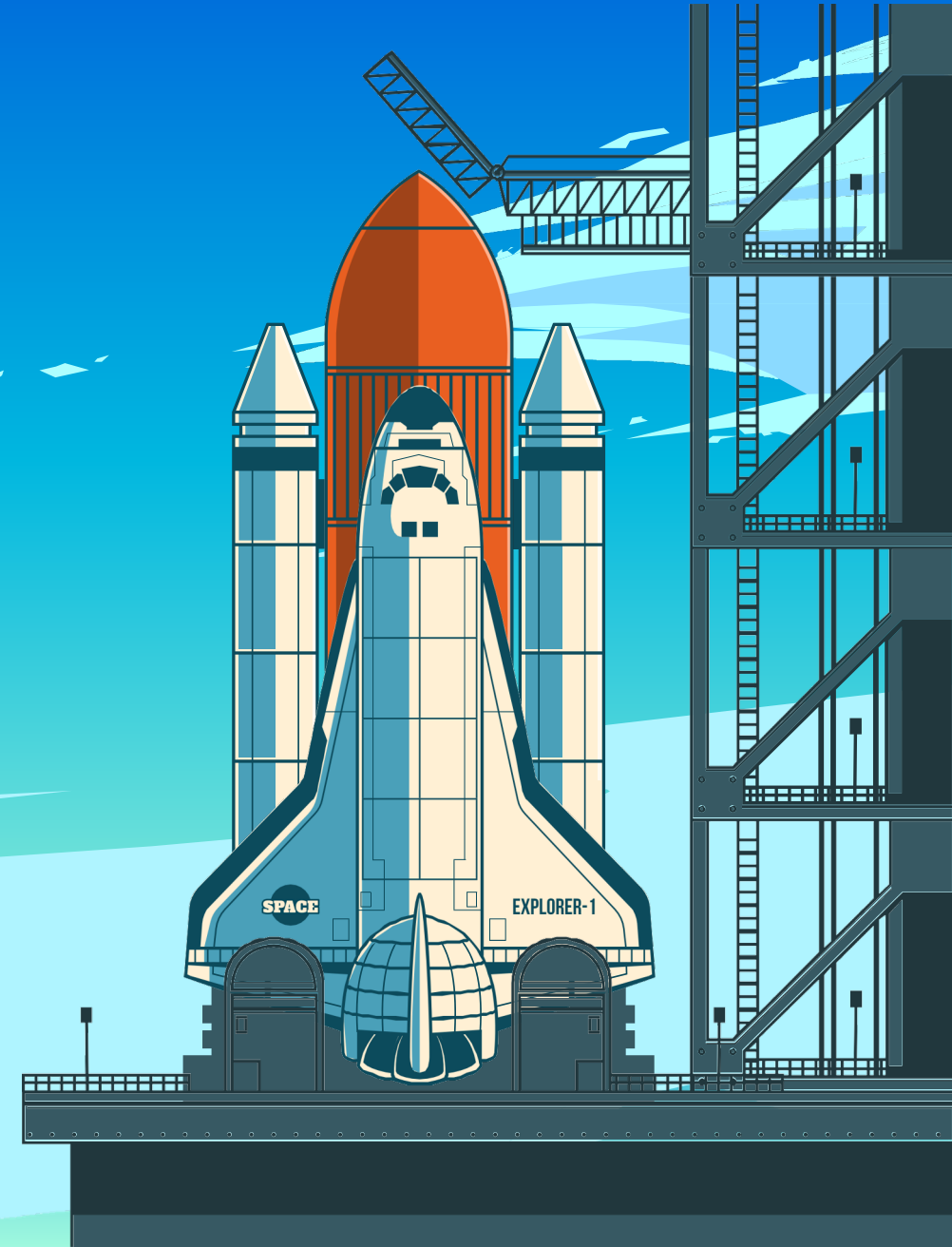


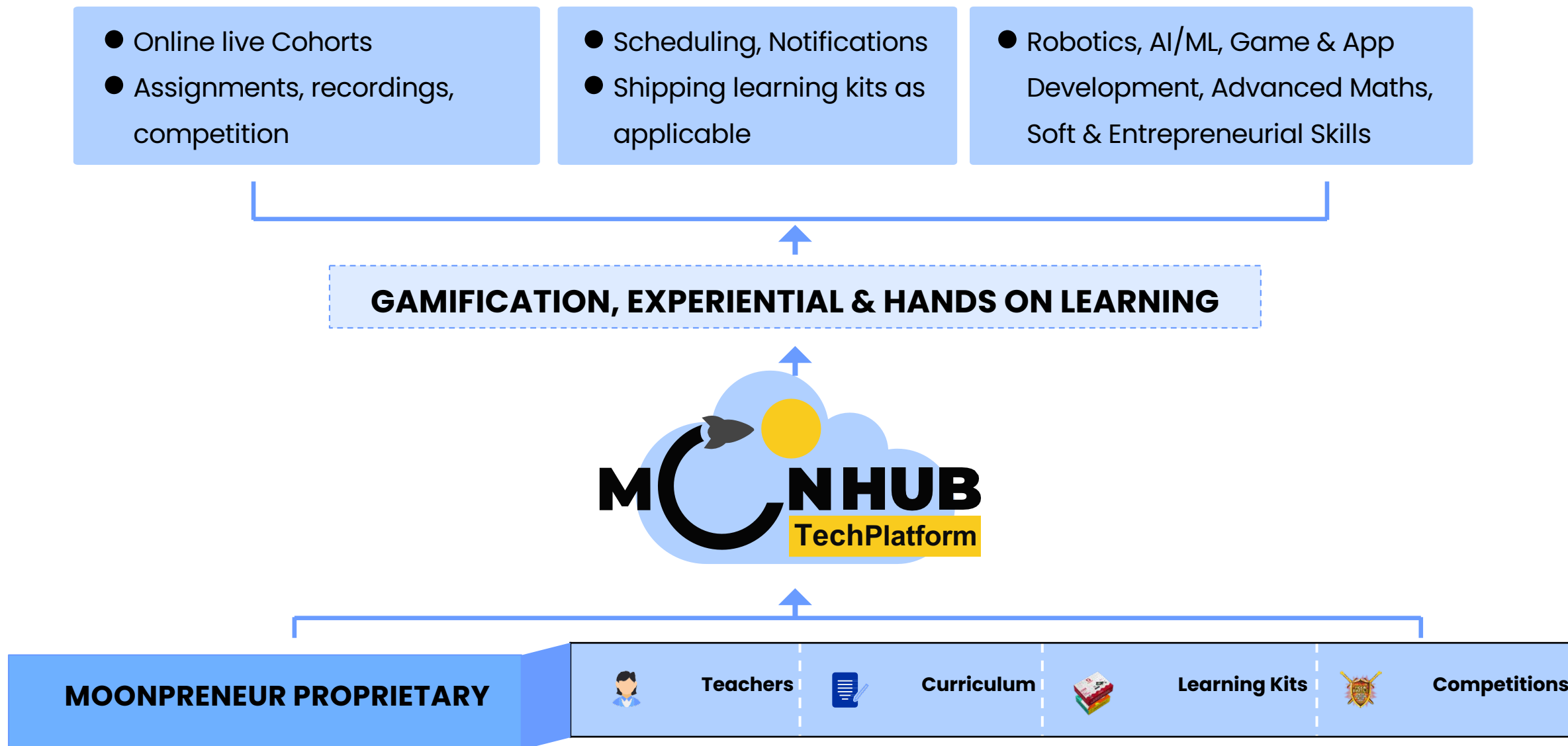


**A cutting-edge educational institute,
fostering innovation and entrepreneurship
in students aged 7-16, empowering them for
the future workforce.**

Seed – Equity Private Placement

Privileged & Confidential Document
from Moonshot Junior, Inc.





Where we are



● \$2.5M ARR

\$4M+ by end of 2024



● Cash flow positive by Q4-2024

(LTV : \$2500+, CAC <\$500)



● 2000+ students

(7-16yrs old, paying \$110+/month)

- 90% across USA
- Adding 150+/month & scaling

Team



Alok Jain, CEO (USA)

Cofounder/CEO, Moonpreneur
(Ex Cofounder/CEO eZdia &
Ex. Walmart/eBay. **An IIT-B Alumnus**)

[linkedin.com/in/alokkjain](https://www.linkedin.com/in/alokkjain)



Vikas Shukla Chief Innovation Officer, (USA)

Ex. CEO Reference Design. **An
IIT-BHU Alumni**

[linkedin.com/in/vikas-shukla-04326b6](https://www.linkedin.com/in/vikas-shukla-04326b6)



