Moonshot Junior Inc.

Hardware Software Technology Education Marketplace

Transforming Curious Minds Entrepreneurship-focused, Product 1st, STEAM Learning

MOONSHOTJR.COM SAN JOSE CALIFORNIA

MOONSHOT Jr
Transforming Curious Minds
Our Vision and Journey
www.moonshotjr.com

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.

Alok Jain Co-founder, CEO @ Moonshot Junior Inc.

Why you may want to support us...

1. Global footprint (within 2 months of launch) in 9 countries (paid customers via our SaaS program)
2. After 1st month of experience, several customers paid 3-6 months in advance (gave little discounts).
3. Our founders Alok Jain and Sunil Ranka founded multiple successful businesses in Silicon Valley.
4. 2nd position in UnicornBattle by Startup.Network, San Francisco Chapter.
5. Businesses started by <30yrs have gone down by 1/3rd in the USA (in last 30 years), help us fix it!

Why investors ♥ us

WE'VE RAISED $206,111 SINCE OUR FOUNDING

Our team

AND OUR MAJOR ACCOMPLISHMENTS

Alok Jain
Co-founder, CEO
Serial Entrepreneur. Founded four successful Silicon Valley companies. A passionate eCommerce & online marketing expert. Including: eZdia Inc, RealtyCohost.

Sunil Ranka
Co-founder
His personal journey highlights him as a founder at Predikly - a data and RPA innovation company, and Partner at Z Nation Lab - a global support ecosystem designed for high-growth startups and dreamers.

Vikas Shukla
Co-founder
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.

Tushal Mittal
GM, India
Co-founder at Stopkhoj India

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

Reuben Advani
Advisor
CEO, Global STEM Alliance

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

Pavan Ladha
Director of Sales
Director of Operations, Now Inc.

Tulika Bhojwani
Head of Content
Content Strategist for 15+ years at multiple brands

In the news

Claudia TSENG posted on LinkedIn

In ten years, only 10% of the work is full-time. Can you afford not to have an "entrepreneurial mind"? This is why Alok Jain founded Moonshot Jr., the ...

August 7, 2020 @ linkedin.com

Sania Box encourages kids to build a PC - no adult required - The MagPi magazine

Teen creates Raspberry Pi 4-based DIY computer kit

January 24, 2020 @ magpi.raspberrypi.org

Sania Box embedded computer kit - Geeky Gadgets

13-year-old Sania Jain based in San Jose, California has created a fantastic kit of electronics to help younger children learn to code. The Sania Box mini PC be used to learn more about the Internet of Things,

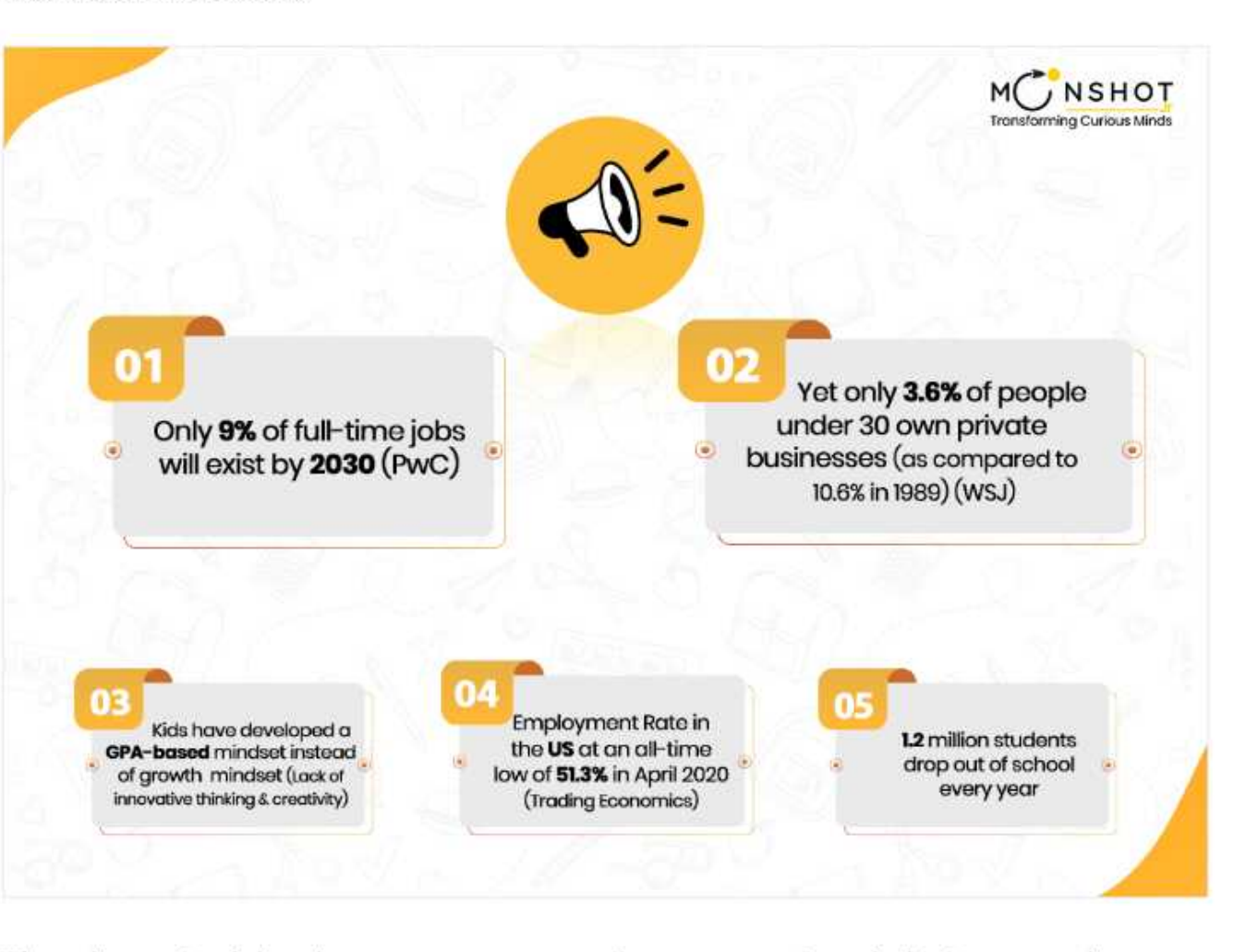
January 22, 2020 @ geeky-gadgets.com

Downloads

Moonshotjr Pitch V5.pdf

Monshot Jr - Changing the Future. One Child at a Time.

It started with an idea and an experience of parents of middle and high school students who coincidentally are also our founders. They noticed some alarming numbers in our institutional structure.



MOONSHOT Transforming Curious Minds

01 Only **9%** of full-time jobs will exist by **2030** (PwC)

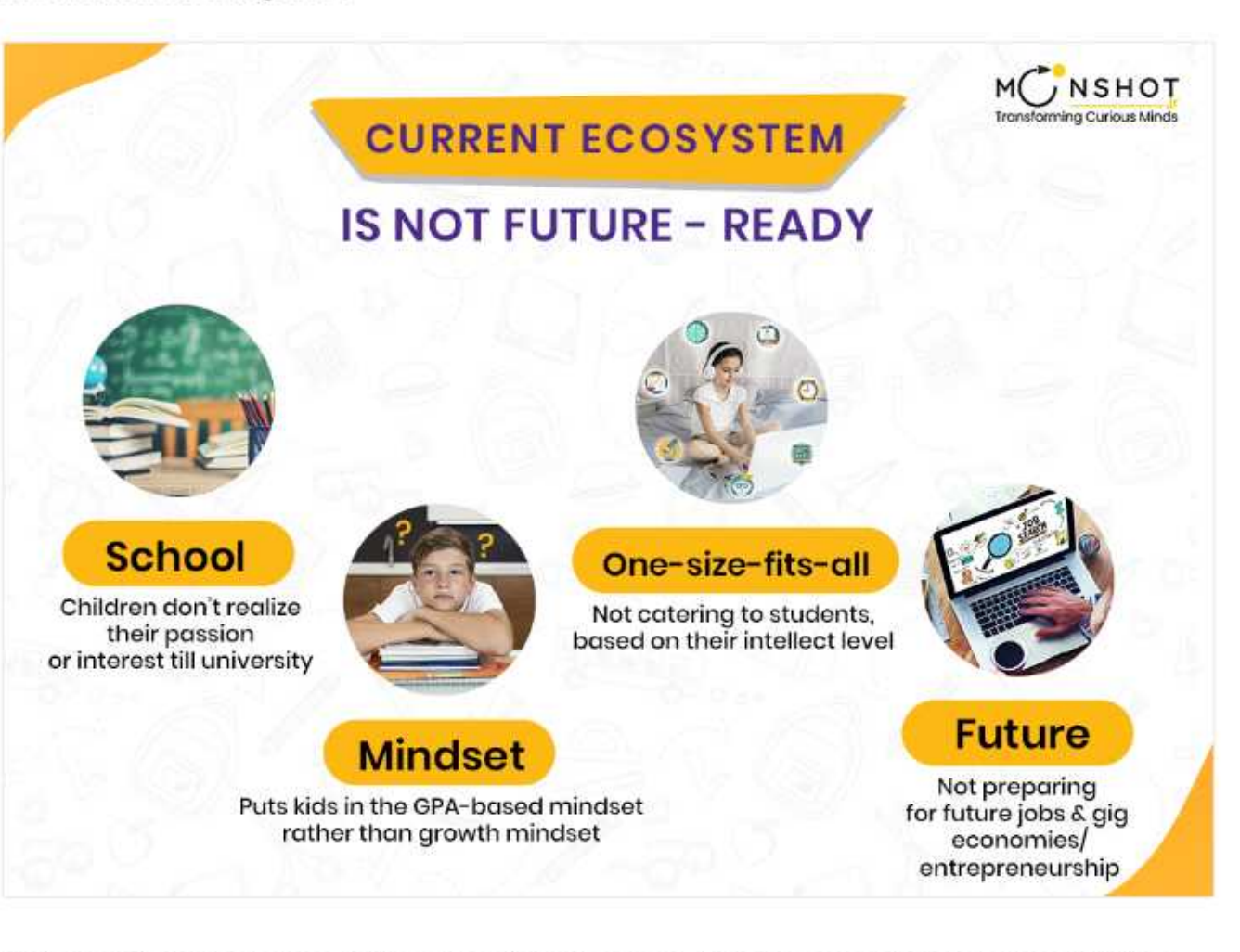
02 Yet only **3.6%** of people under 30 own private businesses (as compared to 10.6% in 1989) (WSJ)

