



**Building future Entrepreneurs & Innovators**

Alok Jain – Founder & CEO

A Silicon Valley EdTech Company

# Where Do We All Stand



**9% of full-time jobs by 2030**  
([A possible scenario: PwC](#))



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



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



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

- Future of work is changing & current education system is not keeping up
- Number of young people starting businesses going down significantly
- Students don't realize their passion till university or even later
- One-size -fits-all education is not helping

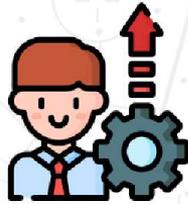
# Moonshot Jr (10-17 yrs old)

## Outcome Focused Holistic Education



Explore - Identify  
Interest - Create -  
Sell

Multi-tier Curriculum



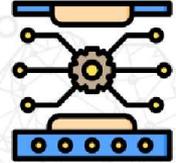
Life Skills

Video Creation  
Basic Finance  
Online Marketing  
Art etc.



Hands-on/  
Fun Learning

Games  
Hardware Kits



Entrepreneurship  
Training

Learn from industry leaders  
eCommerce

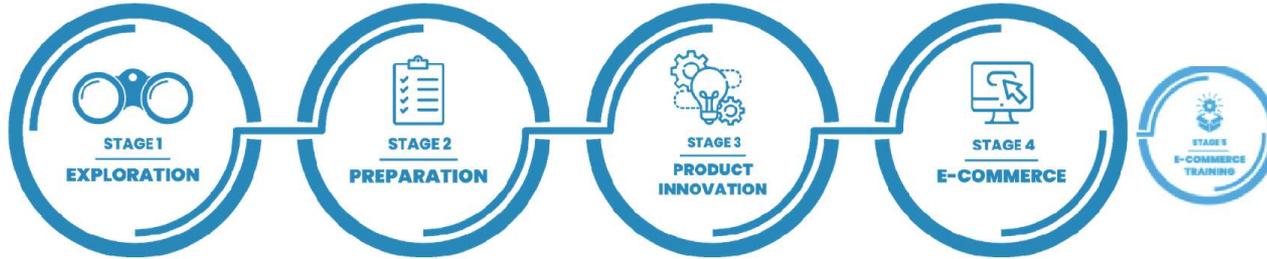
amazon

ebay

# Our Current Programs (10-17 yrs old)

## Innovator Program (Tier1 12 months SaaS program)

*Multi-Year Multi-Tier Program*



Continuous ecommerce training and support

<b>Duration</b>	<b>3 Months (\$99/month)</b>	<b>3 Months (\$99/month)</b>	<b>3 Months (\$149/month)</b>	<b>3 Months (\$149/month)</b>
<b>Fee (if paid in advance)</b>	<b>\$249</b>	<b>\$249</b>	<b>\$349</b>	<b>\$349</b>
<b>Outcome</b>	<b>Child's Interest Identification</b>	<b>Expertise in chosen area</b>	<b>Innovate &amp; Prototype</b>	<b>Learn Ecommerce &amp; Launch product</b>



Products created by our students

## Innovator Program Teams (12-36 months)

*Work in teams, co-innovate, co-manage (Conceptualizing stage)*

## Social Innovator Program (12-36 months)

*Address Social Problems, conceptualize and execute to bring change (Conceptualizing stage)*

# Where We Are (in our 1st year)



60+ SaaS (B2C) students enrolling/month

2 B2B2C Customers



11 products (Moonshots, created by students + Learning kits)



\$200,000+ revenues (2020)



