

# Innovation and Entrepreneurial Mindset Nurturing Platform

PITCH VIDEO INVESTOR PANEL



OVERVIEW DETAILS UPDATES 14 WHAT PEOPLE SAY 23 ASK A QUESTION 2

## Highlights

- 1 Global footprint (SaaS program). Raised \$1.15M in seed first round.
- 2 50% MoM revenue growth (2020 or our first-year rev. \$200K+)
- 3 Multiple investors & advisors who built/exited \$100M+ EdTech/eCommerce companies.
- 4 The founding team built multiple successful tech companies in Silicon Valley.
- 5 Several B2B/B2B2C partnerships including schools, learning centers, corporate & more.
- 6 Partnered with TYE (part of TIE.org) with a mission to foster entrepreneurship among the young gen.
- 7 We produced young TEDx speakers. Young entrepreneurs selling products on Amazon, Kickstarter, NFT
- 8 Enjoy 1st hand experience of our program with a free trial [moonshotjr.com/book-a-free-trial/](https://www.moonshotjr.com/book-a-free-trial/)

## Our Team



**Alok Jain** Co-founder, CEO

Serial Entrepreneur. Founded four successful Silicon Valley companies. Passionate for K12 education, eCommerce & online marketing. Including: eZdia Inc, RealtyCohost.

Our preliminary research showed that the current education system with its traditional approach to learning is not catering to the needs of the children for building their future. We care not only because we have a close association and experience in e-commerce and can see and predict the needs of the future but also as parents of school goers.



**Vishal Malhotra** Co-founder, COO & CTO

Serial Entrepreneur, ex CTO of EQ2, a medical software company (deployed it in over 500 large hospitals).



**Vikas Shukla** Co-founder & Chief Innovation Officer

Founder and CEO, Reference Design Inc. Author of several technical books. Successfully launched 10+ hardware products on Kickstarter and raised money. An IIT-BHU Alumni.



**Ashutosh Jhureley** Co-Founder & Head of Retail, E-Comm & Supply Chain  
eComm (20+ years exp) Past: Business Archtech Dixons | Marks & Spencers



**Ken Burke** Advisor  
Founder, EntrepreneurNOW! Sold his company Market Live at \$100 Million.



**Upen Varanasi** Investor and Advisor  
CEO & Co-founder of Riversand Technologies, Houston Master's Degree in Mechanical Engineering, University of Missouri-Rolla



**Deepak Jain** Investor and Advisor  
CEO & Founder, Swych, Inc. Global Head of Payments, Finalbr



**Gaurav Pant** Director of Operations  
Co-founder and CEO, Om Sharnam



**Tushal Mittal** GM, India  
Co-founder at Stopkhoj India



**Uttara Kumar Verma** Gamification Head  
Co-creator Moonpreneur Founder, Anadik Technologies Service Delivery Lead, TCS

## Moonshot Jr - Innovation and Entrepreneurial Mindset Nurturing Platform

Moonshot Jr, a Silicon Valley startup aims to disrupt education in general and EdTech in particular via its patent-pending, outcome-focused program.

The problems we are solving & the opportunities we are creating:

- Innovation and Entrepreneurial Mindset Nurturing Platform ( Early mover advantage)
- We help the students in early realization of their passion
- Skill building in children through hands on product creation
- Introducing structured product innovation to K12 students
- Provide hands on experience of product building and launching to children

With our innovator program, children are learning necessary skills and are developing their own products which they are taking to market. Our Innovator Program is helping children develop an entrepreneurial mindset via STEAM thus making them ready for the future of work.

Our SaaS-based monthly subscription and product-first approach is experiencing a 50% MoM growth rate in addition to \$50K+ in revenue per month. There's also some very smart money coming in including investments by EdTech industry leaders.

**MOONSHOT**  
Transforming Education

	Stage 2 Foundation in Technology	Stage 3 Product innovation	Stage 4 Go to market
<b>Robotics Template</b>	Foundation in electronics and coding	Prototyping	Launch on Amazon/Kickstarter
<b>App Template</b>	Foundation in App Development	App Prototyping	Launch on App stores
<b>Consumer Product Template</b>	Foundation in consumer product design & development	Build prototype	Launch on Amazon/Kickstarter



## Scalability

- With our unique template based product development methodology, we can scale from few hundreds to tens of thousands students within a short span of time while ensuring that each student get complete end to end experience of building and launching a new product.
- A healthy mix of synchronous & asynchronous modes ensuring optimum usage of resources with quick cycle time for delivery
- Core focus on delivery via Classroom model while ensuring that each child gets individual attention from teachers
- Onboarding channel partners at a fast pace. All these channel partners come with industry and geography experiences of multiple years in the intended market