03 Kids have developed a **GPA-based** mindset instead of growth mindset (Lack of innovative thinking & creativity)

04 Employment Rate in the **US** at an all-time low of **51.3%** in April 2020 (Trading Economics)

05 **1.2** million students drop out of school every year

They also noticed that the current ecosystem is not supporting a holistic approach to learning especially when the workforce of the future is set to be dominated by automation and artificial intelligence.



CURRENT ECOSYSTEM IS NOT FUTURE - READY

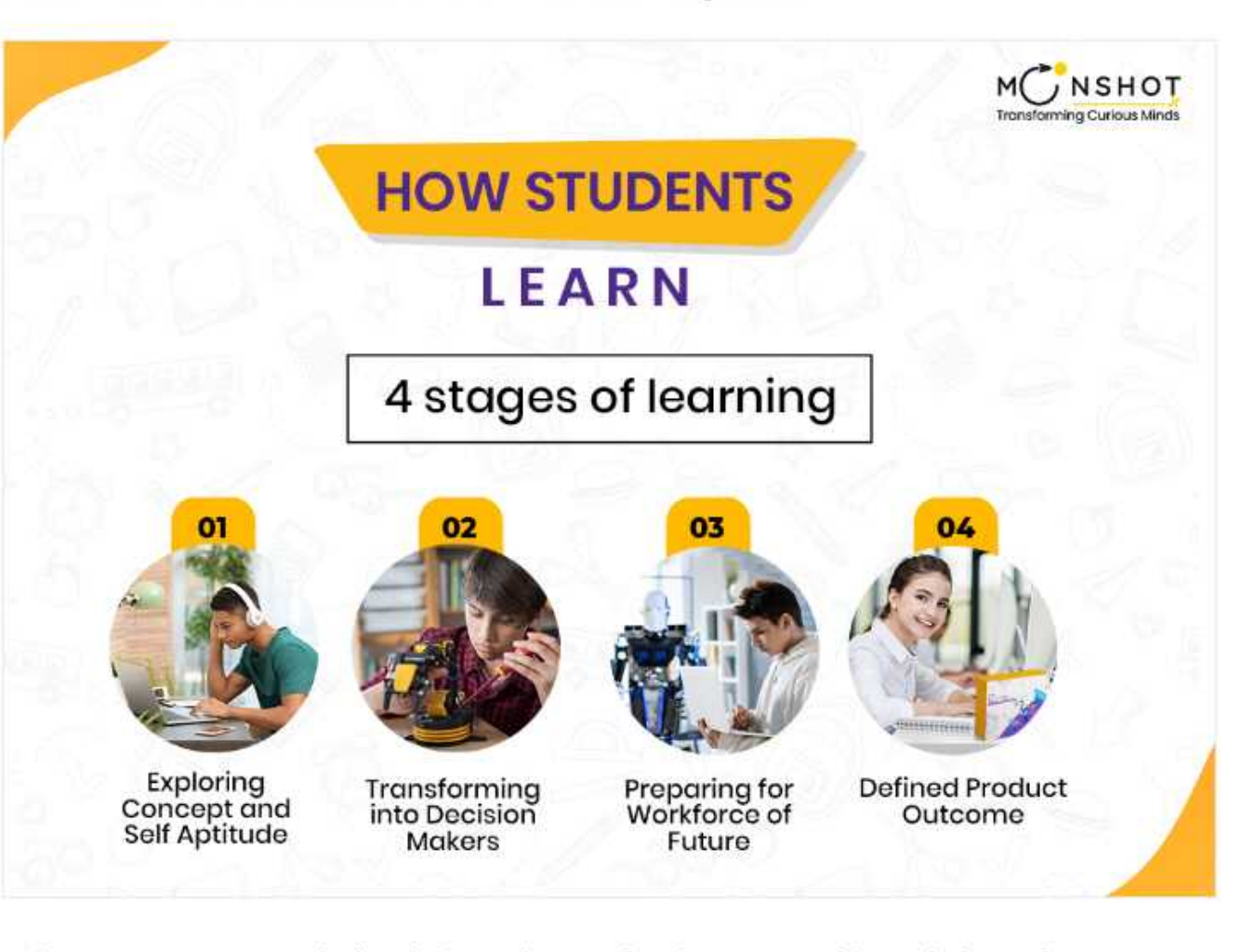
School Children don't realize their passion or interest till university

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 & gig economies/ entrepreneurship

To bring about a change in the educational system, it was necessary to change to bring about a change in the young mindsets. The patent-pending Innovator Program with its 4 stages of guided learning helps children not just to prepare for the future but to succeed in academics and careers based on their interest and aptitude.



