



Building future Entrepreneurs & Innovators

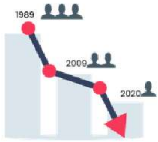
Alok Jain – Founder & CEO

A Silicon Valley EdTech Company

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](#))

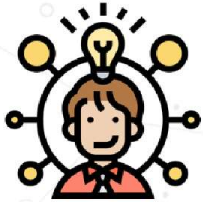


1.2 million students drop out of school every year ([Source](#))

- Future of work is changing & current education system is not keeping up
- Number of young people starting businesses going down significantly
- Students don't realize their passion till university or even later
- One-size -fits-all education is not helping

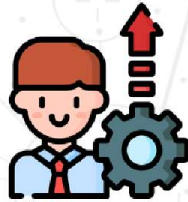
Moonshot Jr (10-17 yrs old)

Outcome Focused Holistic Education



Explore - Identify
Interest - Create -
Sell

Multi-tier Curriculum



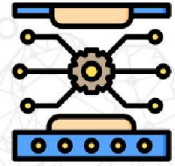
Life Skills

Video Creation
Basic Finance
Online Marketing
Art etc.



Hands-on/
Fun Learning

Games
Hardware Kits



Entrepreneurship
Training

Learn from industry leaders
eCommerce

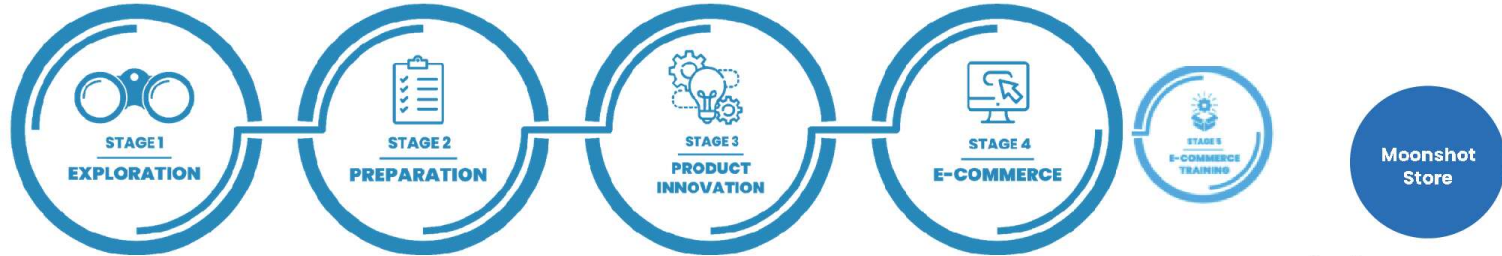
amazon

ebay

Our Current Programs (10-17 yrs old)

Innovator Program (Tier1 12 months SaaS program)

Multi-Year Multi-Tier Program



Continuous ecommerce training and support

Duration	3 Months (\$99/month)	3 Months (\$99/month)	3 Months (\$149/month)	3 Months (\$149/month)
Fee (if paid in advance)	\$249	\$249	\$349	\$349
Outcome	Child's Interest Identification	Expertise in chosen area	Innovate & Prototype	Learn Ecommerce & Launch product



Innovator Program Teams (12-36 months)

Work in teams, co-innovate, co-manage (Conceptualizing stage)

Social Innovator Program (12-36 months)

Address Social Problems, conceptualize and execute to bring change (Conceptualizing stage)

Products created by our students

Where We Are (in our 1st year)



60+ SaaS (B2C) students
enrolling/month

2 B2B2C Customers



11 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- \$11.8B/CAGR 25%

TAM : \$2B+ (9 Countries)