Vishal Malhotra COO/CTO (USA)

Ex. CTO at EQ2
Founder Computer Education
Franchise

[linkedin.com/in/vishal-malhotra-13939118](https://www.linkedin.com/in/vishal-malhotra-13939118)

**100+ full time team and 90%
are in India office**

MOONBATTLE CONFERENCE 2024

MILPITAS, CA

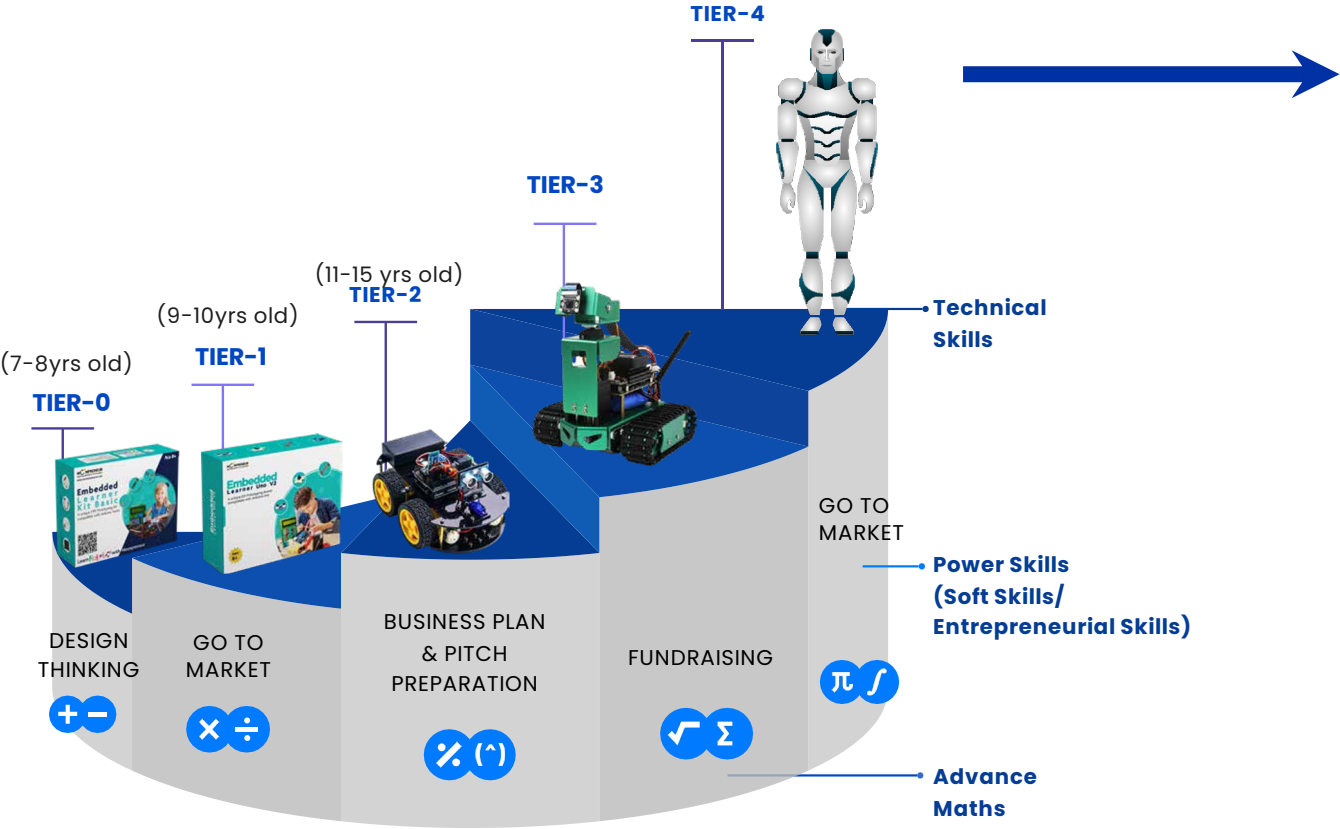


Our very first **Conference (April 21, 2024)** drew over **2,000 attendees (in person)**, including industry leaders, parents and students

More at: Moonbattle.com

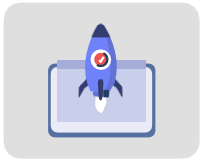
Innovator Programs (for 7-16yrs old)