HOW STUDENTS LEARN

4 stages of learning

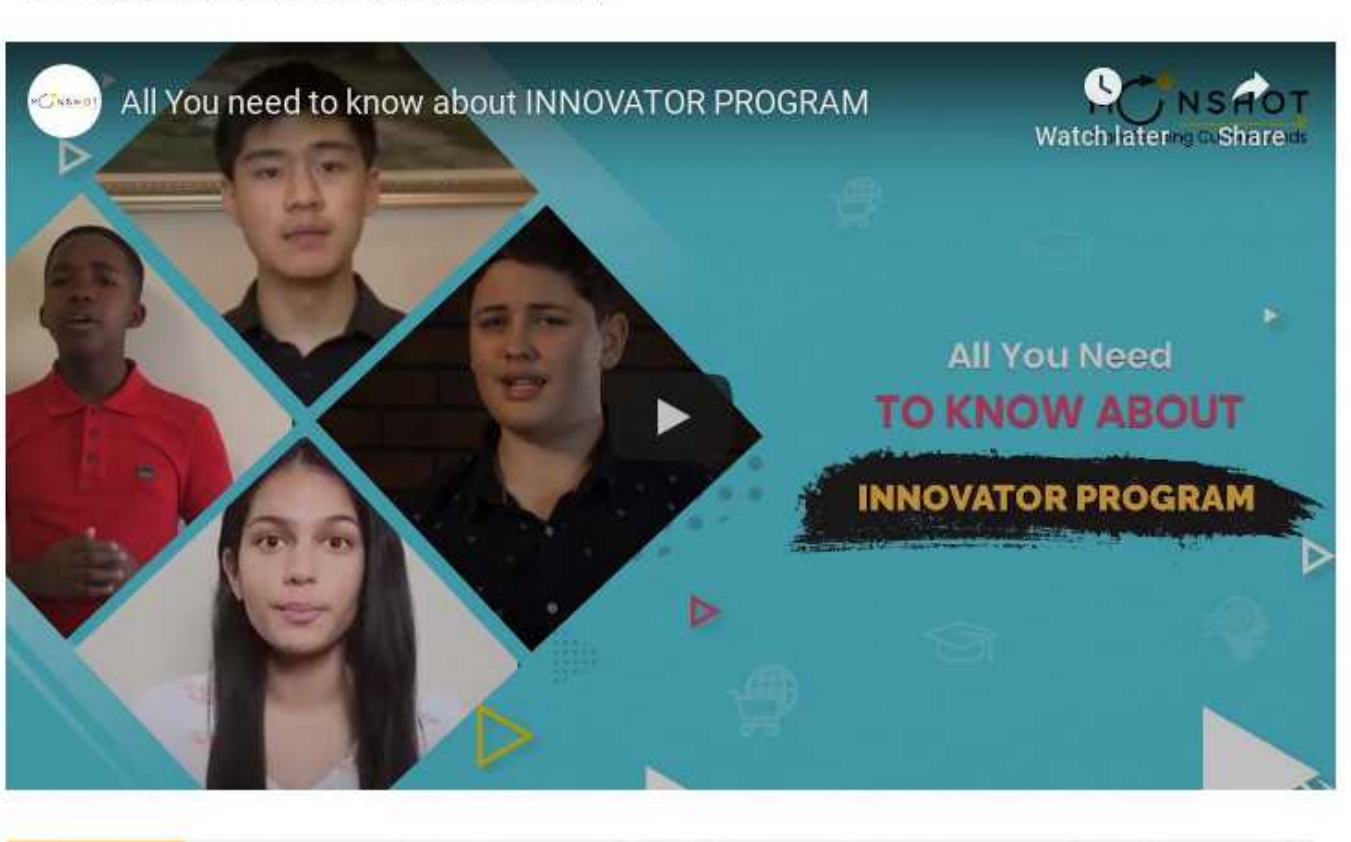
01 Exploring Concept and Self Aptitude

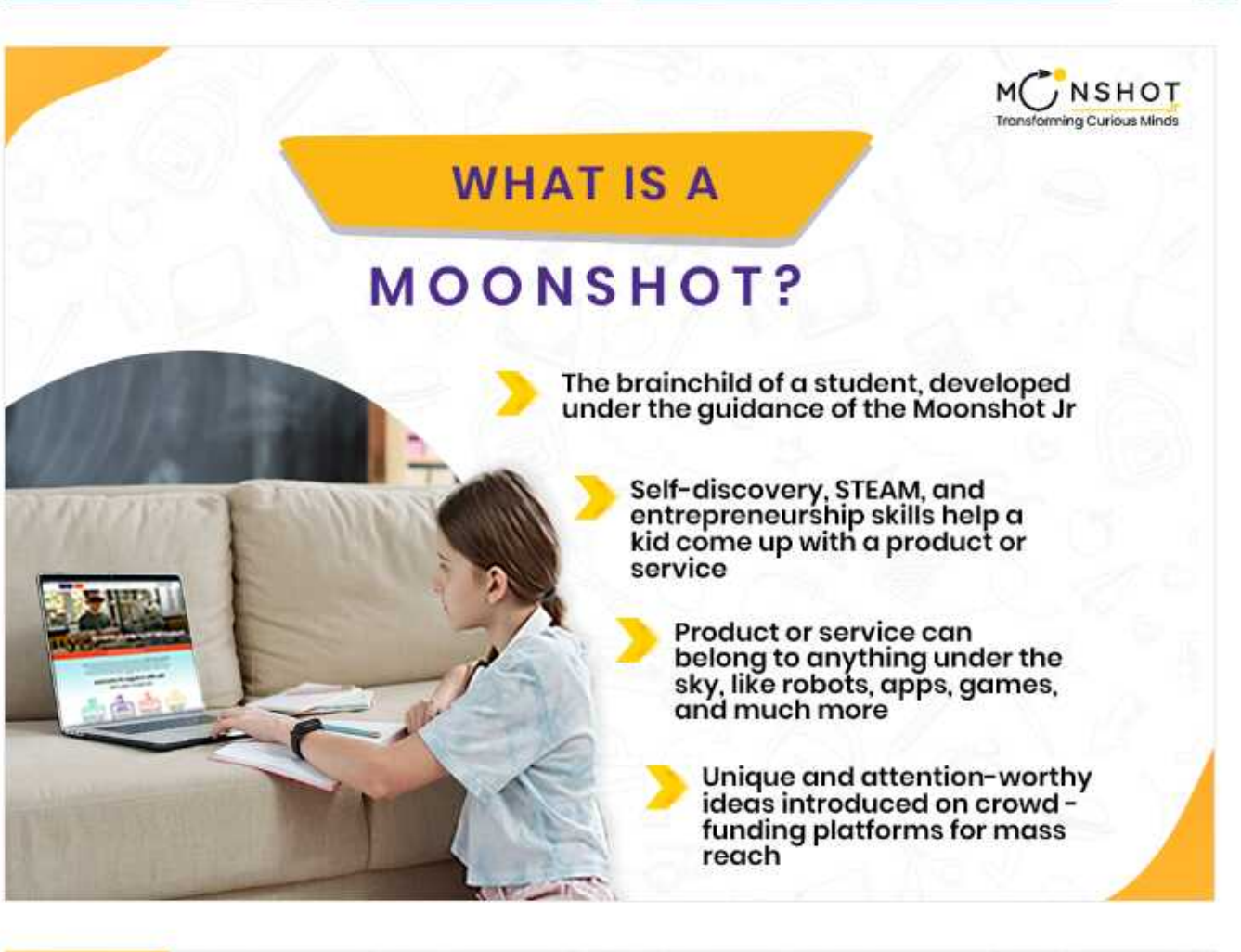
02 Transforming into Decision Makers

03 Preparing for Workforce of Future

04 Defined Product Outcome

- The program equips a kid with the right set of techniques and knowledge to become innovators and entrepreneurs in the future.
- Exploration Stage- The child is taken through a 17 session journey that centers on knowledge about futuristic subjects
- Preparation Stage- Children will be able to dig deeper into the chosen subjects like Robotics, Arduino, Raspberry Pi, AI, Automation, Art, Game Development, App Development, and more.
- Product Innovation Stage- Introduced to the five steps of product development to help innovate and develop a Moonshot (their own product)
- E-commerce Stage- Prepares and encourages your kid for the e-commerce environment
- Product-first learning technique designed to make you aware of the applications and future of the subject.
- Real-life experience of entrepreneurship





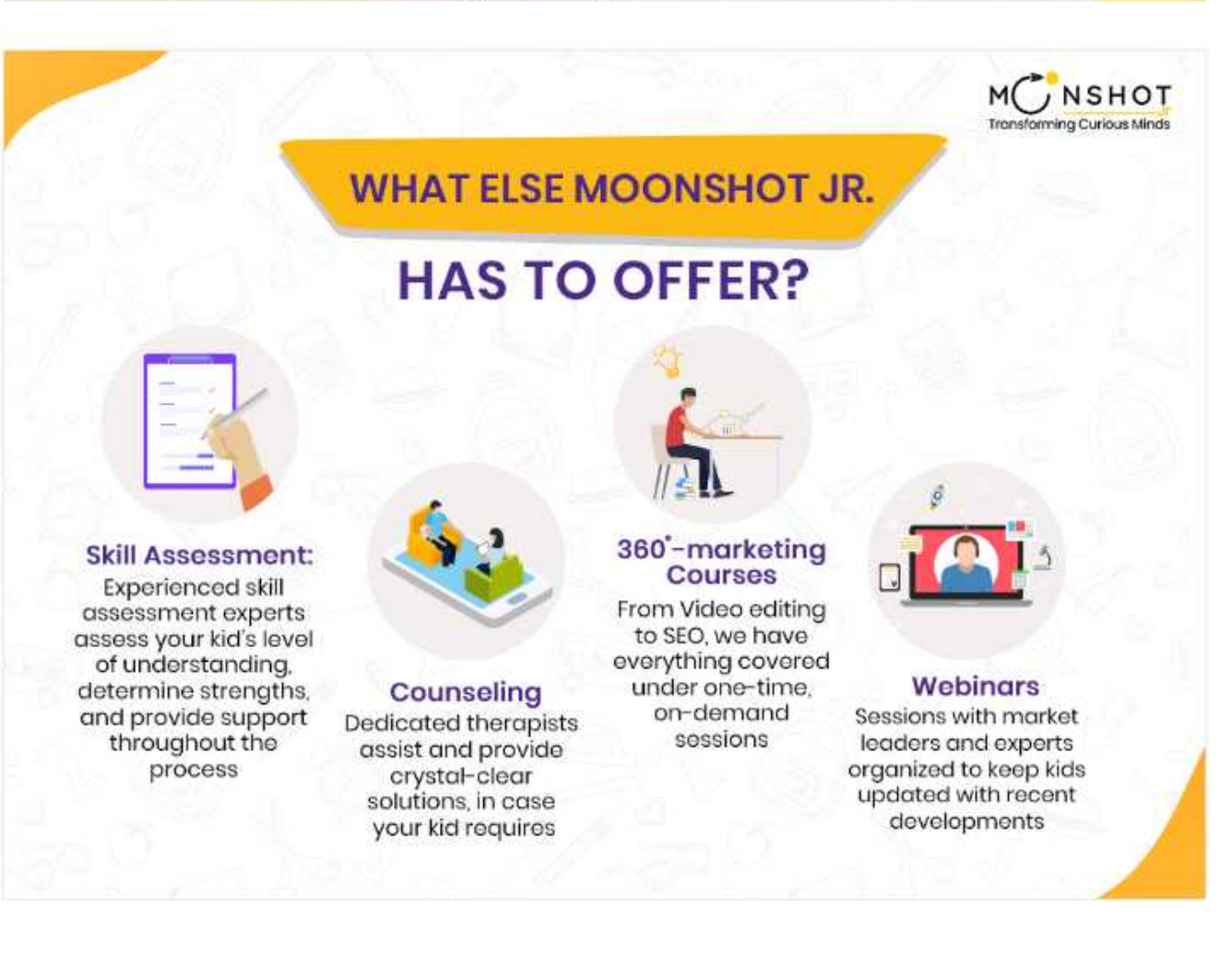
WHAT IS A MOONSHOT?

