



Building future Entrepreneurs & Innovators

Alok Jain
Founder & CEO

A Silicon Valley EdTech Company

What we're solving

Innovation & entrepreneurship is not taught in the K12 education

- Future of work is changing & current education system is not keeping up
- Students don't realize their passion till university or even later
- More than 50% US workforce will be contingent by 2030
- Gen Zs will be 1/3rd of workforce by 2030 (industry 4.0)



Moonshot Jr Ecosystem

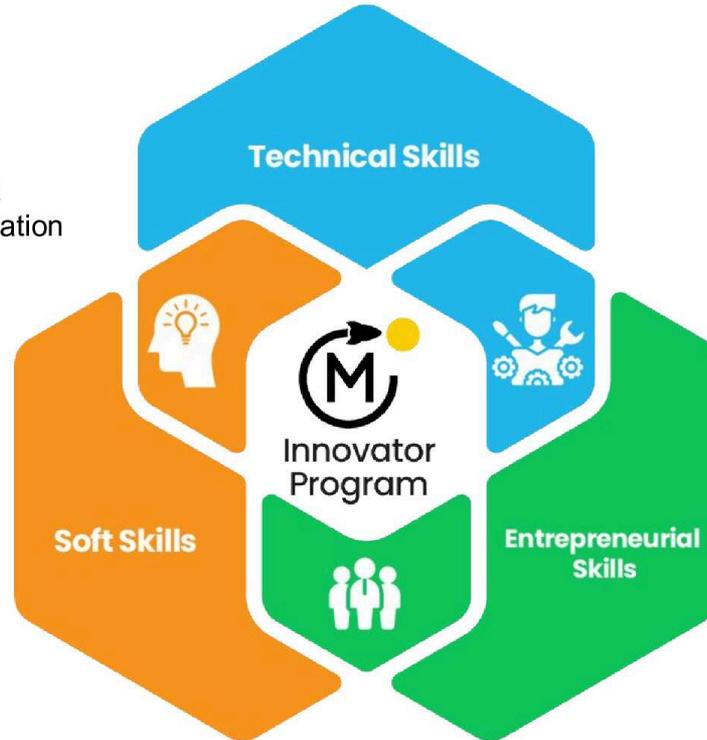
- Innovation and Entrepreneurial Mindset Nurturing Platform (Early mover advantage)
- Transforming Curious Minds - We help the students in early realization of their passion, understand how real world application work, critical thinking etc.
- Skill building in children through problem solving and hands on product creation
- Introducing structured & scalable product innovation to K12 students
- Provide hands on experience of product building and launching to children, including help in fundraising as applicable.

Moonshot Jr (10-17 yrs old)

Outcome Focused Holistic Education



Robotics
AI
IoT
App & game
development
Home automation



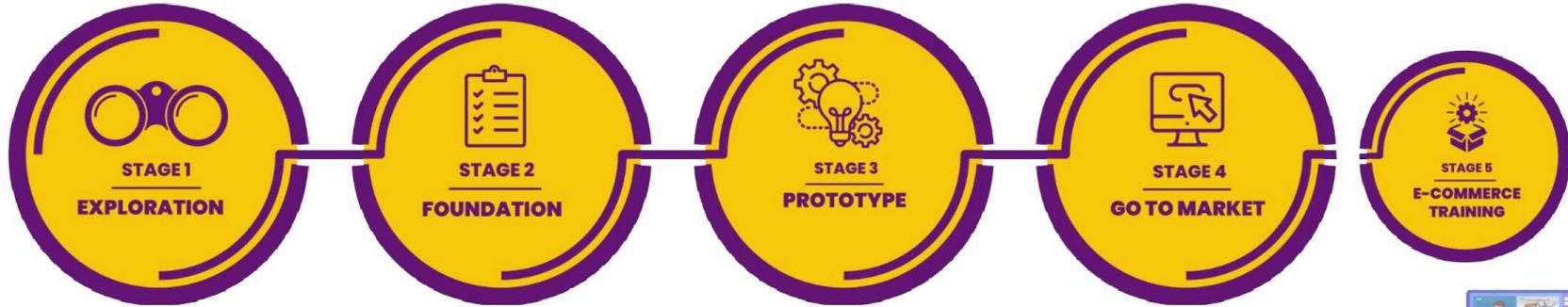
Team work
Video creation
Leadership
Online marketing
Meditation

eCommerce
Moonpreneur
Go to market
Procurement
Basic finance



Our Current Programs (10-17 yrs old)