Progressive multi year programs, achieving longer LTV

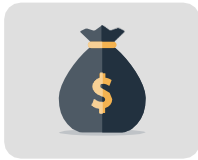


Cohorts – 1: Many Learning
(Low \$s, Highly Scalable)

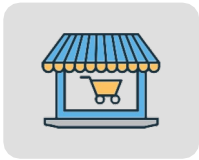
Pre Incubation – Building Startup



Prototyping



Crowdfunding



Go to Market

Custom – 1:1 Advanced Learning (Aspirational, High \$s)

Retention Rate	2024 (actual)	2025 Projected
Year 1 to Year 2	50%	65%
Year 2 to Year 3	40%	50%
Year 3 to Year 4	NA	30%
LTV (Months)	21 Months	28 Months
LTV \$s	\$2540	\$3120

Innovator Program (for 7-16yrs old)



Robotics, Apps, Coding, Advanced Maths, AI/ML etc.



• **Instructor led cohort based sessions**

The First Six Months

Contemporary Presentation Skills

- Graphics Design
- Video Creation
- Creative Writing

Next Six Months

Pitch Preparation Using Design Thinking

- Team Building & Idea Identification
- Draft Prototype
- Business Plan Preparation

Our Go To Market ^(a)

Channel	Current CAC	Dec, 2024 Projected CAC	Current Acquisition(%)	Dec, 2024 Acquisition(%)
Digital Ads (Facebook/Google)	\$550	\$520	80%	75%
SEO/Organic/Referral	\$200	\$200	20%	25%
Blended CAC	\$480	\$440		

*Majority of the conversions are done after attending online/in-person free trial workshops



We've in-person workshop partners in Silicon Valley, NJ/NY, TX, NC, MA, FL, and Toronto.

We aim for partners in over 20 major US cities by 2025.



Competitive Landscape

	Bright Champs	Cuemath	Byju's	Codeninjas	Moonpreneur
2024 Proj Revenue	-	-	-	-	\$3M
2023 Revenue	\$2.45M	\$15M	-	\$18.4M	\$1.4M
2023 Profit / Loss	-\$19.04M	-\$27.86M	-	-	-\$0.7M
2023 vs 2022 Growth	-8.58%	-14.87%	-	-	80.00%
Funding so far	\$102M	\$121.1M	\$6.3B	\$0.68M	\$4M
Valuation	\$500M	\$407M	\$225M	-	\$35M SAFE
Strengths, Weaknesses & Key Differentiation	Weaker US presence, low LTC & high CAC	Serve Math only. Have 1:3 Rev/Exp ratio vs 1:1 for us	Struggling with CAC & LTV in the USA	Brick & mortar with 345+ franchises	Strongest LTV/CAC, high growth & very efficient with money

Strategic Approaches Driving Growth and Nearing Cash-Flow Positivity in the EdTech Landscape



High Gross Margins

Cohort fosters gamification & interpersonal skills



Superior Quality

Continual improvement of teaching, curriculum & delivery process



Operational Efficiency

Custom platform (LMS) for (becoming CRM & ERP as well)