The brainchild of a student, developed under the guidance of the Moonshot Jr

Self-discovery, STEAM, and entrepreneurship skills help a kid come up with a product or service

Product or service can belong to anything under the sky, like robots, apps, games, and much more

Unique and attention-worthy ideas introduced on crowd-funding platforms for mass reach



WHAT ELSE MOONSHOT JR. HAS TO OFFER?

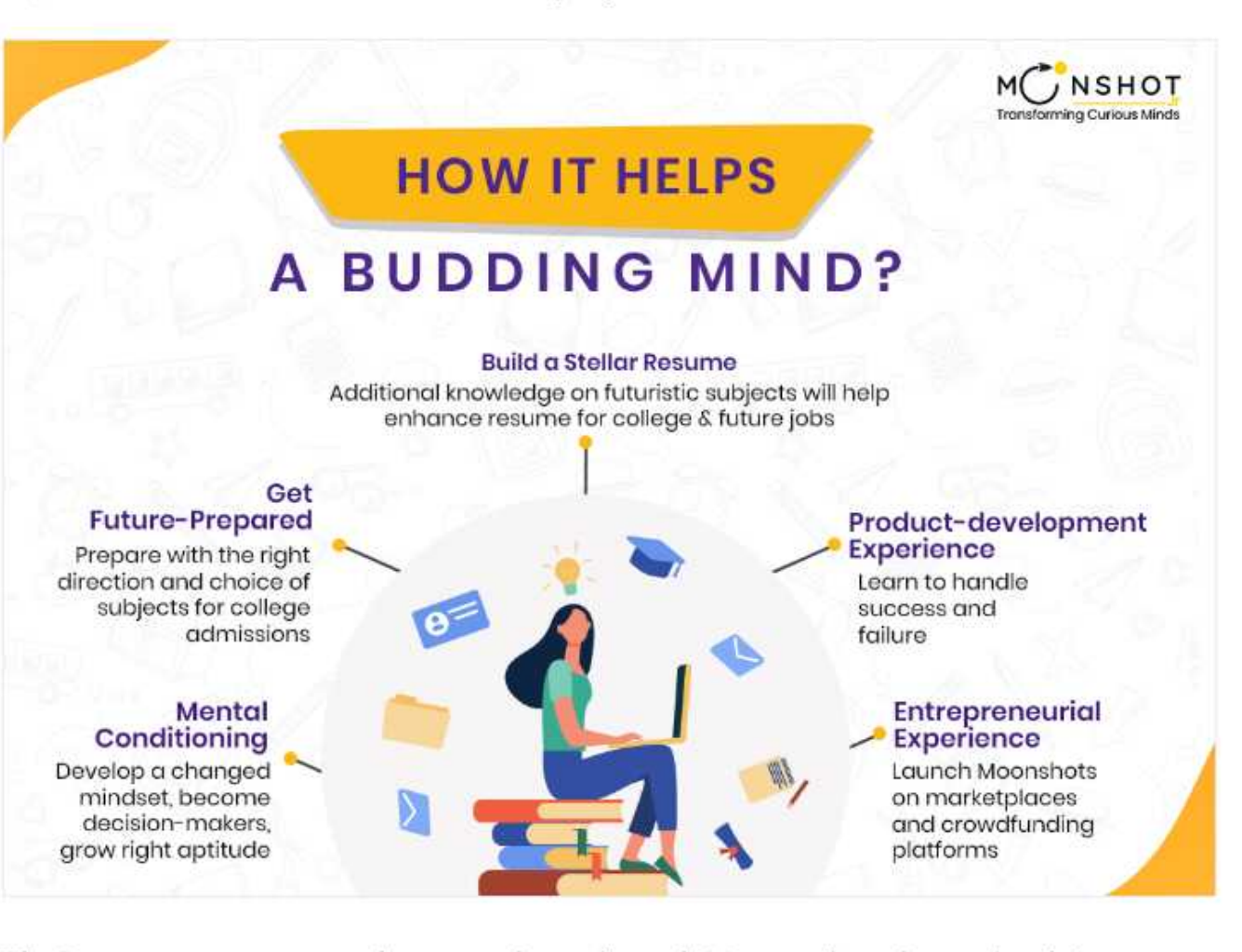
Skill Assessment: Experienced skill assessment experts assess your kid's level of understanding, determine strengths, and provide support throughout the process

Counseling Dedicated therapists assist and provide crystal-clear solutions, in case your kid requires

360°-marketing Courses From Video editing to SEO, we have everything covered under one-time, on-demand sessions

Webinars Sessions with market leaders and experts organized to keep kids updated with recent developments

So, what is the outcome of this elaborate program?



HOW IT HELPS A BUDDING MIND?

Build a Stellar Resume Additional knowledge on futuristic subjects will help enhance resume for college & future jobs

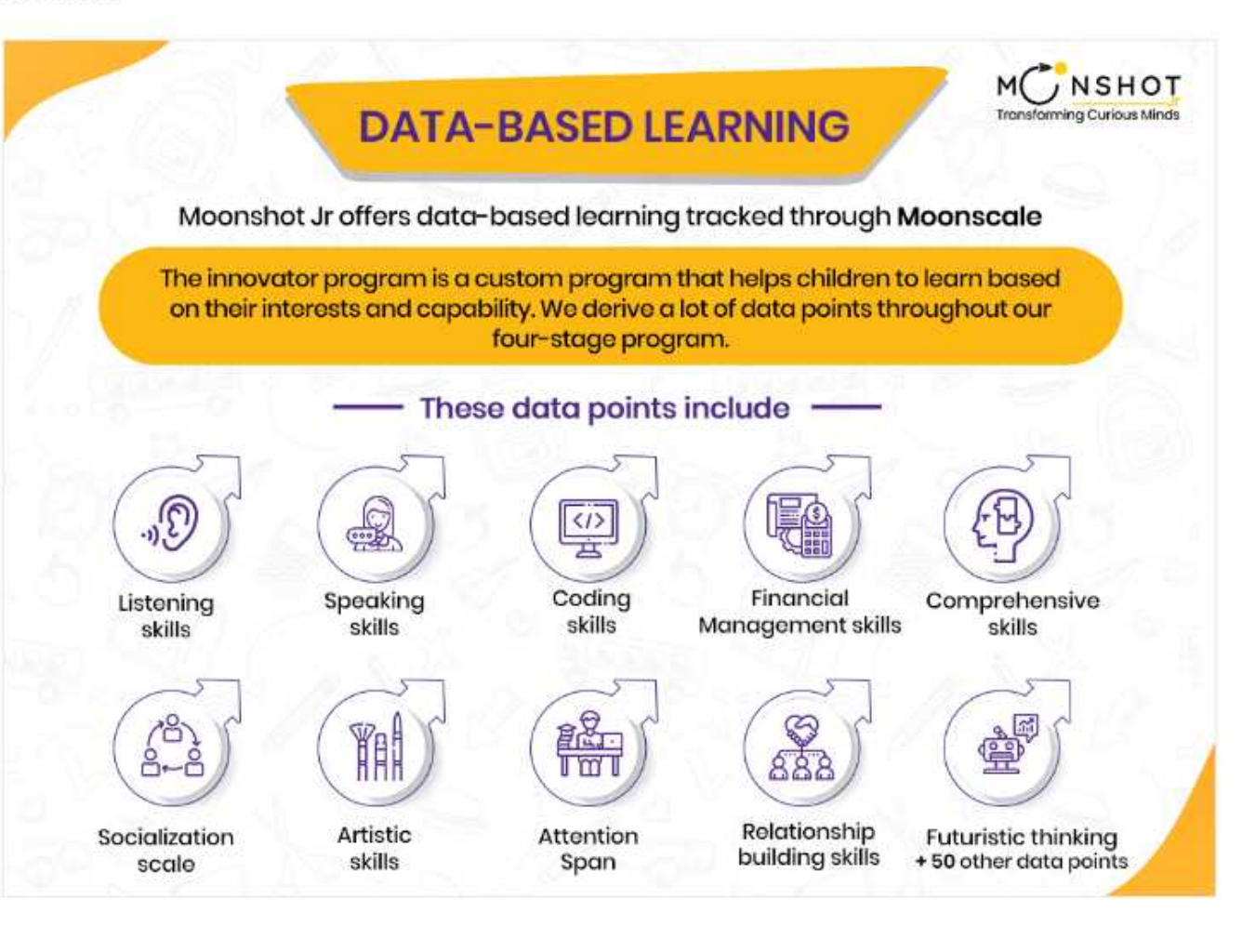
Get Future-Prepared Prepare with the right direction and choice of subjects for college admissions

Mental Conditioning Develop a changed mindset, become decision-makers, grow right aptitude

Product-development Experience Learn to handle success and failure

Entrepreneurial Experience Launch Moonshots on marketplaces and crowdfunding platforms

The Innovator program evaluates students through Moonscale- a data-point-driven analytical tool that helps us to offer customized learning based on individual interests and aptitude.