## Growth Opportunity

Our innovator course has started generating positive vibes in the industry which is also helping us to grow our business via multiple strategies:

- We have partnered with many schools to impart our courses at Schools which will also bring a steady flow of students
- We are receiving a lot of interest from our channel partners (globally).
- Many HNIs and corporates have come forward to gift our courses to bright students. In future, this stream is bound to grow significantly
- We've a huge opportunity in eCommerce, though presently this is just our lead gen channel (as we've much bigger immediate opportunity of subscription business which is valued much higher)
- Future possibility of creating incubation center for products built by our customers/students

## Why classrooms:

Our focussed mode of delivery is via online classroom approach where children learn together with individual attention from teachers:

- Kids learn better when they learn together with their peers
- Children show higher engagement and motivation level when other children in the class start asking questions or start performing better.
- Scalability is high with the classroom mode of delivery
- With global audience in the same classroom, our children are getting exposure to multiple cultures
- We ensure that children learn at the learning pace which is suitable to them
- With the prevalence of school education globally and due to online delivery of classed due to corona, kids are already conditioned to learning in online classrooms settings
- Hands on learning using physical products which is complemented by online tools like tinkercad, code.org etc
- Post Corona, parents prefer classes which their children can attend from the comfort of the home.

### Where We Are (in early 2nd year)

100+ Saas (B2C) students enrolling/monthly  
10 B2B2C Customers with 100s of students

50+ 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 - \$1.8B/CAGR 25%

TAM: \$14B (10 Countries)

Moonshot Jr is generating revenue which places it firmly above and beyond the "proof of concept" phase; most other equity crowdfunding campaigns are pre-revenue at best. It is no small feat that in a year since the company's inception, we have grown to a 50+ full-time employee team with 11 products available on Amazon. Besides:

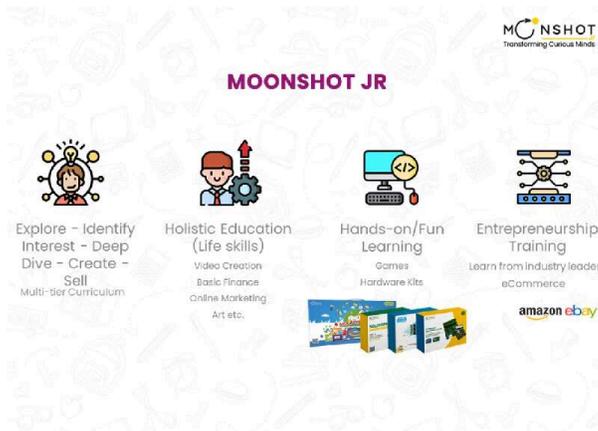
- We're adding 100+ SaaS (B2C) customers MoM with multi-year LTV
- We're adding 100s of students through our B2B2C partners
- We had over \$200,000 in revenues in 2020
- We have several B2B customers and have a strong pipeline
- For large customers like schools, we create and run the programs in batches exclusive for those schools.
- We have a healthy pipeline of corporate & individuals who are funding the programs as a charitable act
- 11 Moonshots (products) built by our students; available on Amazon/eBay & Moonshot Jr store to purchase

### TAM

We can draw data in multiple ways (\$3.5B+ market in US alone.. And expanding to other territories we see at least another \$3.5B market). Combined with our MoonCamps and ELDP offerings, we see a TAM of approx \$14B market or more



Building on innovative software and hardware products, such as Moonpreneur and the Embedded Learner Kit, and a platform that can deliver hundreds of courses to a wide audience concurrently, we have our base set to get our content across to multiple users and scale our offerings exponentially. We are also focusing on a platform and community to build an entrepreneurial mindset in youth to achieve market leadership in this niche.



Moonshot Jr's platform offers holistic learning where students get a combination of pre-recorded videos, learning via games, and instructor-led tech sessions bundled with core life skills sessions on video creation, content writing, social media marketing, art, public speaking, and more. This learning is in addition to our core hands-on entrepreneurship training in four stages. Industry expert



offers holistic learning where students learn crucial skills such as social media marketing, content creation, personality development, and public speaking as a part of the curriculum. They are also offered sessions by industry experts who keep them updated on various hard and soft skills needed to excel as entrepreneurs.

