
Quizzes & Exercises  
Round the clock support  
Hardware Kits included

# Our Sales & Revenue Approach

(Next 12-16 months)



# Founders



**Alok Jain**  
CEO

Co-founder eZdia &  
Realtycohost  
An **IIT-B Alumni**



**Sunil Ranka**  
Strategy

Founder Predikly &  
SVTech Podcast  
Partner ZNL Ventures



**Vikas Shukla**  
Chief Innovator

Founder & CEO  
Reference Design inc  
An **IIT-BHU alumni**



**Vishal Malhotra**  
CTO

CTO at EQ2

**20+**

Full Time  
Employees

**15+**

Team of Mentors and  
Advisors

**3**

E-learning Agencies  
Partners

**30+**

Instructors

**6+**

IIT Alumni

# Our Team - 20+ Fulltime & Growing



**Tushar Mittal**  
VP Operations



**Tulika Bhojwani**  
Content Lead



**Kavita Chowdhary**  
Design Lead



**Cathy R.**  
Sales



**Jatin Jain**  
Marketplace



**Nataly Vidales**  
Sales



**Gautam Kumaran**  
Director at LatentView  
Analytics  
An **IIT B & IIM C Alumni**



**Pavan Ladha**  
Director of  
operations at Now  
Inc.  
An **university of  
Houston Alumni**



**Bhavya Narang**  
4 Years with dev hub  
ABG  
An **IIT-B Alumni**



**Soumy P**  
In-house media Lead



**Parth Choksi**  
Entrepreneur with  
multiple ventures  
An **IIT-B alumni**



## Advisors



**Ken Burke**

- Founder of 4 online tech companies
- Sold MarketLive (eCommerce platform) at \$100M+



**Amar Rajashekhar**

- Co-founder - Edcite
- Edcite skill assessment platform - 2.5 million students in USA



**Reuben Advani**

- Founder of Telestrat education, (sold the company)
- ex-CEO, Global STEM alliance (400+ employee)

## Consultants



**Alexis Stadler**  
Student Counselor



**Aditi Deo**  
Skill Assessment Therapist



**Shambhavi Alve**  
Child Psychologist

# TAM (US)

MARKET	MSJ VALUE PROP	SIZING BASED ON	EFFECTIVE MARKET	TOTAL MARKET (TAM)	MSJ SERVICEABLE MARKET	EFFECTIVE SHARE OF MARKET*
Tech edu - content	Practical for young learners (7-17)	55M (demographic)	11M 20%	\$2.2B size* value(\$200/yr) ; \$200 avg spend	\$440M (20% based on current product line)	\$110M (A quarter in Year 1-2)
Tech - Preneurship	Creative works of art in tech by young innovators, with help from MSJ platform (10-17)	45M (demographic)	2.25M 5%	\$3.375B size* value(1500/yr)	\$337.50 (a conservative 10% share of this new market)	\$84.37M (A quarter captured in Year 1-2)
Market places (tech toys, learning and hobby etc.)	Built, curated and re-invented By MSJ eco system	\$2B annual	\$2B annual 20%	\$2B annual Note: CAGR is 15% to reach \$25B globally	100M (1% MSJ can capture over time)	10M (A tenth capture Y1-2)
Effective TAM MSJ Y1-2						\$204.37M
Effective TAM MSJ Y3-5					\$877.5M	

## Our Ask

- Seed fund for next 12 months
- 1000+ Students
- \$2.4M+ Revenues (12-16 months)