DATA-BASED LEARNING

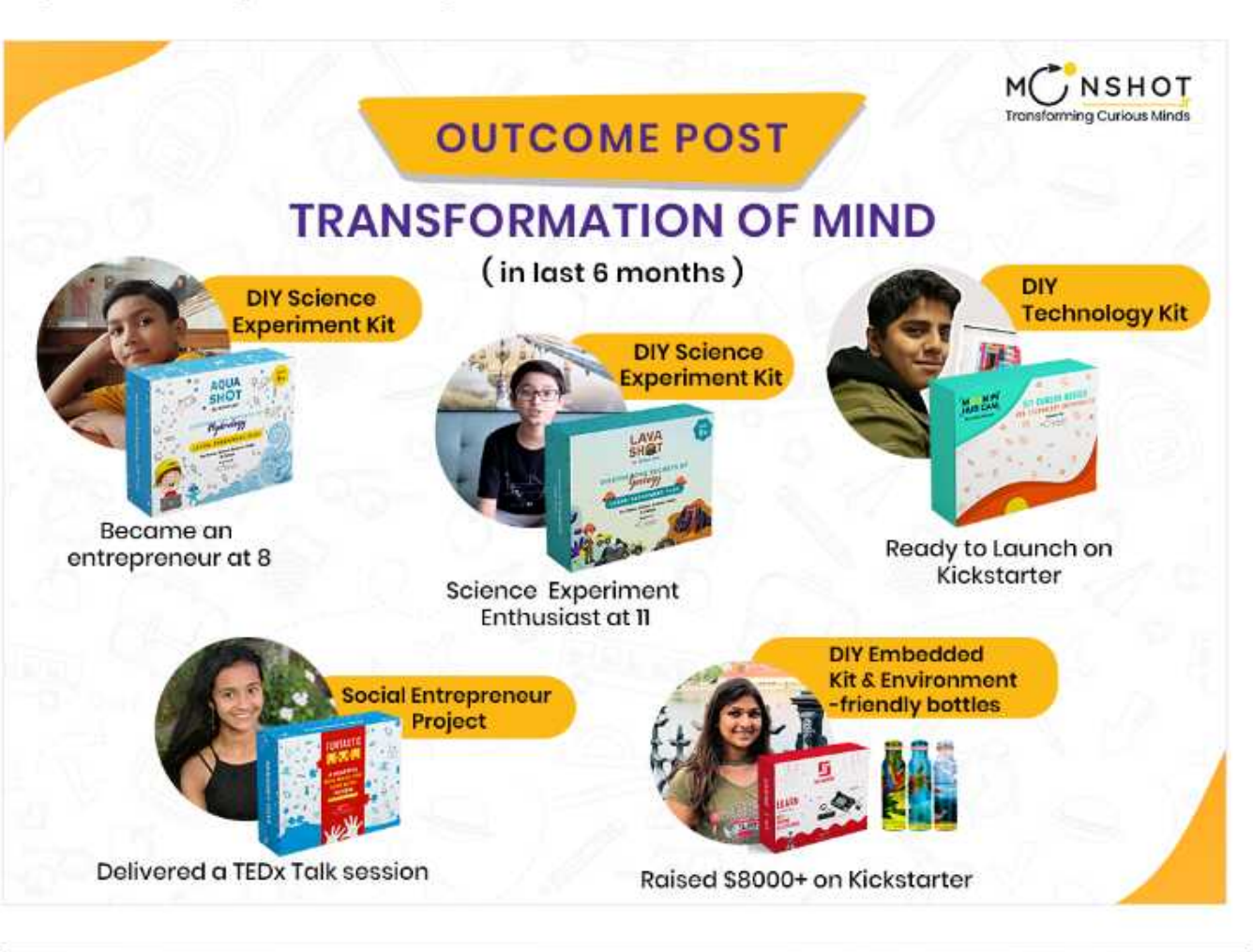
Moonshot Jr offers data-based learning tracked through **Moonscale**

The innovator program is a custom program that helps children to learn based on their interests and capability. We derive a lot of data points throughout our four-stage program.

These data points include

Listening skills
Speaking skills
Coding skills
Financial Management skills
Comprehensive skills
Socialization scale
Artistic skills
Attention Span
Relationship building skills
Futuristic thinking + 50 other data points

We have several children enrolled on our prototype platform. It is astonishing to see the transformation that these students have gone through in the past few months. The key is to help the children pursue learning based on interest areas.



OUTCOME POST TRANSFORMATION OF MIND (in last 6 months)

DIY Science Experiment Kit — Became an entrepreneur at 8

DIY Science Experiment Kit — Science Experiment Enthusiast at 11

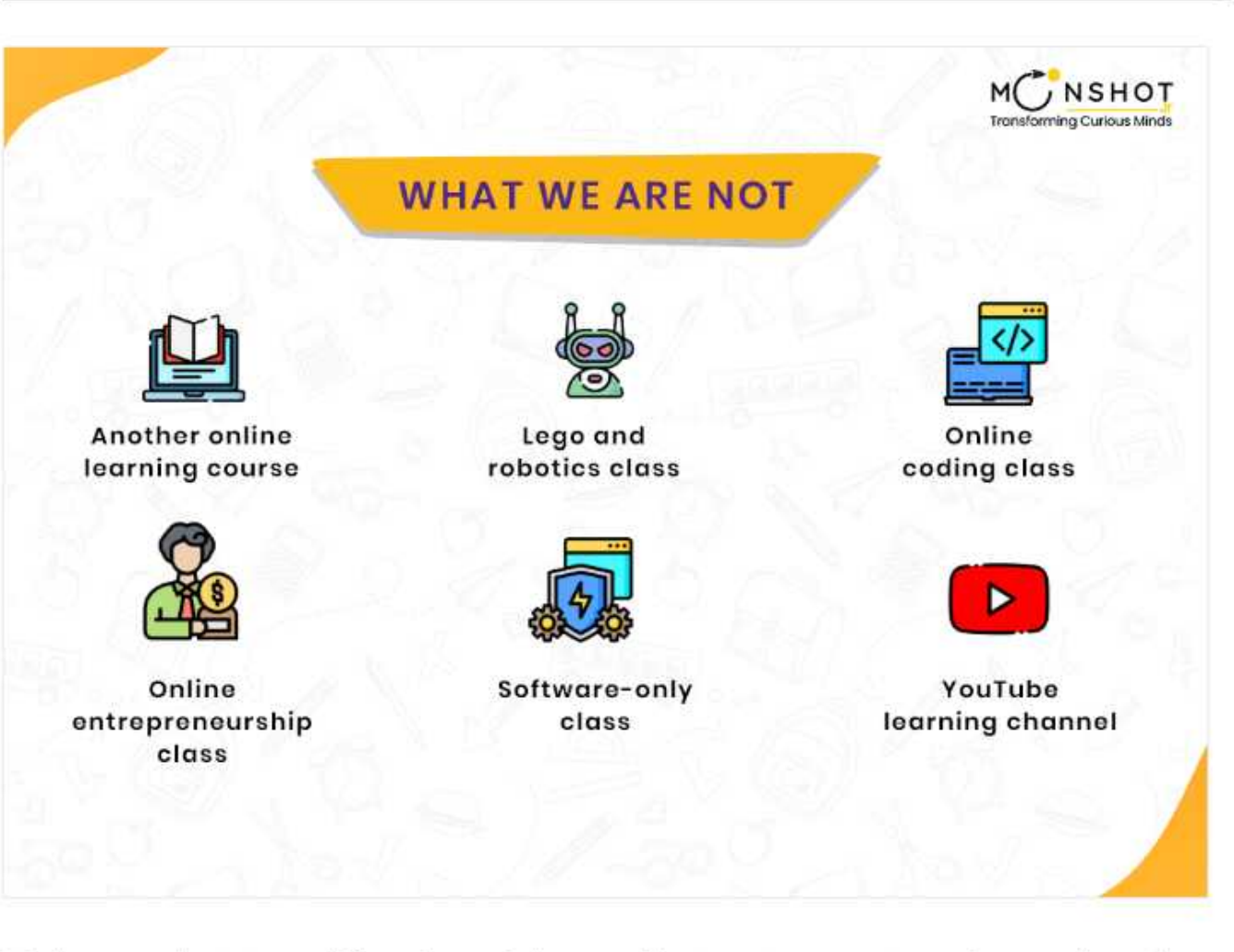
DIY Technology Kit — Ready to Launch on Kickstarter