50% MoM growth



**SMART money is happening!**  
**Several investors who built \$100M+ EdTech & eCommerce companies**

Edtech Market (2020)- \$89.1B/18% CAGR  
K12 share- \$11.8B/CAGR 25%

**TAM : \$2B+ (9 Countries)**

# Success Stories

## DIY Science Experiment Kit

Launch : Sep'20  
Sold : 40 boxes



8 yrs

Became an Entrepreneur at 8

## DIY Embedded Kit

Launch : Jun'20  
Sold : 100+ boxes



13 yrs

Raised \$8000+ on Kickstarter

## Environment-friendly bottles

Launch : Oct'20  
Sold : 60 bottles



13 yrs

Ready to launch on Kickstarter

## HydraBot

## Social Entrepreneur Project



13 yrs

Invited for a Tedx Talk session

## Game App Developer

Tambola - A Real Experience



20 yrs

Founder MQBit, Creator Tambola app



Early introduction to failure

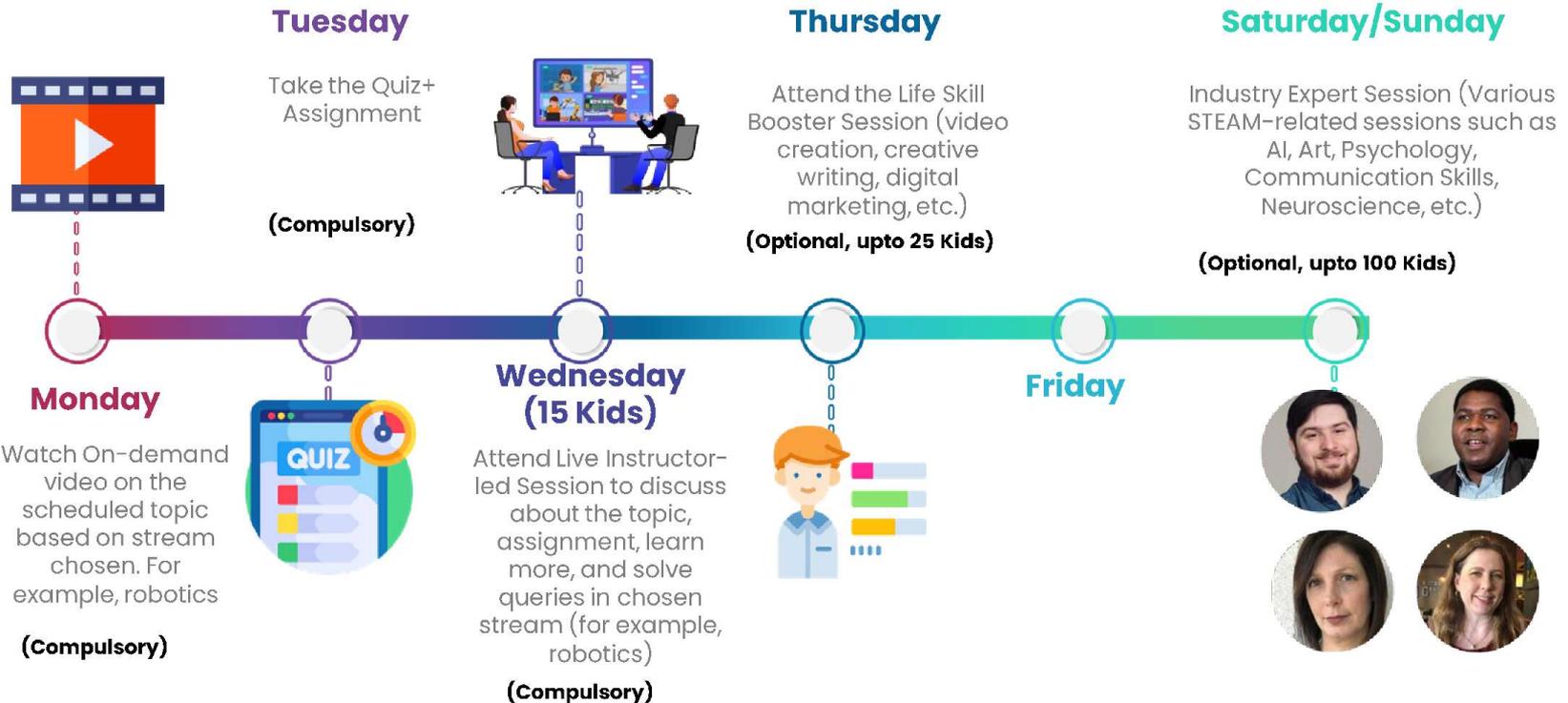


Early Introduction to practical finance ( P/L )