## Fund Utilization

20%

Platform

40%

Client Acquisition

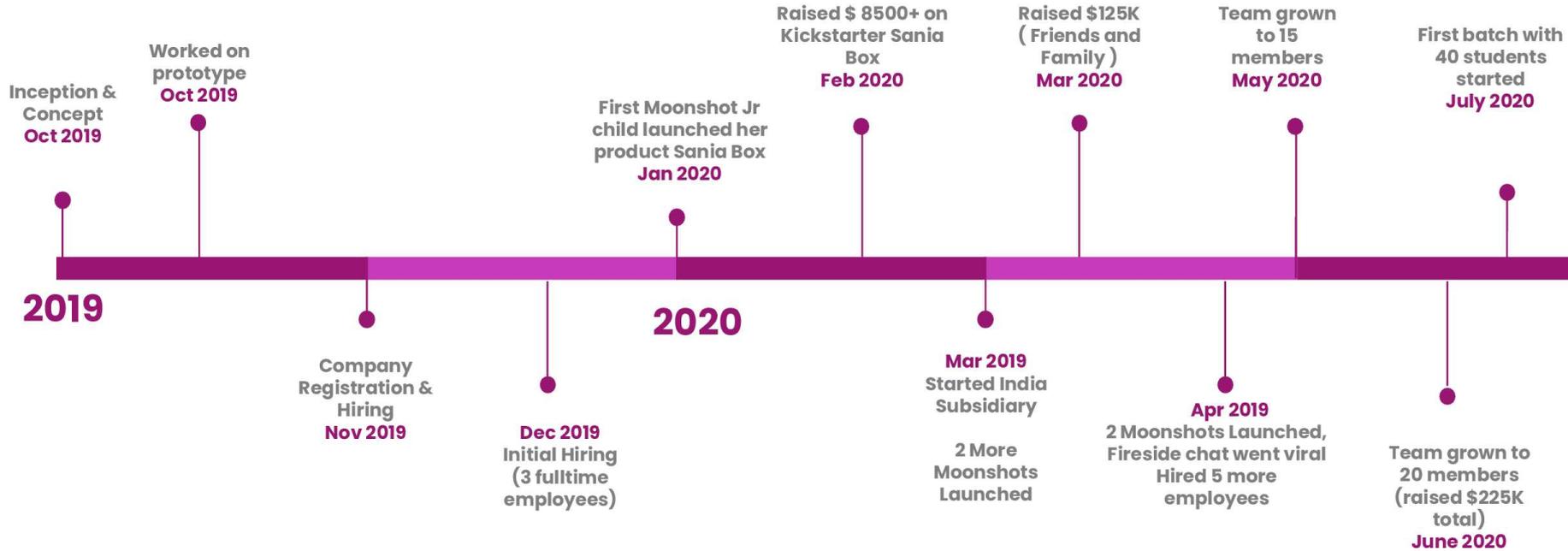
20%

Course Creation

20%

Operations

# Journey So Far



# Go-to Market Plan

## Marketing Efforts

- Digital Ads



## Lead Gen

- Lead-gen campaign via LinkedIn/Facebook
- Freemium Model
- 3 webinars/week
- Videos (by students)
- Products Powered by Moonshot
- School Partnerships

## External Marketing Network (organic)

- Instructors
- Parents
- Mentors
- Parent Webinars
- Parent Meetups

## Media Content

- Educational Videos
- Expert Interviews
- Topical Videos

# Competition Analysis



	FOCUS	MARKET TO	TUTOR OPTION	MONEY RAISED	COMMUNITY	KEY VALUE PROP
<b>MSJ</b>	Premium content, plus hands on to expert guide	Direct - parents schools upcoming	Yes	No	Coming soon	Tech + Entrepreneurship
<b>Whitehat Jr</b>	Coding	Direct parents	Yes	Yes	No	Tech
<b>QUIZLET</b>	Narrow- DIY Academics	Teachers Students	No	Yes	No	Custom content (school and outside)
<b>LAMBDA SCHOOL</b>	Coding	Beyond HS Learner	Yes- slack	Yes 48M	Yes- class	Private school (part time/ fulltime)
<b>MICRO VERSE</b>	Coding, IT school	Beyond HS Learner	Yes	Yes	Yes- class	No tuition upfront
<b>COURSEHERO</b>	Enrichment		Yes		Yes	Content for - HS success / college readiness
<b>VENTURE LABS</b>	Non- profit -to spread enter	Training schools, other non-profits, and after schools (Teachers)	Yes	No	Yes	Camps, activits, events etc. for girls
<b>UNCHARTED LEARNING</b>	Coding+ Incubator		Yes -class	Not for profit	Yes-hundreds of Schools	
<b>BORN PRENEUR</b>	Entrepreneurship at early age	Direct parents	Yes		No	Not online (India Center)

**Thank You**  
**[alok.j@moonshotjr.com](mailto:alok.j@moonshotjr.com)**



**[www.moonshotjr.com](http://www.moonshotjr.com)**