Social Entrepreneur Project — Delivered a TEDx Talk session

DIY Embedded Kit & Environment-friendly bottles — Raised $8000+ on Kickstarter

Success Stories at Moonshot Jr
Watch later
Share
Funtastic Box

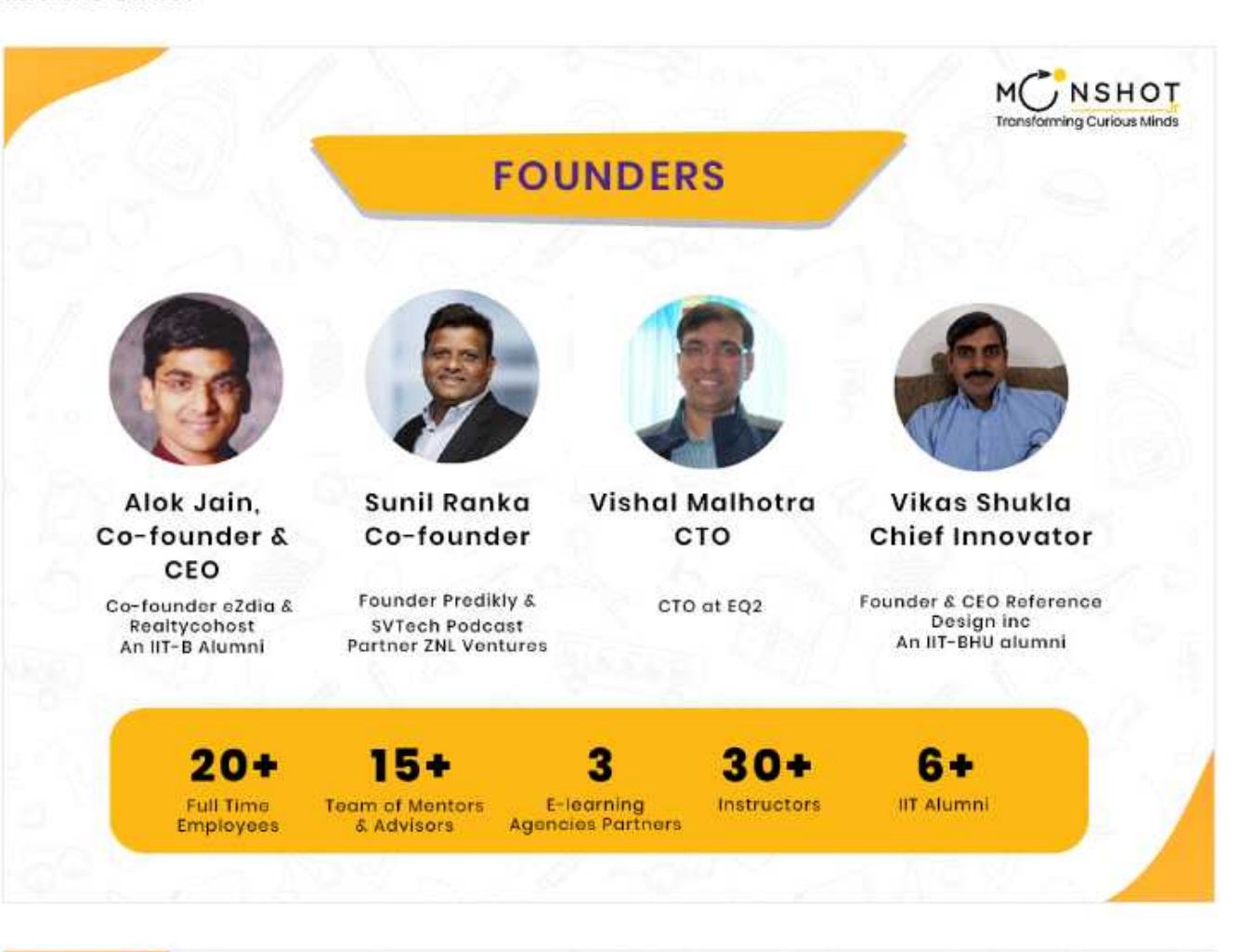
Testimonial from SANIA JAIN
Watch later
Share



WHAT WE ARE NOT

Another online learning course
Lego and robotics class
Online coding class
Online entrepreneurship class
Software-only class
YouTube learning channel

We have a robust team of founders, advisors, subject-matter experts, and counselors along with a growing team of 20+ full-time employees. Our founders are industry leaders who have built multiple successful companies. Our team boasts of professionals and instructors across various verticals and countries. Currently, we serve students in 9 countries in various parts of the world including the U.S., the U.K., Netherlands, Ireland, Iraq, Canada, and the U.A.E.



FOUNDERS

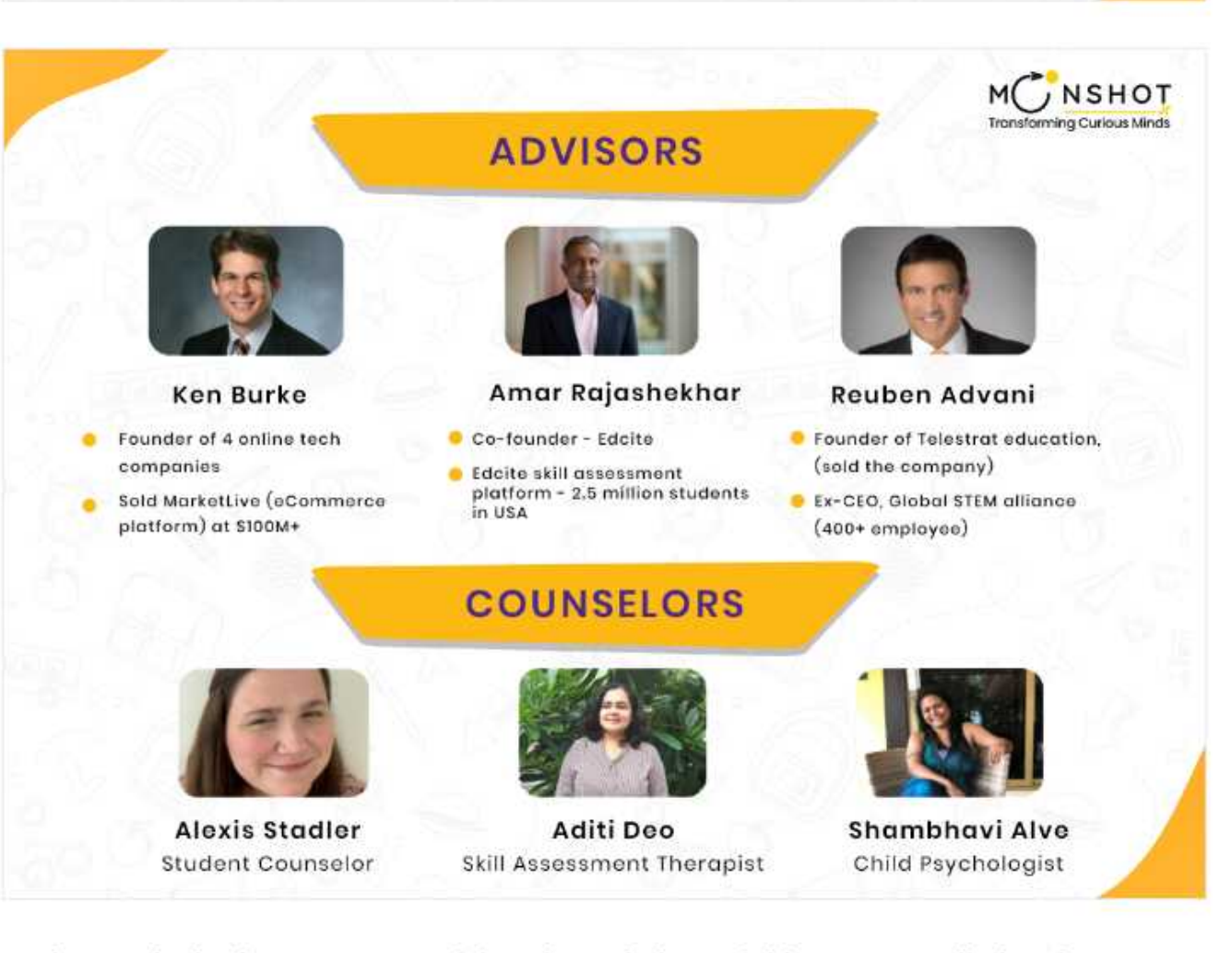
Alok Jain, Co-founder & CEO — Co-founder eZdia & Realtycohost, An IIT-B Alumni

Sunil Ranka, Co-founder — Founder Predikly & SVTech Podcast, Partner ZNL Ventures

Vishal Malhotra, CTO — CTO at EQ2

Vikas Shukla, Chief Innovator — Founder & CEO Reference Design inc, An IIT-BHU alumni

20+ Full Time Employees | 15+ Team of Mentors & Advisors | 3 E-learning Agencies Partners | 30+ Instructors | 6+ IIT 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)