Long LTV

Multi-year-multi-tier programs for



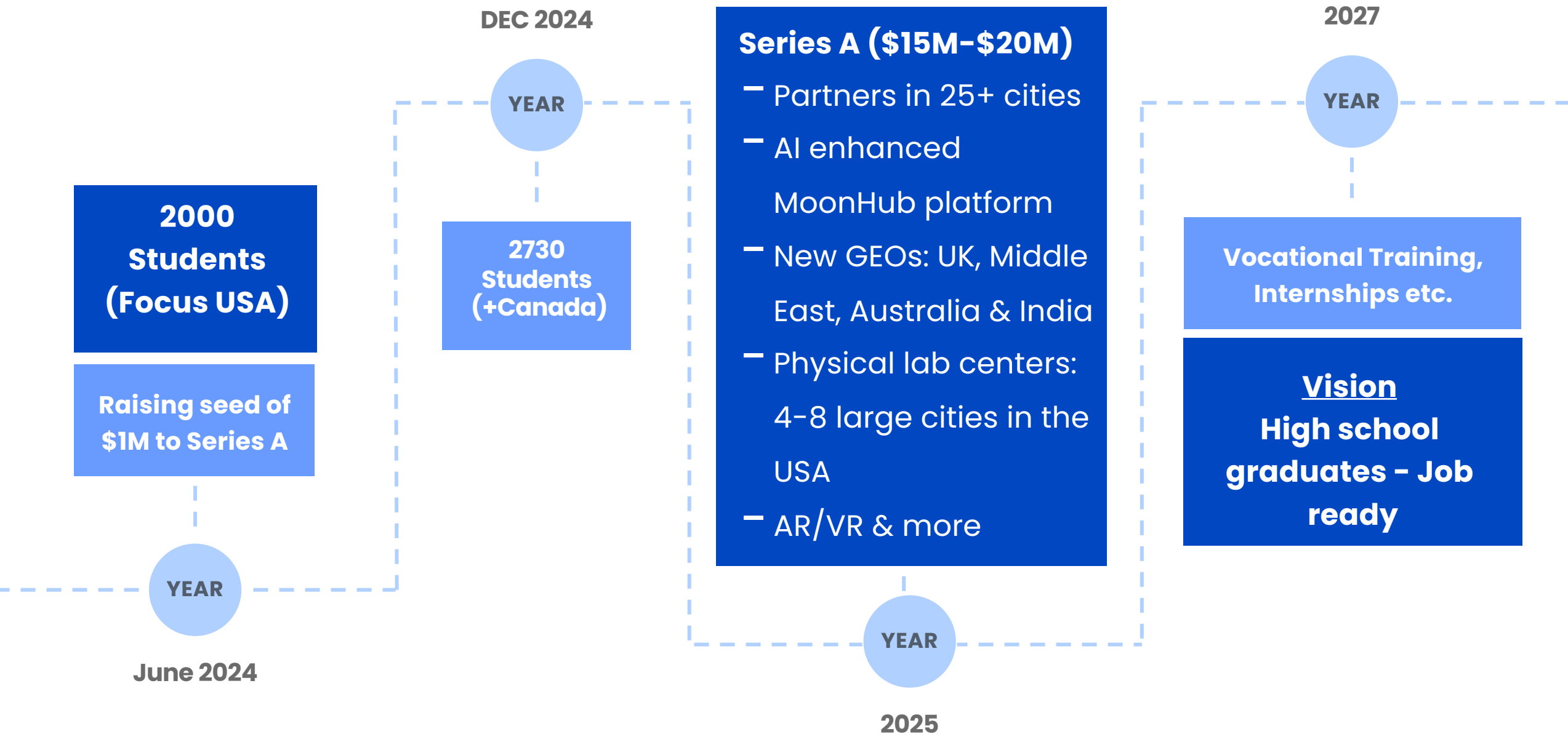
Referral Traffic

Product hacks drive student-generated content, SEO

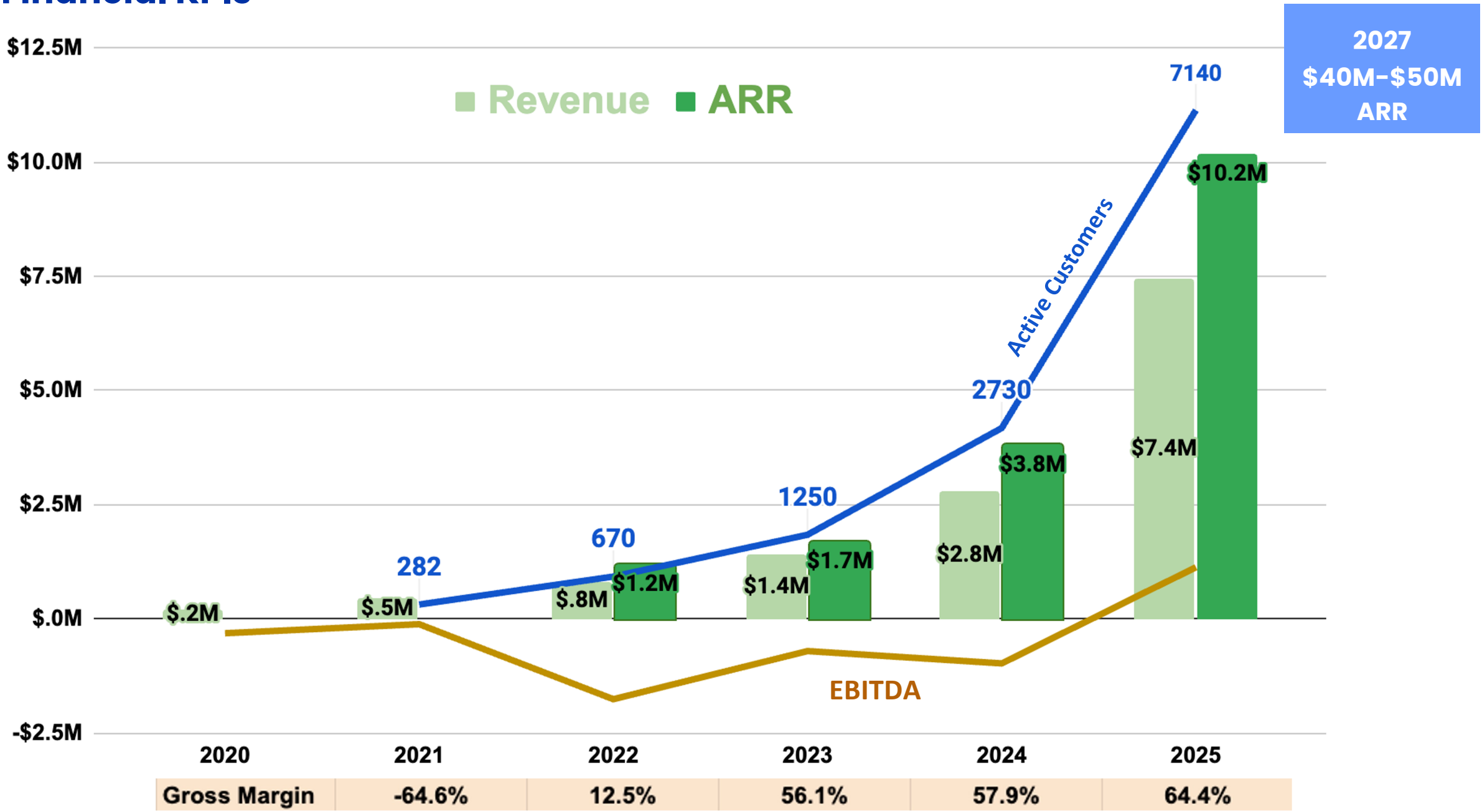


By US entrepreneurs for global customers

Our Roadmap ^(a)



Financial KPIs

