



ANITEZ GAUTAM

AGE 15

STUDENT: INNOVATOR PROGRAM

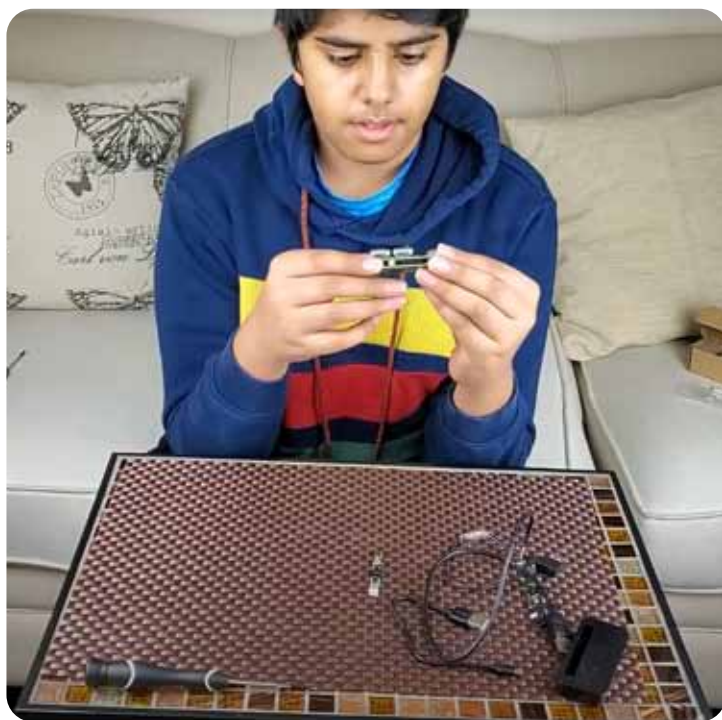
Young Innovator and Creator of

**MOON PI
HUB CAM**

CASE

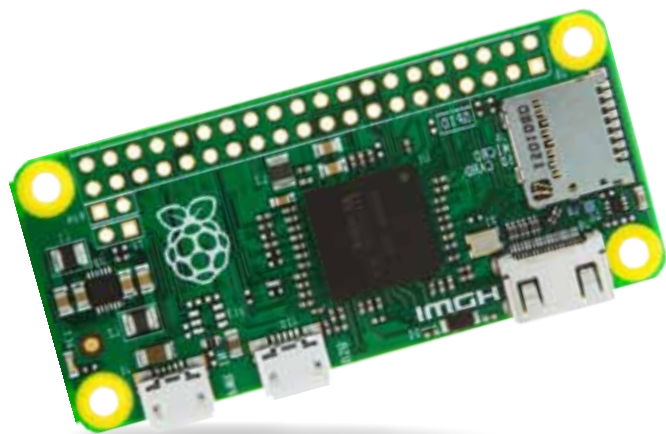
Study

The field of robotics deeply interested the 15-year-old Anitez Gautam. The innovator in him researched for ideas to create a product that was easy to use by both kids and adults. He wanted a DIY project that incorporated learning and experimenting with Raspberry Pi and Coding. However, Anitez didn't have the proper channels to guide him. That is when he came across Moonshot Jr's Innovator Program and sought help from experts to create his first product. **The Moon Pi Hub Cam** was a perfect blend of easy coding, assembling, and using.



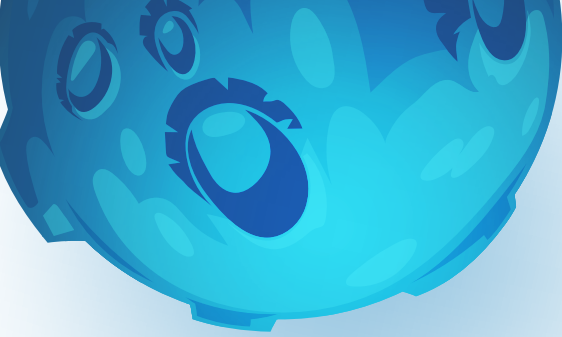
The 4 Stage Innovator Program at Moonshot Jr provides students with a holistic learning approach and develops their entrepreneurial mindset. With a primary focus on futuristic STEM-related streams, the program guides students like Anitez to understand, develop, test, and launch their products. Entrepreneurial journey with Moonshot Jr's Innovator Program.

Here is how Anitez journeyed with Moonshot Jr's Innovator Program.



