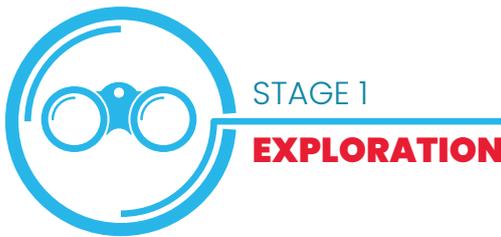




LIZA

A Budding Entrepreneur with Innovative Artistry

THE JOURNEY

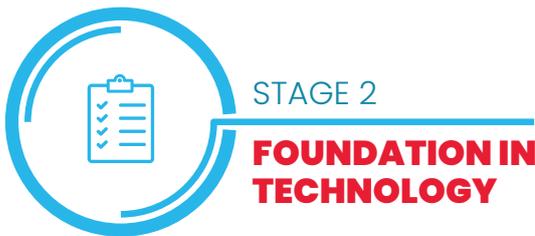


STAGE 1

EXPLORATION

Liza was:

- Exposed to an overview of futuristic subjects-Robotics, Arduino, Raspberry Pi, AI, Automation, and more
- Guided by experienced mentors
- Assessed through skill assessment and counseled for zero doubts



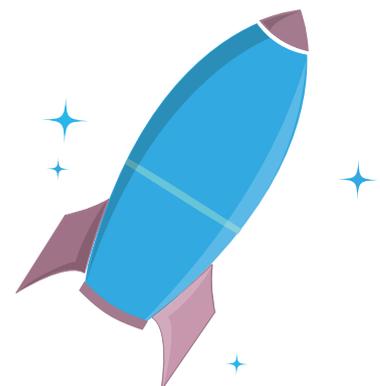
STAGE 2

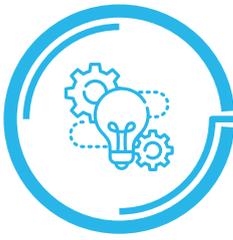
FOUNDATION IN TECHNOLOGY

She got an opportunity to:

- Dive deep into the area of interest
- Experience product-first learning approach
- Tinker with most amazing in-house innovations
- Enrich entrepreneurial mindset through skill booster sessions

Liza's performance was tracked through assignments, assessments, group sessions, and more. Liza was ready with her idea, but it required further furnishing.





STAGE 3

PRODUCT INNOVATION

To improve and implement her idea, Liza was introduced to the '5 steps of Design Thinking'

- **Empathize:** Liza wished to design attention reminders that would bridge the attention gap and foster communication
- **Define:** After extensive research, Liza defined her creation as Single Button RF Attention Reminders that can be used to transmit signals to main receivers and display a message.
- **Ideate:** Liza introduced his idea to SMEs for assessment, criticism, adaptation, and improvement.
- **Prototype:** Before presenting her creation to the world, Liza had to create a prototype to fix the gaps
- **Testing:** She tested the prototype in every phase of development to create a truly remarkable product.

Liza created “Single Button RF Attention Reminders”– that can be used to transmit signals to main receivers and display a message. The Attention Reminders can be used for multiple purposes and enhance functioning such as that of restaurant services.



STAGE 4

GO-TO MARKET

The eCommerce team at Moonshot Jr guided Liza by:

- Walking her through various marketing platforms
- Introducing her to Crowdfunding (Kickstarter & Indiegogo) and Marketplaces (Amazon and eBay)
- Teaching her marketing strategies
- Coaching her about business and operations

Today, Liza is a budding entrepreneur, and her product soon going to be launched on crowdfunding and eCommerce platforms to bring in a new change.