Innovator Program (Tier1 12 months subscription program, 15-20hrs/month)



Duration	3 Months	6 Months	9 Months	12 Months
Outcome	Child's Interest Identification	Foundation in chosen area	Innovate & Prototype	Learn Ecommerce & Launch product
One Time Payment	\$387 (3 Months) (or \$129/month)	\$594 (6 Months) (or \$99/month)	\$799 (9 Months) (or \$89/month)	\$949 (12 Months) (or \$79/month)

* Individual stage Charge: \$387



- Product based hands-on learning
- Unlocking creativity
- Financial Literacy
- 2-3 Yrs of LTV

Innovator Program (Tier2 next 12 months subscription program)

Innovator Program (Tier3 next 12 months subscription program)

Templates to launch STEAM products (95%)

Stage 2 Foundation

- Robotics
Template



Foundation in electronics/coding

- App Template



Foundation in App Development

- Consumer
Product Template



Foundation in consumer product design & development

- Book writing &
publishing Template



- Art and Hobbies
Template



Stage 3 Product Innovation



Prototyping



App Prototyping



Build Prototype



Book Writing



Create

Stage 4 Go to Market



Launch on Amazon/Kickstarter



Launch on App Stores



Launch on Amazon/Kickstarter



Publish on marketplace



Etsy & NFT Platforms

Where We Are (in our early 2nd year)



100+ SaaS (B2C) students enrolling/month
10+ B2B2C Customers



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



\$200,000+ revenues (first year 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 : \$14B+ (10 Countries)

Success Stories (5%)