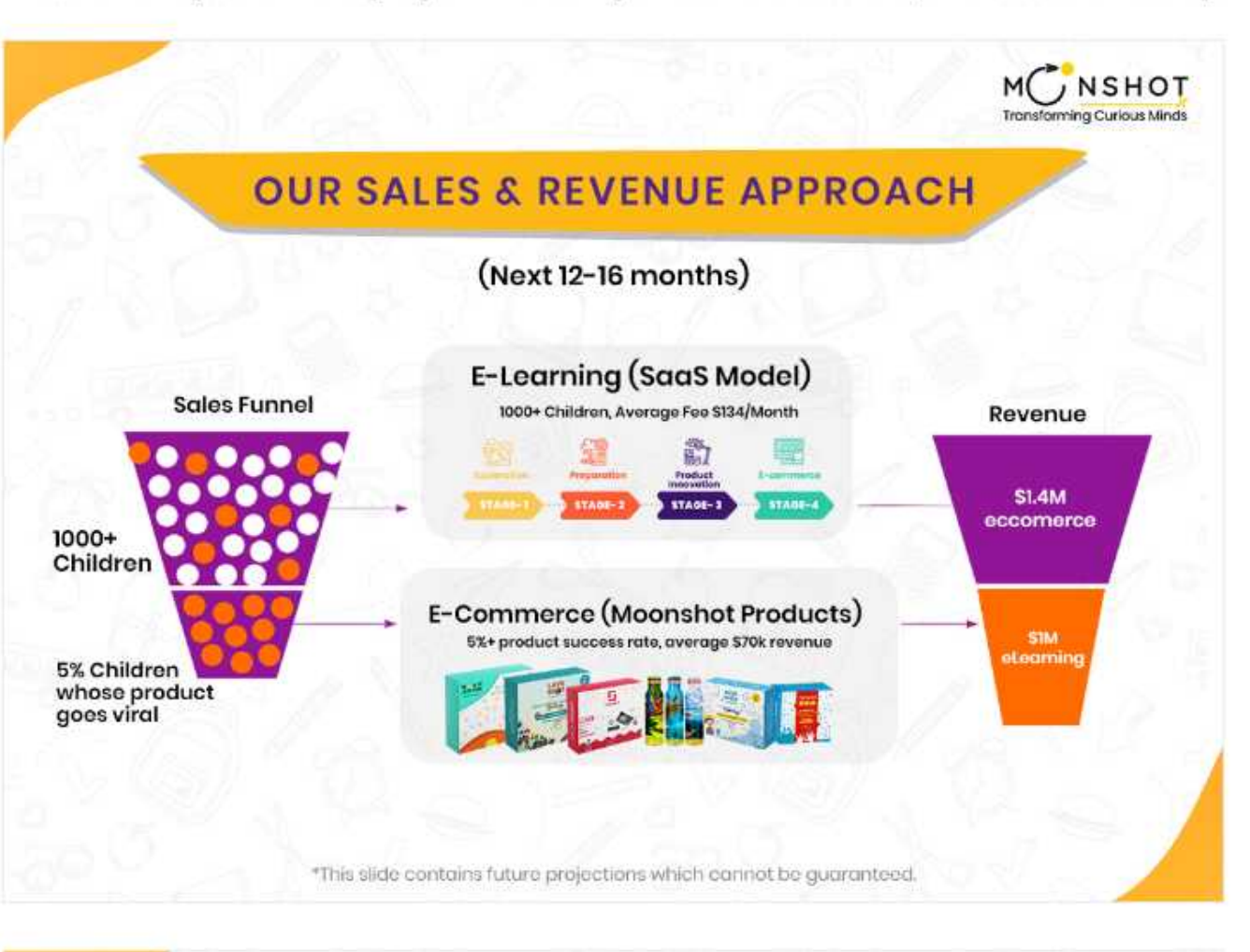
COUNSELORS

Alexis Stadler Student Counselor

Aditi Deo Skill Assessment Therapist

Shambhavi Alve Child Psychologist

We have a dual sales-revenue model as shown below. Children are enrolled in the program in two offerings within the program including one-on-one sessions, and classroom set-up.



OUR SALES & REVENUE APPROACH

(Next 12-16 months)

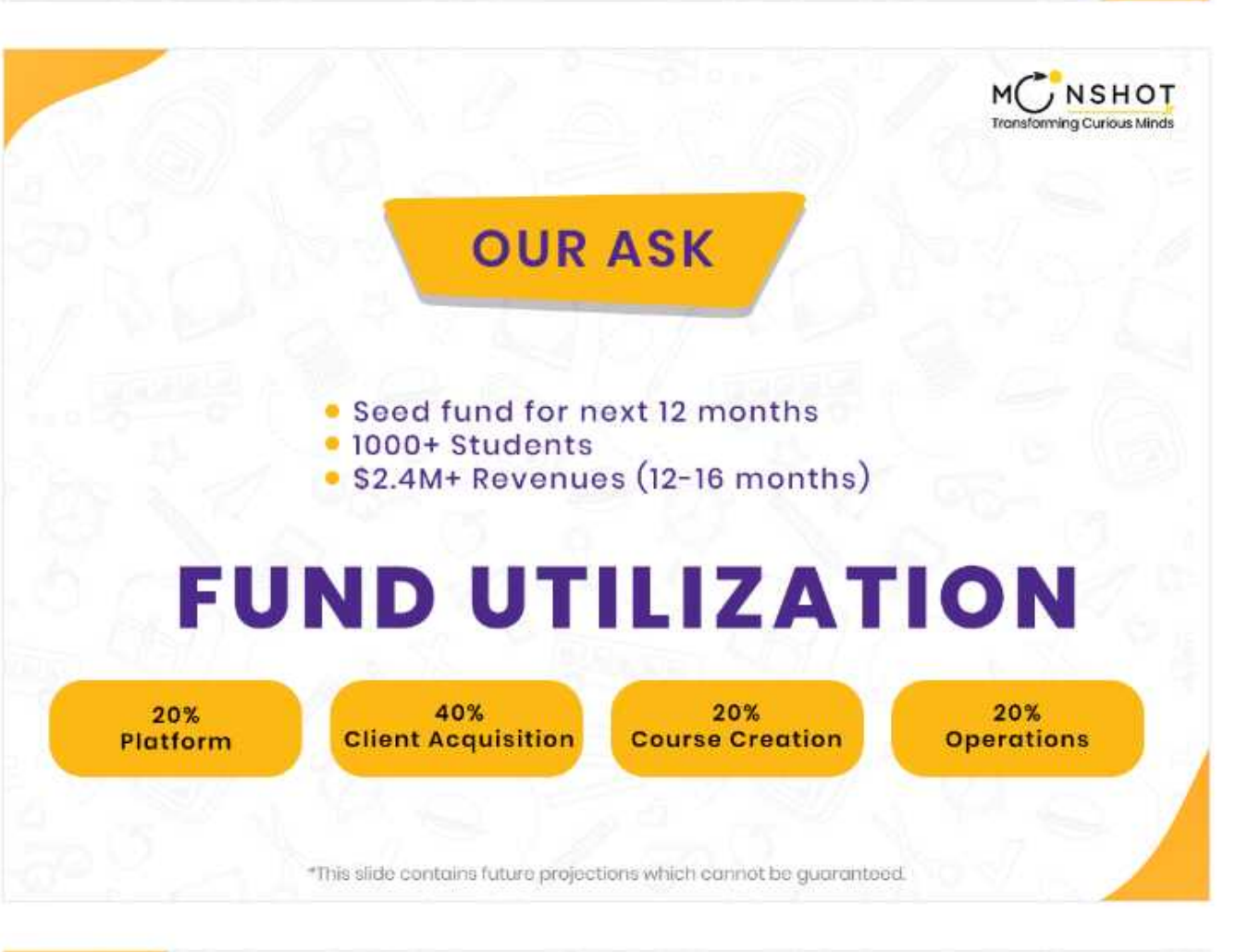
Sales Funnel: 1000+ Children; 5% Children whose product goes viral

E-Learning (SaaS Model): 1000+ Children, Average Fee $134/Month

E-Commerce (Moonshot Products): 5%+ product success rate, average $70k revenue

Revenue: $1.4M ecommerce; $1M eLearning

*This slide contains future projections which cannot be guaranteed.



