



Transforming Curious Minds

Serving B2C Customers in 12 Countries
A Silicon Valley Company
EdTech, Ecommerce

Alok Jain – Founder & CEO

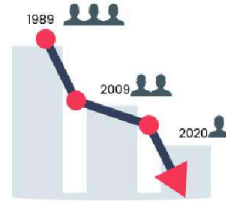
www.moonshotjr.com

Where Do We All Stand



9% of full-time jobs by 2030

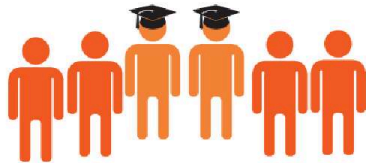
(A possible scenario: PwC)



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



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

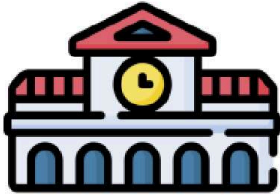


1.2 million students drop out of school every year
(Source)



H1 2020 eCommerce Growth 30.1%
(vs. H1 2019 12.7%)
(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

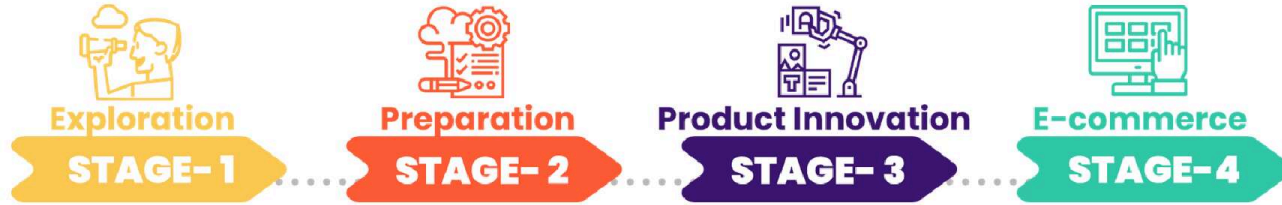
Not catering to students, based on their intellect level in online/classroom learning



Future

Not preparing for future jobs, gig economies/ Entrepreneurship & eCommerce

Our Approach (10-17 yrs old)



Moonshot Jr has paying customers in over **12 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

Early Introduction to Product Building Experience

Differential teaching methodology

Hands-on Entrepreneurship



- 1:1 Sessions
- Group Sessions (varied demography in each session: Children from 12+ countries)
- Webinars
- Interaction with Industry leaders
- Classroom/group: Kids with similar learning pace are put together for maximum benefit



Perfecting the online classroom model



- Every child gets attention needed
- 2-teacher concept (teacher + observer/data collector)
- Monitoring every child's performance closely



Outcome Post Transformation of Mind (in last 6 months)

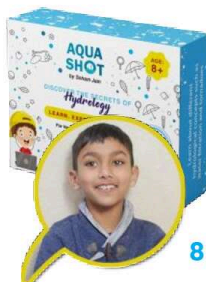
DIY Science Experiment Kit



11 yrs

Science Experiment

DIY Science Experiment Kit



8 yrs

Became an Entrepreneur

DIY Embedded Kit



13 yrs

Raised \$8000+ on Kickstarter

Environment-friendly bottles



15 yrs

Ready to Launch on

Social Entrepreneur Project



13 yrs

Invited for a Tedx Talk



Early introduction to failure



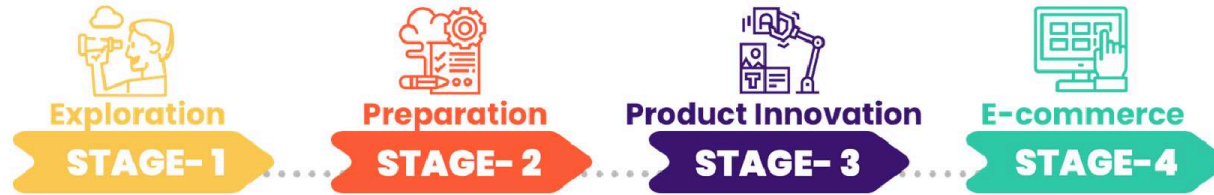
Early Introduction to practical finance (P/L)



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



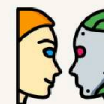
Attention Span



Comprehensive skills



Coding skills



Futuristic Thinking

Pricing

B2C

B2B

Classroom Plan (<\$4/hr)



\$69

student / per month

4 hours instructor led classroom sessions

4 hours e-Learning videos

Access to 8 group sessions with Industry Experts

Access to 4 hours live video creation, e-commerce, marketing, finance sessions and more

Unlimited access to video and course library

1:1 (Pvt) Plan (<\$7/hr)



\$119

student / per month

4 hours 1:1 sessions

4 hours e-Learning videos

Access to 8 group sessions with Industry Experts

Access to 4 hours live video creation, e-commerce, marketing, finance sessions and more

Unlimited access to video and course library

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 – 25+ 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



