

Invest in Moonshot Junior, Inc

Fastest growing tech-entrepreneurship education for kids in 13 countries

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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



[ABOUT](#)

[UPDATES¹⁵](#)

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[ASK A QUESTION²](#)

Why you may want to invest in us...

- 1 Global footprint in 13 countries (SaaS program). Several of our customers invested in us.
- 2 Over 50% month over month topline revenue growth (soon to surpass \$50K+ monthly GMV/revenue).
- 3 2nd position in UnicornBattle by Startup.Network, California chapter (tinyurl.com/yybyemhe).
- 4 The founding team built multiple successful businesses in Silicon Valley and more.
- 5 Democratizing cutting edge education by perfecting instructor-led virtual classroom model
- 6 Unique business model, leveraging Edtech & eCommerce via product 1st approach
- 7 We produced young TEDx speakers. Young entrepreneurs selling products on Amazon, Kickstarter, eBay
- 8 Not Convinced? Get 1st hand experience of Innovator Program, 2 weeks FREE Trial tinyurl.com/msjtrial

Why investors ❤️ us

WE'VE RAISED \$325,161 SINCE OUR FOUNDING



Being in the Edtech & HRTech space for over a decade, founding a multi-million-dollar company with over 500 employees and as an investor to several others. Aspiring Minds build a B2C business touching over a million students annually and engaged with over 2000 corporate customers including 100+ fortune 500 companies. Aspiring Minds' flagship skill assessment product AMCAT has helped million students and job seekers.

The rate of change in the world is accelerating changing the nature of work, making new skills and capabilities in high demand. I believe the Edtech space is going to disrupt many times over in the coming decade and would be led

... [read more](#)

Himanshu Aggarwal Co-founder and CEO of Aspiring Minds a Global EdTech company recently acquired by SHL Group

LEAD INVESTOR INVESTING \$30,000 THIS ROUND & \$20,000 PREVIOUSLY



Because I like the idea of motivating, and providing resources to children, early in life, to be innovative and entrepreneurial.

March Bhacin

First Edition



I believe in the company!!
Priyanka Sharma

SEE MORE

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 Stopkhaj 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
Advisor-Sales
Director of Operations, Now Inc.



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



In the news



Downloads

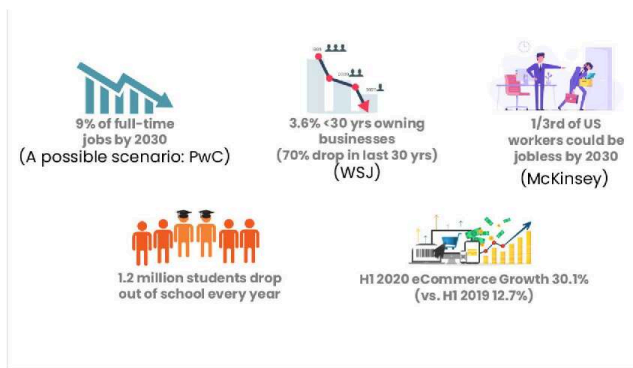
[Moonshotjr Pitch V9 Ed.pdf](#)

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.

Where Do We All Stand

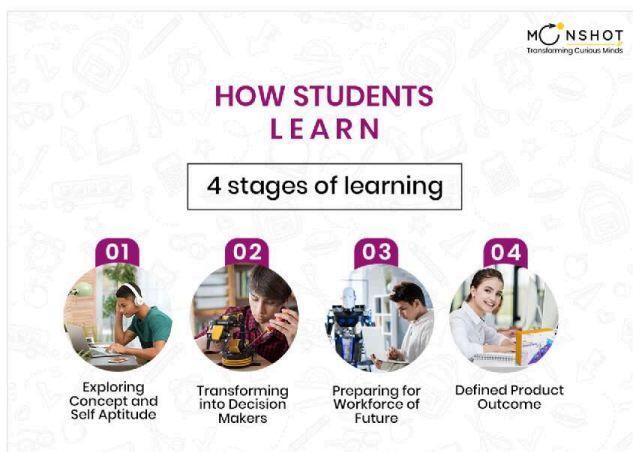




They also noticed that the current ecosystem is not supporting a holistic approach to learning especially when the workforce of the future is set to be dominated by automation and artificial intelligence.