Founder & Developer of Ghost Clear

Launched art on NFT marketplace

DIY Embedded Kit

Environment-friendly bottles

HydraBot

Social Entrepreneur Project

Game App Developer

Launch : Jun'20
Sold : 100+ boxes

Launch : Oct'20
Sold : 60 bottles



17 yrs

International squash player



12 yrs

raised funds for COVID awareness



13 yrs

Raised \$8000+ on Kickstarter



13 yrs

Ready to launch on Kickstarter



13 yrs

Invited for a Tedx Talk session



20 yrs

Founder MQBit, Creator Tambola app



Early introduction to failure

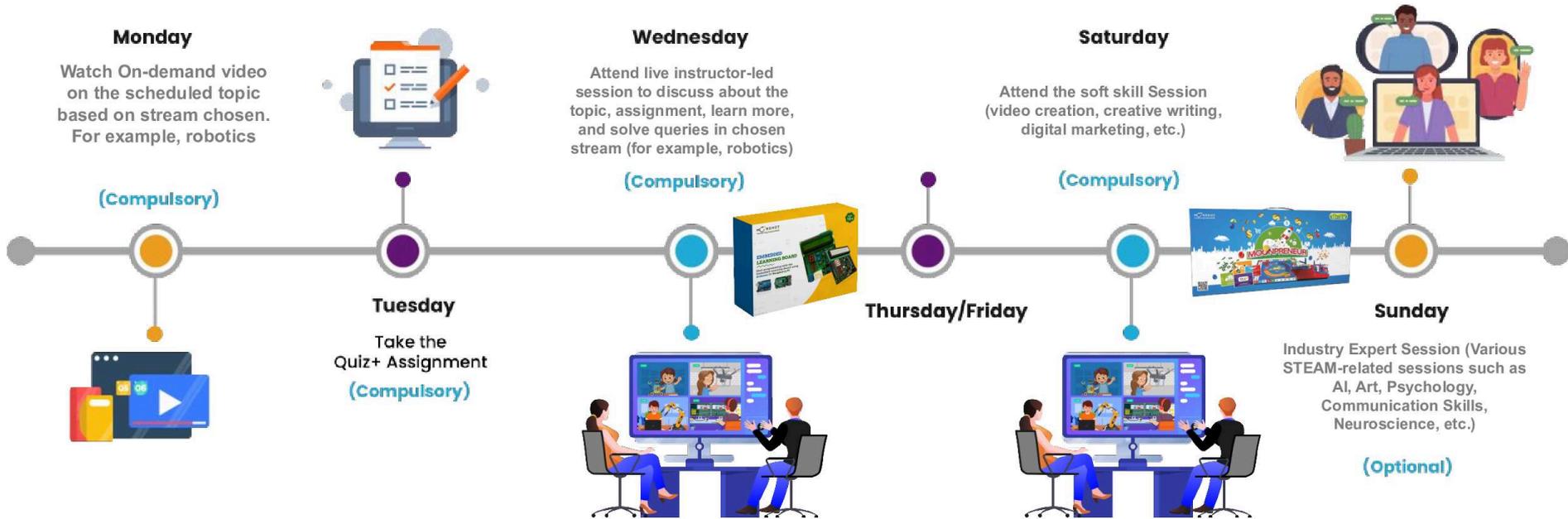


Early Introduction to practical finance (P/L)

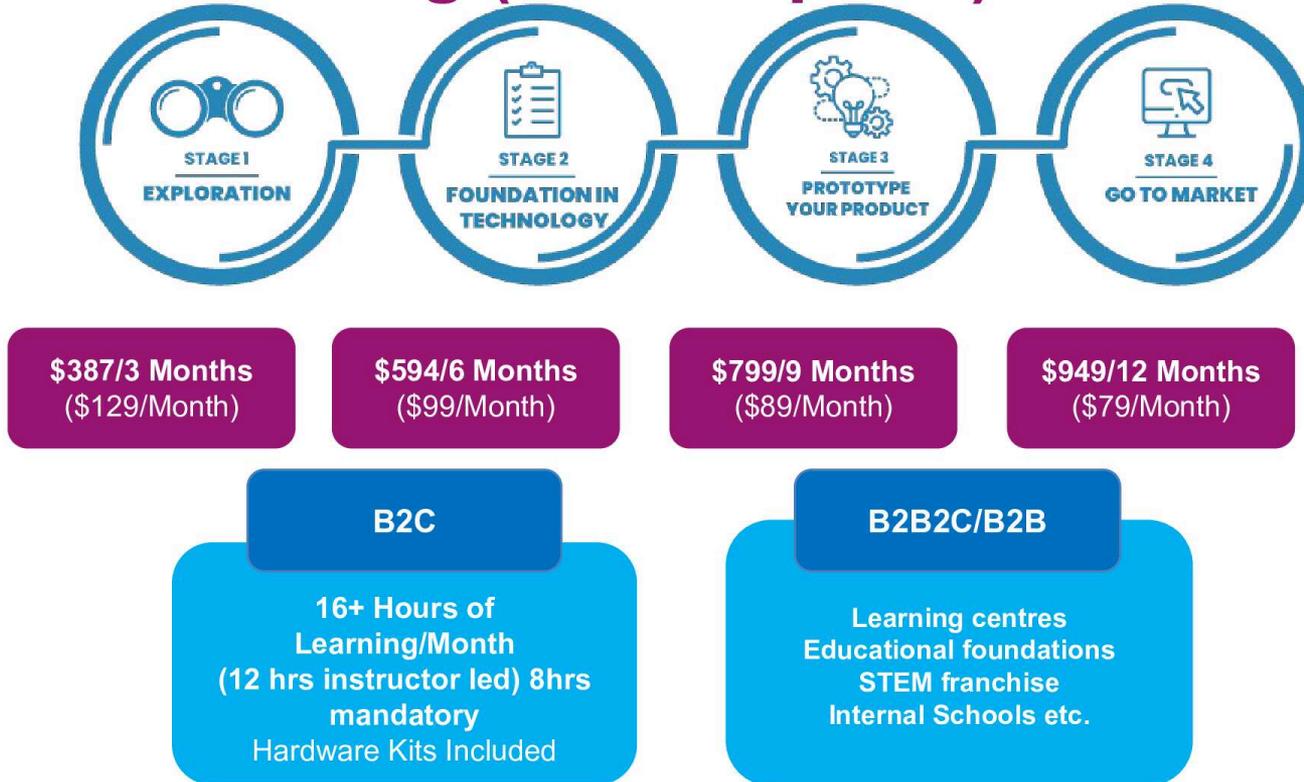


Stellar resume for 'college application' and 'future of workforce'

Below is an example of a timeline for a student:



Pricing (Subscription)