Success Stories

DIY Science Experiment Kit

Launch : Sep'20
Sold : 40 boxes



8 yrs

Became an Entrepreneur at 8

DIY Embedded Kit

Launch : Jun'20
Sold : 100+ boxes



13 yrs

Raised \$8000+ on Kickstarter

Environment-friendly bottles

Launch : Oct'20
Sold : 60 bottles



13 yrs

Ready to launch on Kickstarter

HydraBot

Social Entrepreneur Project



13 yrs

Invited for a Tedx Talk session

Game App Developer

Tambola - A Real Experience



20 yrs

Founder MQBit, Creator Tambola app



Early introduction to failure

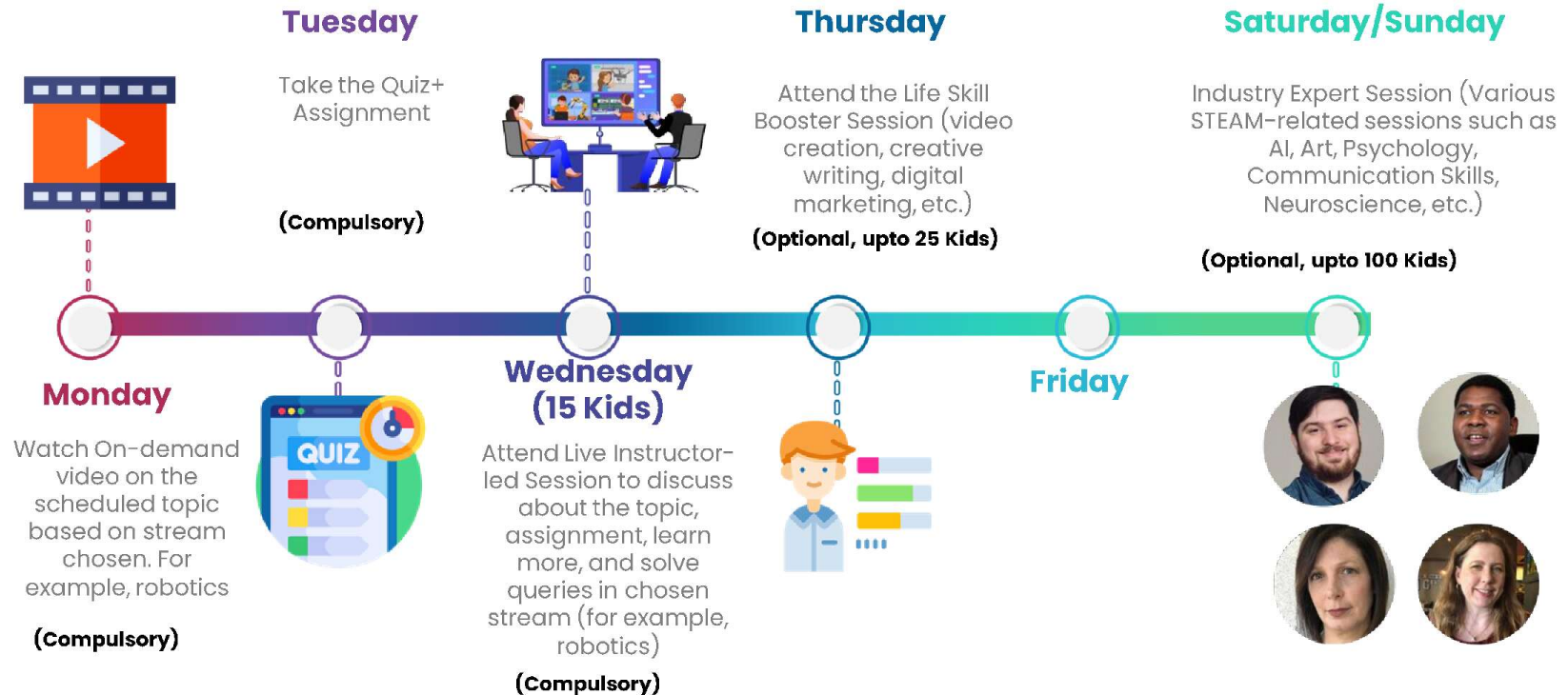


Early Introduction to practical finance (P/L)



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

Below is an example of a timeline for a student:



Pricing (SaaS)

Virtual Classroom

B2C



\$249/3 Months
(\$99/Month)

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

Private Learning

B2C



\$399/3 Months
(\$149/Month)

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

Enterprise (B2B2C)



Affiliate gets
\$80-\$100/Signup

Learning centers
Educational foundations
STEM franchise
Internal Schools 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**



35+ Employees

Key Executives



Hetal Sonpal (India)

- Sales Lead
- Tedx Speaker
- Past: Strategic Alliance, Intel | Strategic Sales Director LinkedIn



Ashutosh Jhureley (UK)

- eCommerce Lead
- eComm (20+ years exp)
- Past: Business Archtech
Dixons | Marks & Spencers



Tushar Mittal (India)

- Marketing Lead
- Co-founder Stopkhoj
- Past: 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



Amar Rajashekhar

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



Sunil Ranka

- Founder – Predikly
- Advisor & Investor MSJ

The Growth Pyramid



Market Leadership

Platform & community to build entrepreneurial mindset in youth

- Unlocking creativity
- 21st Century skill building
- Financial literacy
- Product based learning
- Support ecosystem
- Internship for youth



Growth

Content (course material)



Transition to Growth

Platform (100s of course delivered concurrently)



Product/Market Fit
Software and hardware products (IPs)

(Product recipes, Moonpreneur, Embedded learner kit etc.)



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



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

Fund Utilization

20%
Platform

20%
Operations

40%
StudentAcquisition

20%
Course Creation

Outcome

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

Thank You

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www.moonshotjr.com