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.



- 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. In this stage, the students are evaluated after every session to understand their interests, likes, and dislikes.
- 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



/b6doebag8d

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

All You Need to know about INNOVATOR PROGRAM

All You Need TO KNOW ABOUT INNOVATOR PROGRAM

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

So, what is the outcome of this elaborate program?

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

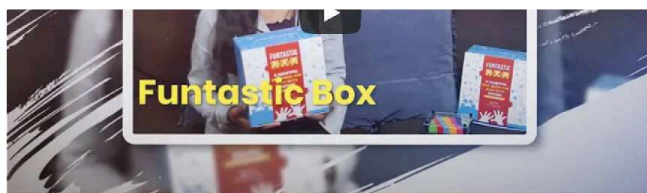


360°-marketing Courses
From Video editing to SEO, we have everything covered under one-time, on-demand sessions



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





MCNSHOT
Transforming Curious Minds

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.

MCNSHOT
Transforming Curious Minds

FOUNDERS

Alok Jain,
Co-founder & CEO

Co-founder eZdie & Realitycohost
An IIT-B Alumni

Sunil Ranka
Co-founder

Founder Proditly & 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

MCNSHOT
Transforming Curious Minds

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)

COUNSELLORS



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 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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	FOCUS	MARKET TO	TUTOR OPTION	MONEY RAISED	COMMUNITY	KEY VALUE PROP.
MSJ	Practical content, plus hands-on to expert guide	Direct 1:1 parents (school upcoming)	Yes	No	Coming soon	Tech + Entrepreneurship
Whitehat Jr	Coding	Direct parents	Yes	Yes	No	Tech
QUIZLET	Academic - Q&A	Teachers/Students	No	Yes	No	Custom content (school and outside)
LAMBDA SCHOOL	Coding	Beyond HS learner	Yes - stock	Yes - debt	Yes - class	Private school (part time/ fulltime)
MICROVERSE	Coding - IT school	Beyond HS learner	Yes	Yes	Yes - class	No tuition upfront
COURSENERO	Enrichment		Yes		Yes	Content for 1st success / college readiness
VENTURE LABS	Non-profit - to launch enter	Training schools, other non-profits, and other schools (Teachers)	Yes	No	Yes	Content, activities, 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)



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, finished first week sale Apr. 2020	Team grown to 6 May, 2020	Team grown to 20+ (total) \$125k total June, 2020	Team grown to 24+ (total) \$25k total August, 2020	Several Moonshots launched
M0	M1	M2	M3	M4	M5	M6	M8	M9

Investor Q&A

What does your company do? ▾

~ COLLAPSE ALL

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 Moonshot Jr'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 Fantastic 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).

Are you a product factory? If yes, why not do that alone? ▾

Though we don't claim to be a product factory, it's an eventual outcome (especially when we claim to offer a product-first education). Our students have done several successful products (Triple adjustable power supply <https://tinyurl.com/y2ay94p>), tinyurl.com/y9xqfda tinyurl.com/saniabox, tinyurl.com/aquashot, tinyurl.com/mssaniabox, Soldering Practice Kit <https://tinyurl.com/y4snppv8>

For each successful product, you need to have 9-19 failures. In our model parents pay for these products and don't regret even if the launches aren't successful as their child takes away the unique learning through our program.

How are you ahead of other Edtech companies? ▾

We're perfecting the classroom model, which has never been done before. Tech like zoom

gives power to teach instructor-led courses for up to 15 kids at a time. We are building tools on top of it so we can monitor each child in the class. Even in the classroom model, we'll like to give 1:1 attention with 2 teacher presence in every class (one as a teacher and another as data collector/observer).



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