- More than 45% parents are picking 9/12 months plan, we're getting \$500+ upfront/new customer
- B2C customer acquisition cost is ~\$250 (B2C/B2B2C blended < \$160) and will go down under \$200 by end of this year. Projected LTV is 18+ months (or \$1500+ after all the discounts 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



**Ashutosh Jhureley eComm &
Supply Chain(UK)**

Business Architect Dixons |
Marks & Spencers



50+ Employees

Key Executives



Soumi Pandey (India)

- Content Lead
- eZdia Inc



Gaurav Pant (India)

- Operation Head
- Founder, MedTours
- Business Head, Gionee



Shveta Dogra (USA)

- Engineering Lead
- Founder, Nish Solutions
- Merscorp Holdings



Tushar Mittal (India)

- Marketing Head
- Founder Stopkhaj
- 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- Finabl



Dr. Shambhavi

- School Psychologist
- PhD Psychology, MBA HR



Saurabh Gupta

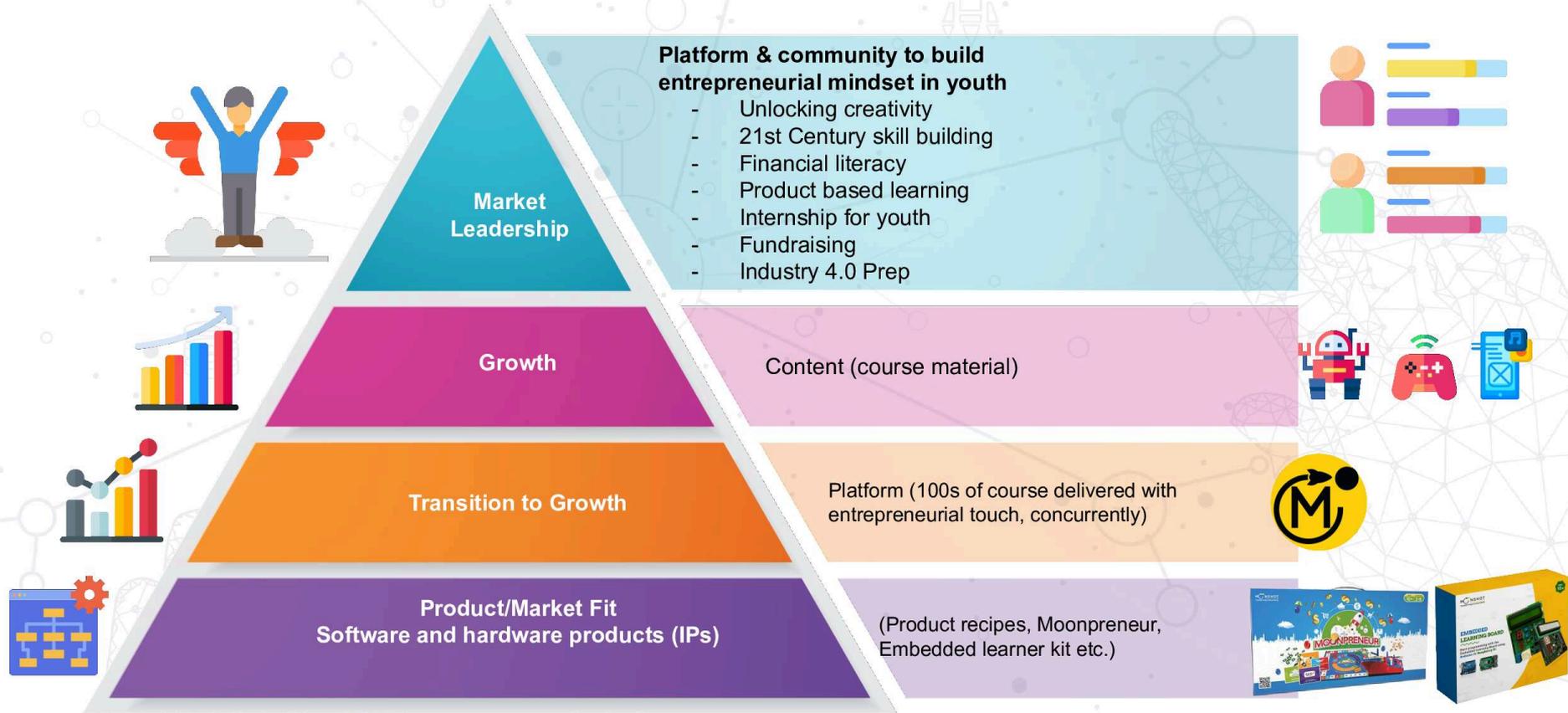
- Co-founder - Edcite
- Edcite skill assessment platform - 2.5 million students in USA