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

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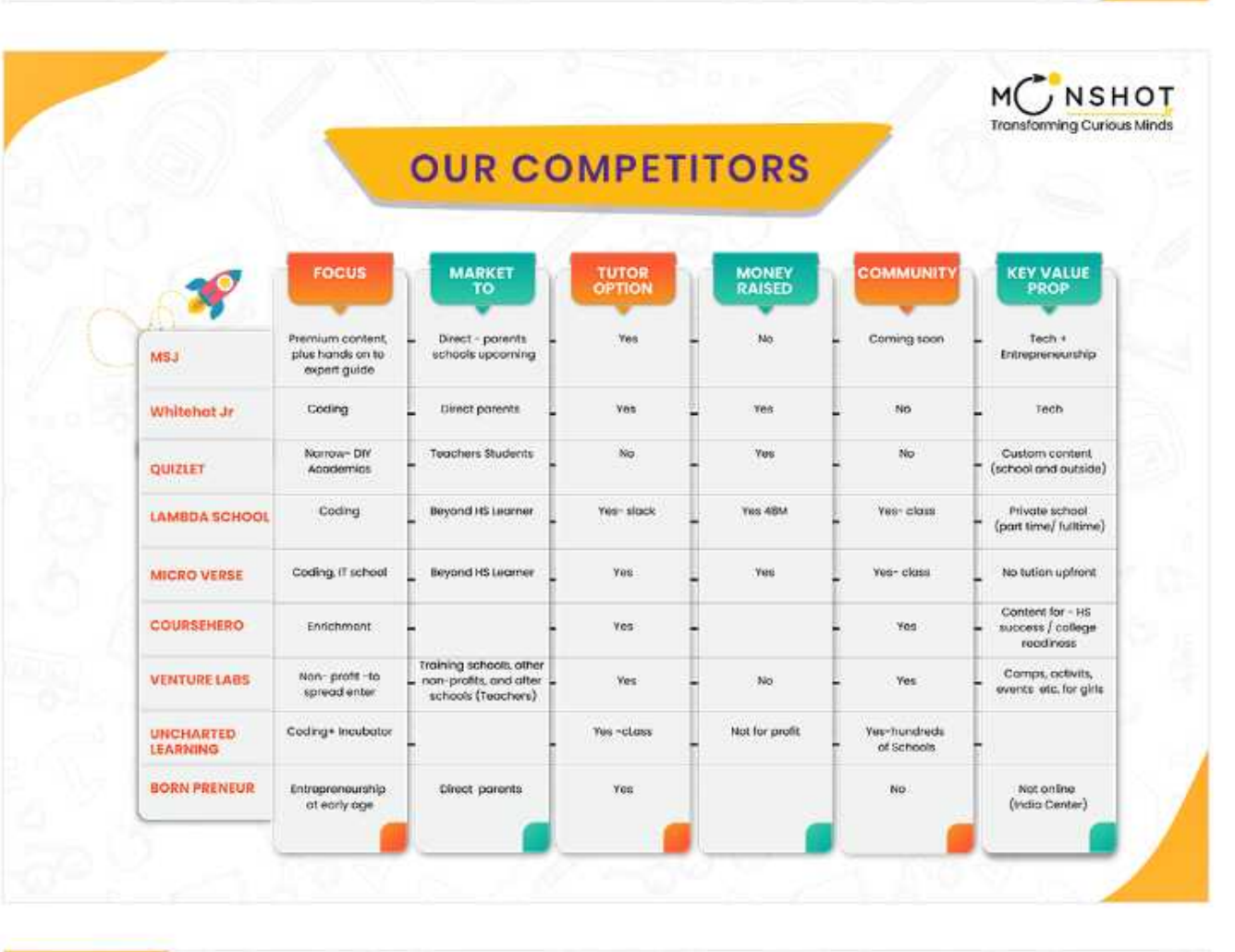
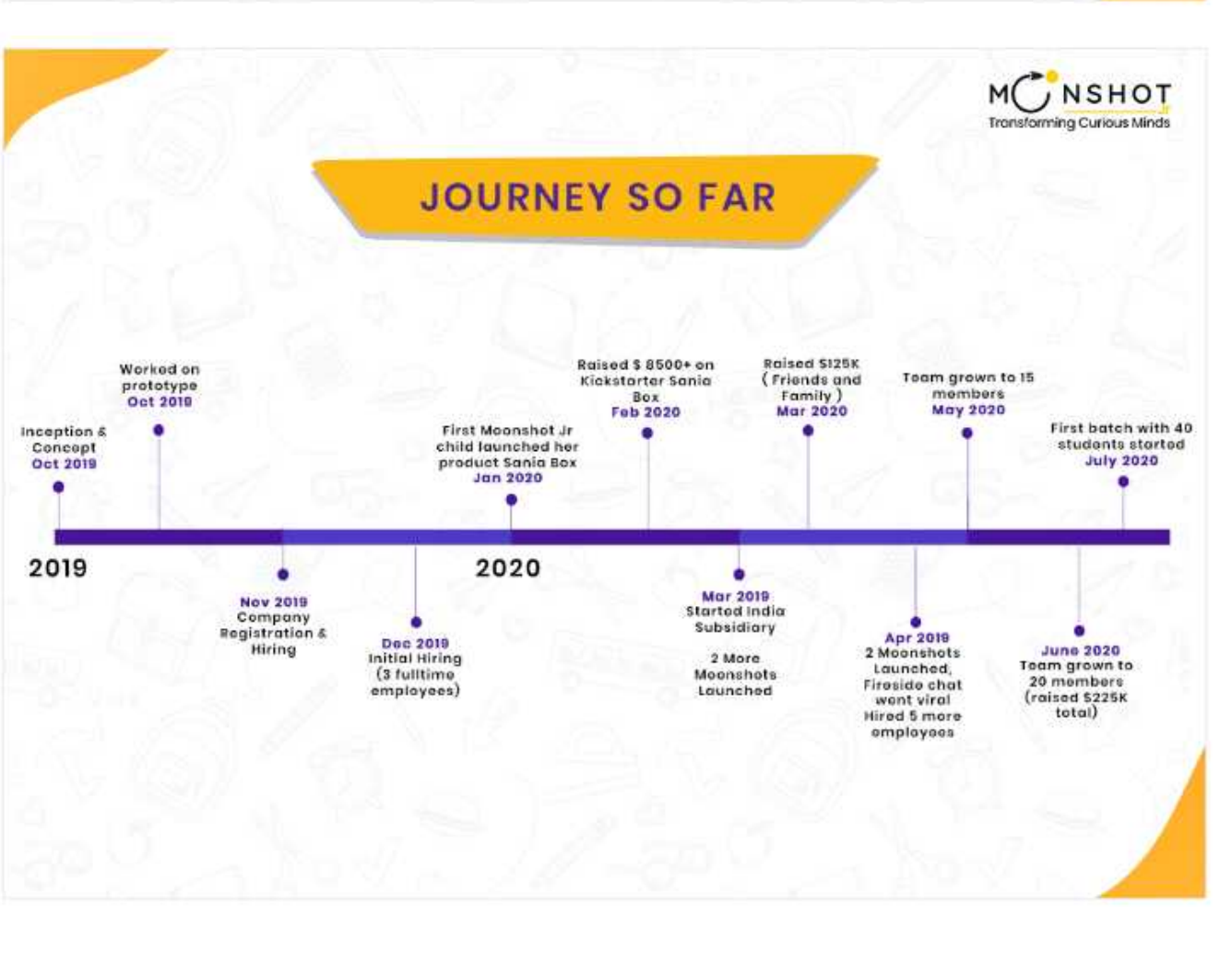


OUR COMPETITORS

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



JOURNEY SO FAR

2019
- Inception & Concept Oct 2019
- Worked on prototype Oct 2019
- Nov 2019 Company Registration & Hiring
- Dec 2019 Initial Hiring (3 fulltime employees)

2020
- First Moonshot Jr child launched her product Sania Box Jan 2020
- Raised $ 8500+ on Kickstarter Sania Box Feb 2020
- Mar 2019 Started India Subsidiary; 2 More Moonshots Launched
- Raised $125K (Friends and Family) Mar 2020
- Apr 2019 2 Moonshots Launched, Fireside chat went viral, Hired 5 more employees
- Team grown to 15 members May 2020
- June 2020 Team grown to 20 members (raised $225K total)
- First batch with 40 students started July 2020

Investor Q&A

– COLLAPSE ALL

What does your company do?

Moonshot Jr is redefining the way young minds learn, absorb knowledge, and apply the same. Our goal is to equip every inquisitive kid capable of innovating or leading a change with the right set of knowledge and tools. Through our patent-pending SaaS-based Product 1st (outcome-focused) learning model, we aim to nurture the hidden talent of children, inspire interest in STEAM and Entrepreneurship, and help make them ready for college admission and future of workforce.

Where will your company be in 5 years?

In five years, we hope to be at: Revenue: $30M+ 250+ employees globally 15,000 students 500-1000 new products launched by our students trained for own businesses B2B - Serving our teaching methodology to many after schools, charter schools, private schools, with a possible franchisee model. Stretch Goal: We will have a database on student learning pattern, able to guide them for college, reduce drop-off rate. These projections cannot be guaranteed.

Why did you choose this idea?

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.

What are your findings to address the same?

The need to adapt, innovate, and to succeed in the future workforce and gig economies is not addressed at all. The one-size-fits-all model in schools and online education system does not help the children to nurture individual interests and aptitude.

How is Moonshot Jr different from the ocean of educational platforms?

In recent years, a spike in tuition fees, the number of students dropping out of colleges, and parents/students failing to clear student loans has been observed. Unlike other platforms that are just imparting knowledge, we aim at providing hands-on-experience to the kid in terms of innovating or entrepreneurship. A student that might never be able to attend college, but Moonshot Jr's 4-step process will nurture their inner talent and help them establish themselves as an innovator or entrepreneur or both.

How do you acquire new users?

Moonshot Jr has been driving users to its platform through organic mediums like word-of-mouth, viral marketing (several of our videos has 10,000s of views), and paid media. During our program, students create several articles, videos & products which help them building authority and also help in MoonshotJr's branding & lead gen. We also have a well-fuelled team of sales and also get conversions from advertisements and promotions.

Do you have any success stories?

- Sania (13yrs) raised $8000 on Kickstarter for her Sania Box (presently selling on Amazon and more: tinyurl.com/saniabox).
- Our budding entrepreneurs and creator of Funtastic Box- Samvi, was invited to speak on the TEDx platform (https://tinyurl.com/ybqcmd57).

These are just a few gems from our kitty. We have quite a few names on our list of success stories to prove that we are going in the right direction (tinyurl.com/aquashot).