MOONSHOT Jr
Transforming Curious Minds

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

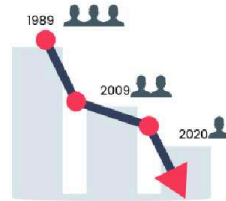**Alok Jain – Founder & CEO**

www.moonshotjr.com

Where Do We All Stand

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Transforming Curious Minds
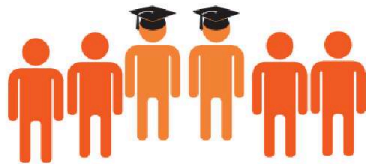
9% of full-time jobs by 2030
(A possible scenario: PwC)

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

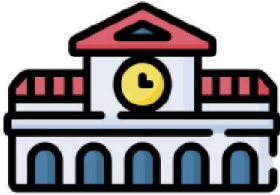**1/3rd of US workers could be jobless by 2030**
(McKinsey)

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

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

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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
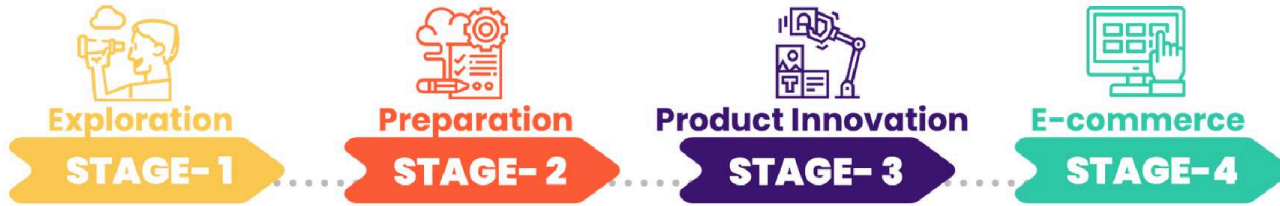
One-size-fits-all
Not catering to students, based on their intellect level in online/classroom learning

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

Our Approach (10-17 yrs old)

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Exploration	Preparation	Product Innovation	E-commerce
STAGE-1	STAGE-2	STAGE-3	STAGE-4

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

amazon   ebay   KICK STARTER

- 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)

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Transforming Curious Minds

DIY Science Experiment Kit	DIY Science Experiment Kit	DIY Embedded Kit	Environment-friendly bottles	DIY Technology Kit	Social Entrepreneur Project

11 yrs

Science Experiment

8 yrs

Became an Entrepreneur

13 yrs

Raised $8000+ on Kickstarter

15 yrs

Ready to Launch on

13 yrs

Invited for a Tedx Talk
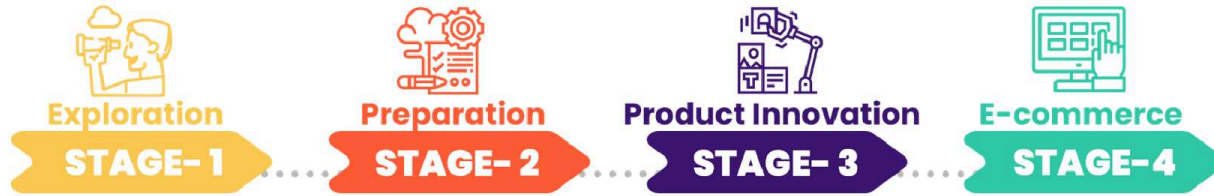
Early introduction to failure

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

Exploration
STAGE-1

Preparation
STAGE-2

Product Innovation
STAGE-3

E-commerce
STAGE-4

Collecting 50 + data points for AI/ML models

Relationship building skills

Socialization scale

Artistic skills

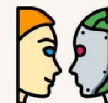Listening & Speaking skills

Financial Management skills

Attention Span

Comprehensive skills

Coding skills

Futuristic Thinking

Pricing

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)

Sales Funnel

1000+ Children

5% children whose product go viral

E-Learning (SaaS Model)

1000+ Children, Average Fee $134/Month

Exploration — STAGE-1
Preparation — STAGE-2
Product Innovation — STAGE-3
E-commerce — STAGE-4

E-Commerce (Moonshot Products)

5%+ product success rate, average $70k revenue

Revenue

$1.4M eLearning

$1M eCommerce

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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+	**15+**	**3**	**30+**	**6+**
Full Time Employees	Team of Mentors and Advisors	E-learning Agencies Partners	Instructors	IIT Alumni

Our Team - 25+ Fulltime & Growing

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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
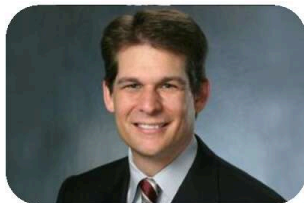4 Years with dev hub
ABG
An **IIT-B Alumni**