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

# Below is an example of a timeline for a student:



# Pricing (SaaS)

## Virtual Classroom

*B2C*



**\$249/3 Months**  
(**\$99/Month**)

4 Hours Instructor-led Sessions

8-Hours live life Skills Sessions  
(video creation, art, finance,  
creative writing, etc)

4- Hours Online Tech Videos

4- Hours Live Industry expert  
Sessions

Moonpreneur/Hardware Kits  
Included

## Private Learning

*B2C*



**\$399/3 Months**  
(**\$149/Month**)

4 Hours Instructor-led Sessions

8-Hours live life Skills Sessions  
(video creation, art, finance,  
creative writing, etc)

4- Hours Online Tech Videos

4- Hours Live Industry expert  
Sessions

Moonpreneur/Hardware Kits  
Included

## Enterprise

*(B2B2C)*



**Affiliate gets**  
**\$80-\$100/Signup**

Learning centers  
Educational foundations  
STEM franchise  
Internal Schools etc.

# Founders



**Alok Jain, CEO (USA)**  
Co-founder eZdia &  
Realtycohost, an IIT-B Alumni



**Vishal Malhotra, CTO (USA)**  
CTO at EQ2



**Vikas Shukla, Chief Innovator (USA)**  
Founder & CEO Reference Design  
An IIT-BHU alumni



# 35+ Employees

## Key Executives



**Hetal Sonpal (India)**

- Sales Lead
- Tedx Speaker
- Past: Strategic Alliance, Intel | Strategic Sales Director LinkedIn



**Ashutosh Jhureley (UK)**

- eCommerce Lead
- eComm (20+ years exp)
- Past: Business Archtech Dixons | Marks & Spencers