THE JOURNEY





STAGE 1

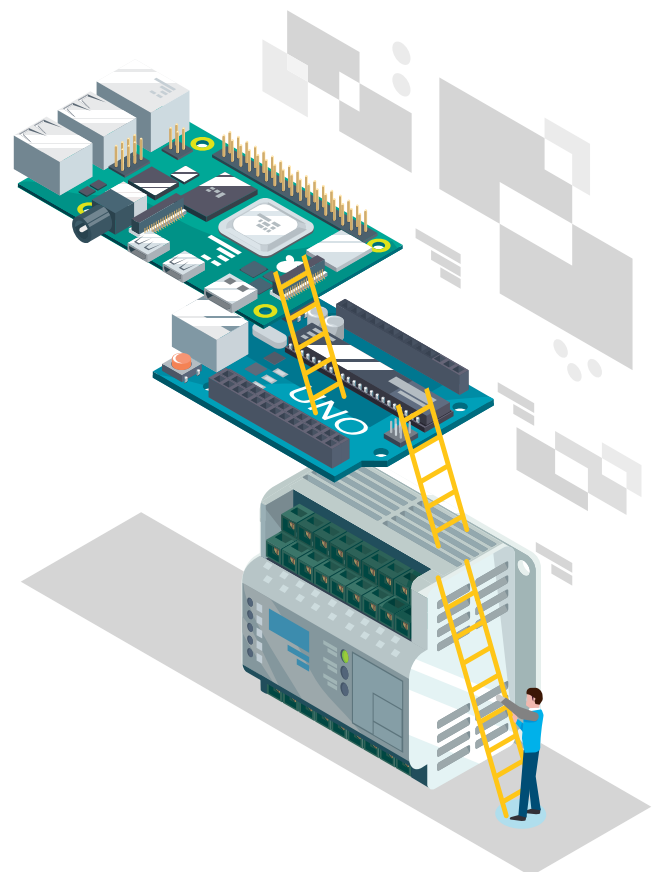
EXPLORATION

Anitez's journey at Moonshot Jr started with:

- Obtaining an overview of futuristic subjects such as Raspberry Pi, Robotics, AI, App Development, Arduino, Automation, and more.
- Mentorship and training from professionals and experts across the industry.
- Skill evaluations and counseling for zero doubts on a regular basis.

STAGE 2

RESEARCH AND FOUNDATION

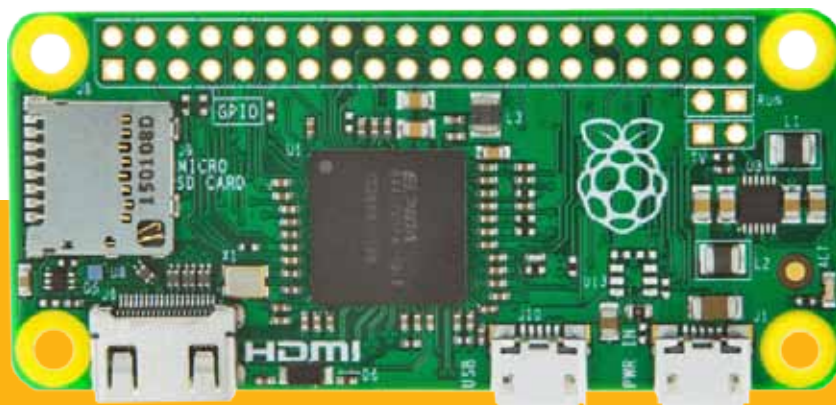


Anitez's journey at Moonshot Jr started with:

- Acquire thorough knowledge about the subject that interested him- Coding and Robotics.
- Learn more through the product-first learning approach specifically designed to suit his primary goals and more.
- Work hands-on with in-house innovations to brainstorm for ideas.
- Be a part of skill booster sessions to cultivate his entrepreneurial mindset and soft skills.



Anitez explored the tremendous possibilities presented through Coding and Robotics. His mentors at Moonshot Jr helped him evolve the idea of **Moon Pi Hub Cam**, which is a Raspberry Pi zero camera add-on module. The DIY kit incorporated an integrated USB hub for users to connect it easily to their cameras and use it across a variety of projects. Anitez ensured that the Moon Pi Hub Cam was easy to assemble and use. The 4-Stage Innovator Program helped him understand and recognize the parts he would need to build his product.



STAGE 3

PRODUCT INNOVATION



Anitez was introduced to Moonshot Jr's '5 Stages of Design Thinking,' which further guided him in designing and implementing his idea.

- **Empathize:** Anitez wanted to create a product using his robotics interest, ensuring that the DIY product would be convenient for all age groups to use.
- **Define:** He plunged into research and exploring various techs that could ultimately lead him to create the Moon Pi Hub Cam.
- **Ideate:** Anitez crafted many ideas, which he submitted to SMEs to comprehend the product with regards to assessment, criticism, adaptation, and improvement.
- **Prototype:** His enthusiasm and mentor feedback led him to build the prototype of the product while improving all the issues in the kit.
- **Testing:** Finally, Anitez tested the Moon Pi Hub Cam to gain valuable feedback before launching it.

The Moon Pi Hub Cam promotes learning Python coding among kids and adults. It encourages users to create DIY camera projects. **The kit also provides an integrated USB hub and onboard connector slots for expansion.**



STAGE 4

GO TO MARKET



Moonshot Jr's eCommerce experts helped Anitez by:

- Familiarizing him with the various marketing platforms where he could sell his product.
- Educating him on how Crowdfunding (Kickstarter & Indiegogo) and Marketplaces (Amazon and eBay) operated.
- Guiding him on various marketing strategies and social media campaigns and helping him to recognize the methods that suited his product.
- Training him in operations and business.

amazon

KICKSTARTER

ebay

E-COMMERCE PLATFORMS

Anitez has had a transformational curve with Moonshot Jr's Innovator Program. He created a brilliant product that allows even beginners to use it and develop their personal camera projects. This product provided ease of use and assembly and was launched on Kickstarter. It is now awaiting pledges from enthusiastic users.



If you are interested in knowing more about the Innovator Program
and how you can take your idea to the finish line,

book a free trial today with Moonshot Jr

or

call **+1 (855) 550-0571**

BOOK A FREE TRIAL

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