Reena Gupta

- Founder - Mom Relaunch
- TYE (TIE Youth) Silicon Valley

The MoonshotJr Growth Pyramid



Moonshot Jr IPs & Roadmap

Learning Kits



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

+40 other data points
Key Outcome

Moonscale

What is Moonscale?

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

3 Pending Patents

Moonify Cutting-edge Platform

Platform & community to build entrepreneurial mindset in youth

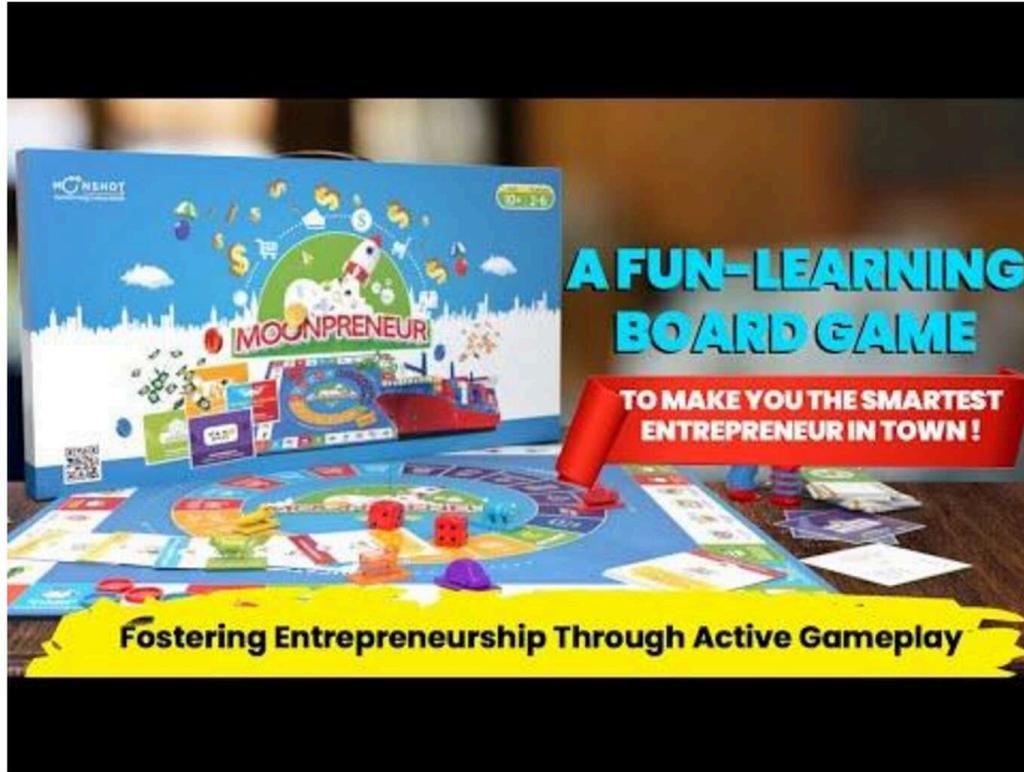
MoonFunded crowdfunding

Supporting students with initial funding needs (experiential)

Broader Curriculum

- 200+ hrs of video
- 10+ course material

An example of our learning kit!



Success Story

Get to know more on how to make your child future-ready - visit www.moonshotjr.com



US-100 Ultrasonic sensor
including LED

Prototype Module

MOONSHOT
Democratizing Learning Edition

PROTOTYPING
NRF ATTENTION
REMINDER
BY RACHEL



Our Ask

\$1M bridge round

\$400,000 @ \$13M CAP/20% discount (SAFE) and rest above \$15M CAP

\$1.15M raised Seed - Mar, 21st

@8M CAP/20% discount

Outcome (2021)

- 1500+ (subscription) Students
- \$1.3M+ Revenues

Disclaimer: This slide contains forward looking projections which cannot be guaranteed

Thank You



www.moonshotjr.com