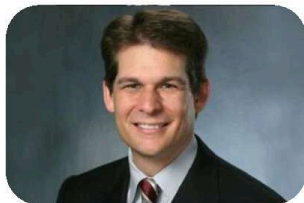
Soumy P
In-house media Lead



Parth Choksi
Entrepreneur with
multiple ventures
An IIT-B alumni

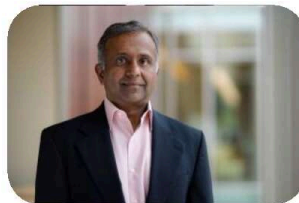


Advisors



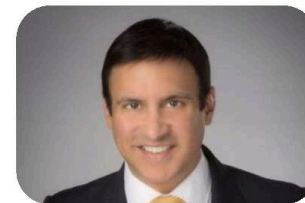
Ken Burke

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



Amar Rajashekhar

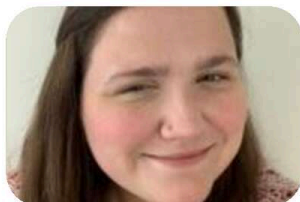
- Co-founder - Edcite
- Edcite skill assessment platform - 2.5 million students in USA



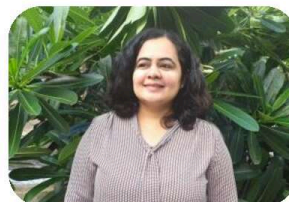
Reuben Advani

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

Consultants



Alexis Stadler
Student Counselor



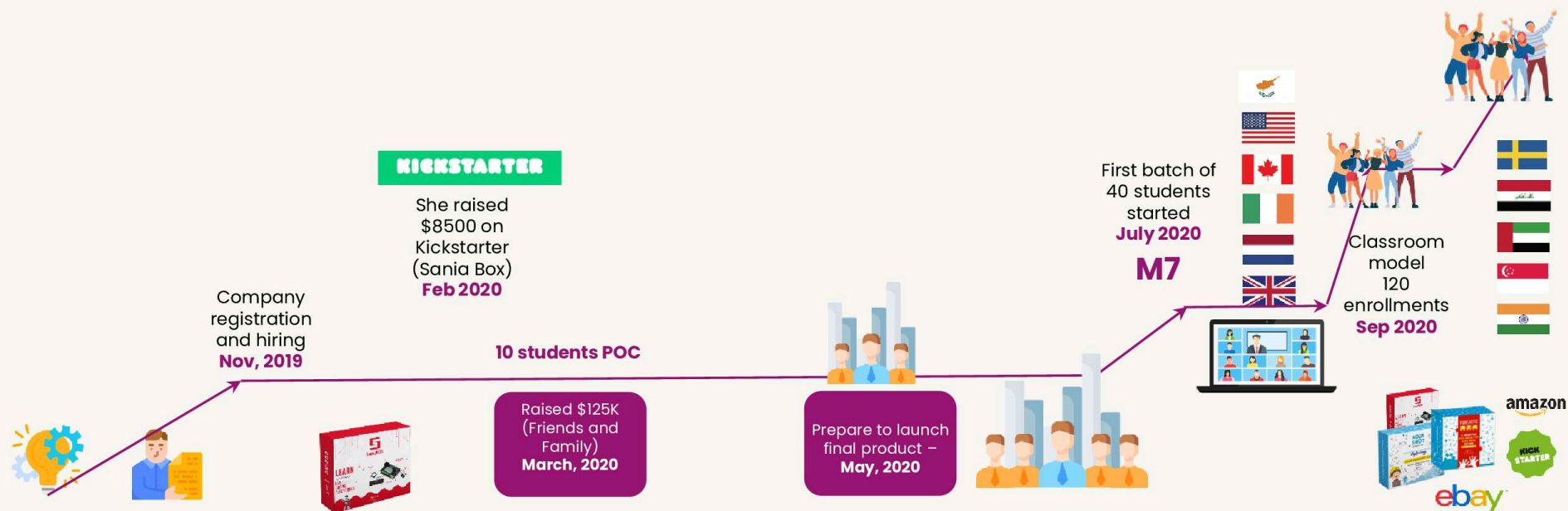
Aditi Deo
Skill Assessment Therapist



Shambhavi Alve
Child Psychologist

Journey So Far

200+ students
Oct, 2020
(100+ enrollment/m)



Inception & Concept Oct, 2019

Worked on prototype Nov, 2019

First Moonshot Jr student launched her product Sania Box Jan, 2020

10 prototype students – 2 more products launched March, 2020

2 Moonshots launched, Fireside chat went viral Apr, 2020

Team grown to 15 May, 2020

Team grown to 20+ (raised \$225k total) June, 2020

Team grown to 25+ (raised \$260k total) August, 2020

Several Moonshots Launched

M0

M1

M2

M3

M4

M5

M6

M8

M9

Our Ask

\$500K

Seed fund for next 12 months

Fund Utilization

20%
Platform

40%
Client Acquisition

20%
Course Creation

20
% Operations

Outcome

- 1000+ Students
- \$2.4M+ Revenues (12-16 months)

Thank You
alok.j@moonshotjr.com



www.moonshotjr.com

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 Y 1-2) |
| Effective TAM MSJ Y1-2 | | | | | | \$204.37M |
| Effective TAM MSJ Y3-5 | | | | | \$877.5M | |

What We Are NOT



Another online
learning course



Lego and
robotics class



Online
coding class



Online
entrepreneurship class



Software-only
class



YouTube
learning channel

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 |
|---------------------------|--|---|--------------|----------------|-------------------------|--|
| 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) |