**Tushar Mittal (India)**

- Marketing Lead
- Co-founder Stopkhaj
- Past: Group Head OMD & Group M

# Investors & Advisors



**Himanshu Aggarwal**

- Founder Aspiring Minds (acquired by SHL.com)
- Advisor & Lead Investor MSJ



**Ken Burke**

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



**Upen Varanasi**

- CEO - Riversand Technologies
- Over 20 years in Data Management space



**Deepak Jain**

- Founder & CEO Swych
- Global Head of Payments- Finablr



**Amar Rajashekhar**

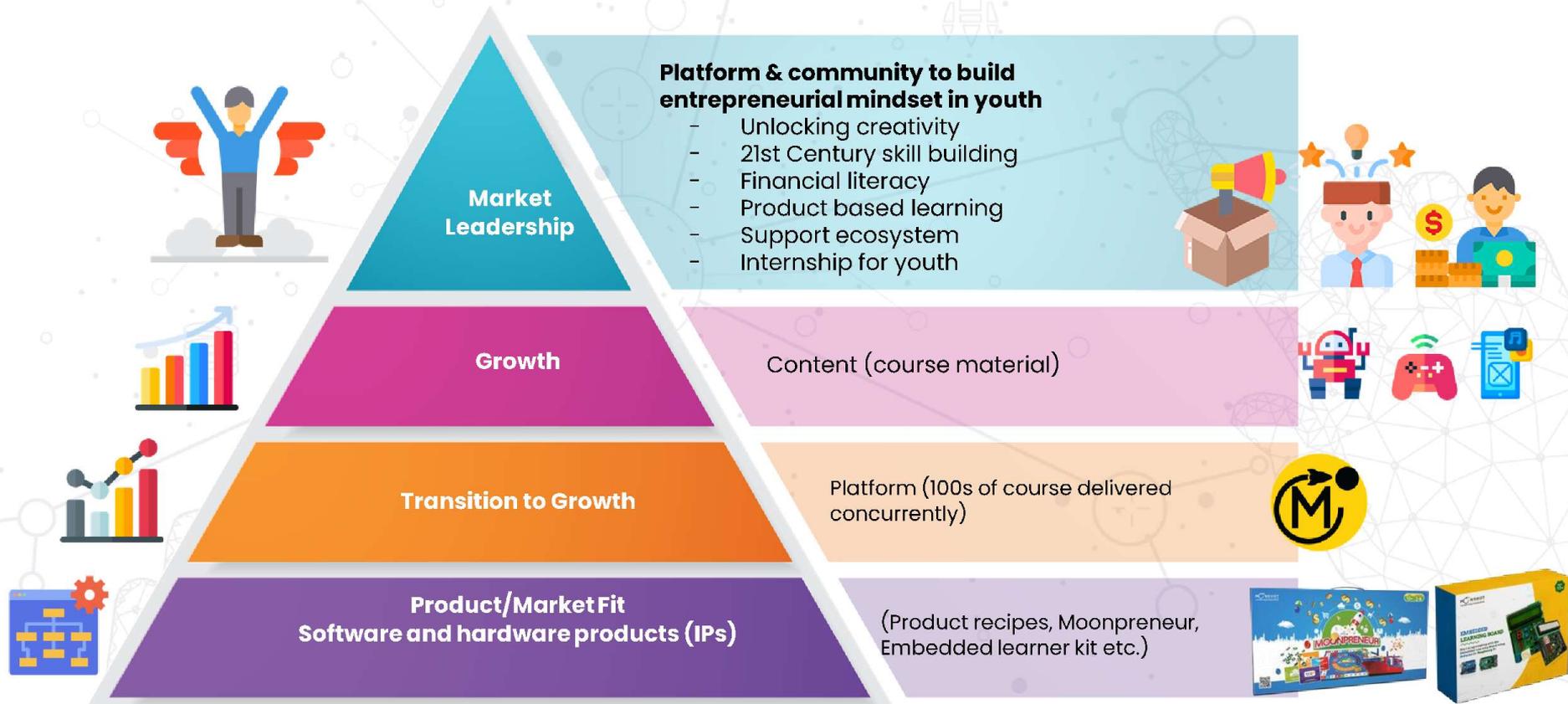
- Co-founder - Edcite
- Edcite skill assessment platform - 2.5 million students in USA



**Sunil Ranka**

- Founder - Predikly
- Advisor & Investor MSJ

# The Growth Pyramid



# Data-based Learning

Moonshot Jr offers data-based learning tracked through Moonscale

Student Attributes	Stage 1	Stage 2	Stage 3	Stage 4
Curiosity	Yes	Yes	Yes	Yes
Social Skill	Yes		Yes	
Resilience	Yes	Yes	Yes	Yes
Integrity	Yes			
Resourcefulness	Yes		Yes	
Creativity	Yes		Yes	Yes
Empathy	Yes		Yes	
Assertiveness	Yes	Yes	Yes	Yes
Humility	Yes	Yes	Yes	Yes
Confidence	Yes	Yes	Yes	Yes

+40 other data points

**Key Outcome**



What is Moonscale?

- AI software (WIP)
- Assess students via 50+ data points
- Presently done manually

**Moonscale will be able to predict**

- Knowledge assimilation
- Interest identification
- Suggest educational forecast (college majors, streams to pursue, etc.)
- Career forecast
- Enable adaptive learning
- Update interface for smart learning

# Fund Utilization

**20%**  
**Platform**

**20%**  
**Operations**

**40%**  
**StudentAcquisition**

**20%**  
**Course Creation**

## Outcome

- 3500+ Student
- \$2.5M + Revenues (2021)

# Thank You

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