Soumy P
In-house media Lead

Parth Choksi
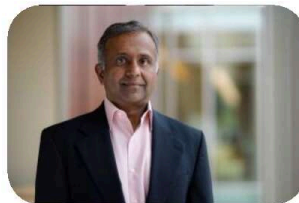Entrepreneur with
multiple ventures
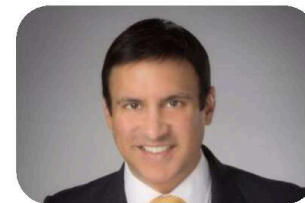An **IIT-B alumni**

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Advisors

Ken Burke

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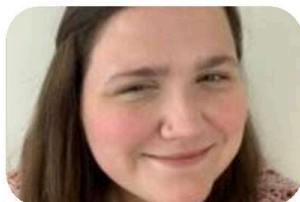
Amar Rajashekhar

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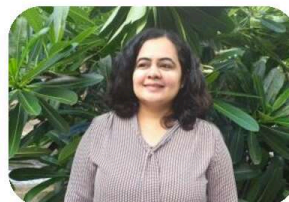- Edcite skill assessment platform - 2.5 million students in USA

Reuben Advani

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

Consultants

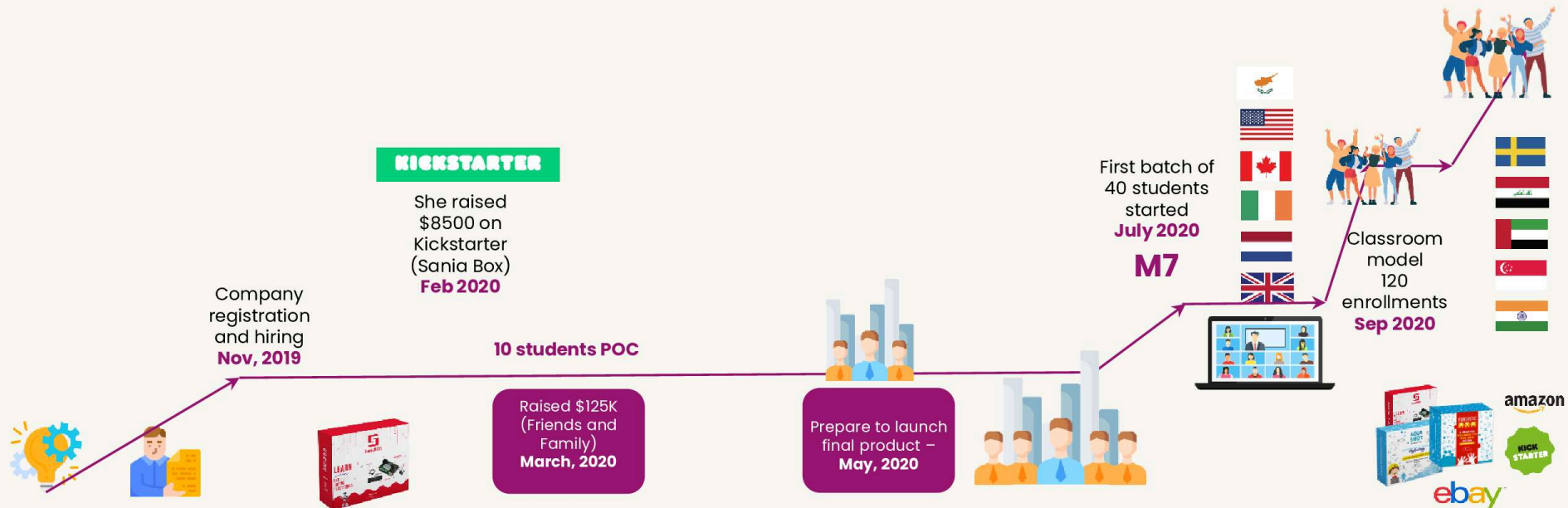**Alexis Stadler**
Student Counselor

Aditi Deo
Skill Assessment Therapist

Shambhavi Alve
Child Psychologist

Journey So Far

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

KICKSTARTER

She raised
$8500 on
Kickstarter
(Sania Box)
Feb 2020

First batch of
40 students
started
July 2020

M7

Company
registration
and hiring
Nov, 2019

10 students POC

Classroom
model
120
enrollments
Sep 2020

Raised $125K
(Friends and
Family)
March, 2020

Prepare to launch
final product –
May, 2020

amazon

ebay

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

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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

Using Internal & External Resources

External Marketing Network (organic)

- Instructors
- Parents
- Mentors
- Parent Webinars
- Parent Meetups

Media Content

- Educational Videos
- Expert Interviews
- Topical Videos

Competition Analysis

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	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 tution 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)