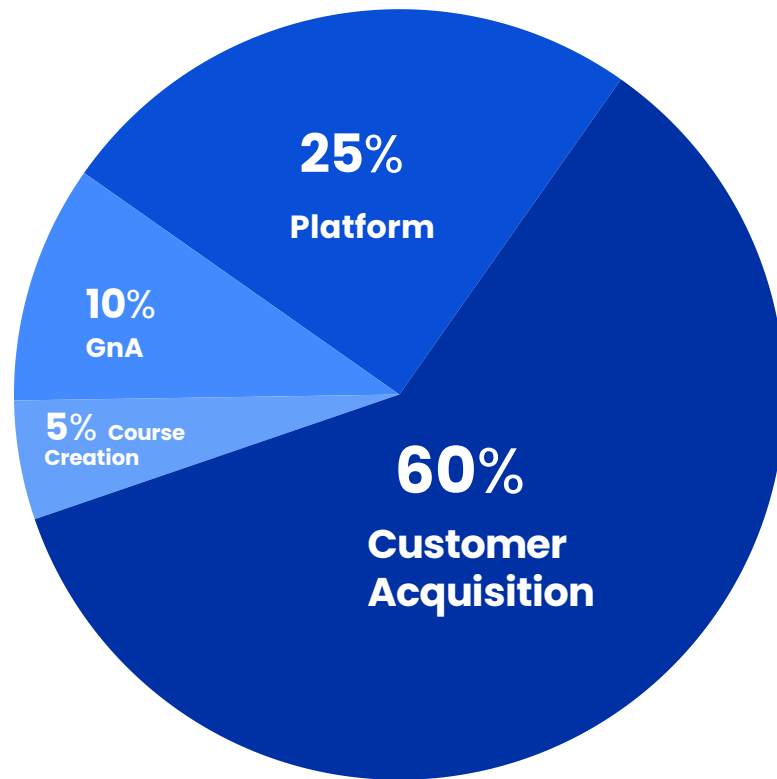


Looking for Next Growth Capital ^(a)

Seed of \$1 million to Series A (2025)

(Terms: \$35M/20% SAFE Round)

Past Capital Raise (Pre Seed \$4M+)



Use of Funds

SEE YOU AT TABLE #12

alok.j@moonpreneur.com

408-480-6848