Student Attributes	Stage 1	Stage 2	Stage 3	Stage 4
Curiosity	Yes	Yes	Yes	Yes
Secret Skills	Yes	Yes	Yes	Yes
Resilience	Yes	Yes	Yes	Yes
Integrity	Yes	Yes	Yes	Yes
Interconnectedness	Yes	Yes	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 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

**Data-based Learning**

Moonshot Jr offers data-based learning tracked through Moonscale

What is Moonscale?

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

Moonshot Jr evaluates students and offers data-based learning tracked through Moonscale (WIP). An AI software, Moonscale will assess students via 50+ data points. The AI will help in predicting knowledge assimilation, interest identification, suggesting educational forecasts, and enable adaptive learning among other benefits. Currently, this process is carried out manually.

**Success Stories**

- DIY Science Experiment Kit**  
Launch: Sep 20  
\$30 - \$8 boxes  
Achieved on Kickstarter at \$
- DIY Embedded Kit**  
Launch: Jun 20  
Sold: 100+ boxes  
Raised \$5,000+ on Kickstarter
- Environment-friendly bottles**  
Launch: Oct 20  
\$30 - 60 bottles  
Ready for launch on Kickstarter
- Hydrabot**  
\$30  
Ready for launch on Kickstarter
- Social Entrepreneur Project**  
\$30  
Ready for launch on Kickstarter
- Game App Developer**  
\$30  
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'

Every new beginning is seeded deep within an inspiration! Kids of today are booming with inspiration and Moonshot Jr is here to show these creative minds a way to turn ideas into success stories. From idea conceptualisation to final release, we have a team of experienced mentors to take care of everything. We have assisted many students to pursue their passion and innovate in the past 1 year. Presenting some of the success stories from our journey:

- Sania, built her computer kit and went on to complete a successful Kickstarter. It is now selling on Amazon and eBay.
- Samvi, designed a subscription toy box to engage children with autism which led her to speak at TEDx.
- Shourya, Founder of MQBit and creator of the Tambola app available on The Google Play Store or the Apple App Store!
- Shoham, created own game on Roblox and conducted game development session

Idea to Reality | Moonshot Jr

MNSHOT  
Transforming Curious Minds

Watch later Share

**IDEA TO REALITY**



## Pricing (Saas)



<p><b>Virtual Classroom</b> B2C</p>  <p><b>\$249/3 Months</b> (\$99/Month)</p> <p>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</p>	<p><b>Private Learning</b> B2C</p>  <p><b>\$399/3 Months</b> (\$149/Month)</p> <p>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</p>	<p><b>Enterprise</b> (B2B2C)</p>  <p><b>Affiliate gets \$80-\$100/Signup</b></p> <p>Learning centers Educational foundations STEM Franchise Internal Schools etc.</p>
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Moonshot Jr already has a base platform/processes/curriculum and is now seeking investments to scale their growth and build a world-class EdTech company for K-12.

## Founders



**Alok Jain, CEO (USA)**  
Co-founder eZido & Realtyconnect, 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 Jhurely (UK)**  
eCommerce Lead  
eComm (20+ years exp)  
Past: Business Archtech  
Dixons | Marks & Spencers



## 50+ Employees Key Executives



**Hetal sonpal (India)**  
Sales Lead  
Tech Speaker  
Past: Strategic Alliance, Intel | Strategic Sales Director LinkedIn



**Tuahar mittal (India)**  
Marketing Lead  
Co-founder: Staging | Past: Group Head DMD & Group M



**Gaurav Pant (India)**  
Director Global Operations  
Business Head, Gionee India  
Co-founder, Medfour Global



**Uttara Verma (India)**  
Operations Head  
Founder, Anadi Technologies  
Service Delivery Lead, TCS



## 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 - Riverland Technologies
- Over 20 years in Data Management space



**Deepak Jain**

- Founder & CEO Swytech
- Global Head of Payments- Finabir



**Amar Rajasekhar**

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



**Sunil Ranka**

- Founder - Pradikly
- Advisor & Investor MSJ

The Moonshot Jr founding team comprises several serial entrepreneurs. We have some of the biggest names on their advisory board including Ken Burke, Himanshu Aggarwal, and Amar Rajasekhar. Some have founded and exited \$100 million companies. Moonshot Jr is driven by the idea that the best work is born from diligence, creativity, and fun. We are a family of professionals working collectively to foster an entrepreneurial mindset in children at an early age.

## FUND UTILIZATION

20%  
Platform

20%  
Operations

40%  
Student Acquisition

20%  
Course Creation

### Outcome

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

#### DISCLAIMER:

This slide contains forward looking projections which cannot be guaranteed

## Downloads

[Moonshotjr Pitch for Wefunder.pdf](#)