



RACHEL TEJADA

**AGE 13, USA,
STUDENT: INNOVATOR PROGRAM**



**EMERGING ENTREPRENEUR WHO
ENVISIONED THE SINGLE BUTTON RF
ATTENTION REMINDER.**



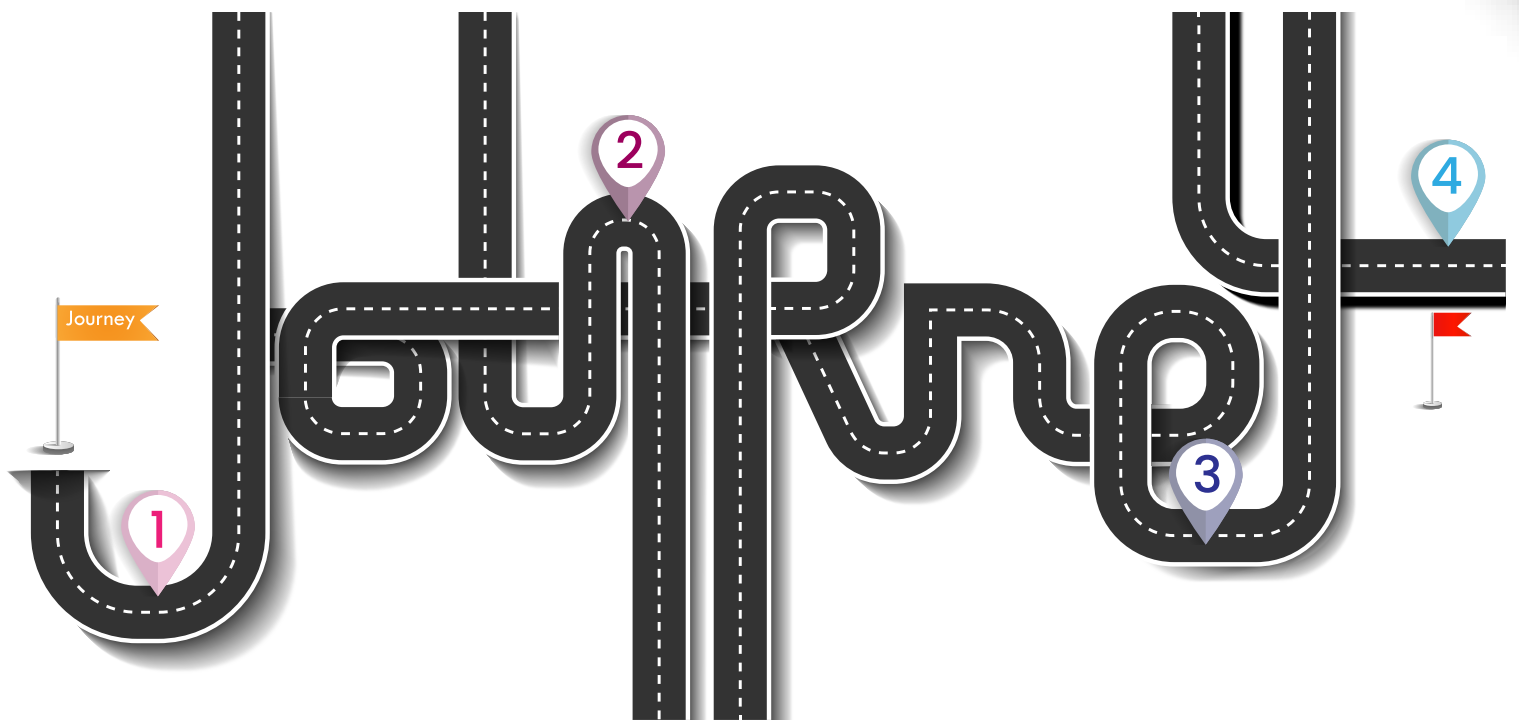
At 13, Rachel Tejada wanted to develop a simple product- a non-verbal form of communication where messages could be transmitted simply by the touch of a button. She imagined the multiple uses of such a product and had a clear thought. Yet, the idea needed nurturing and direction to grow into a fully developed product, but the real question she faced was 'how?' Moonshot Jr came to Rachel's rescue with its Innovator Program when they associated themselves with the Dottie Rose Foundation where Rachel was an active student.

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 Rachel to understand, develop, test, and launch their products.

Here is how Rachel journeyed with Moonshot Jr's Innovator Program



THE





STAGE-1 EXPLORATION

IN THE BEGINNING, **RACHEL** WAS:

- > Provided with an overview of futuristic subjects, including **AI**, **Raspberry Pi Arduino**, **Automation**, **Robotics**, and **more**.
- > She received guidance from experts and experienced mentors.
- > She was also presented with timely skill assessments and counseling for zero doubts.

STAGE-2 FOUNDATION IN TECHNOLOGY

SHE WAS OFFERED AN OPPORTUNITY TO:

- > Explore further into the subjects of her interest and cultivate an enriched knowledge of them.
- > Learn through the product-first approach to education which was altered to her requirements.

- > Work with in-house innovations while brainstorming for ideas and getting hands-on experience.
- > Build her entrepreneurial mindset and soft skills with the help of skill booster sessions. Rachel was able to build the product based on her idea.

Moonshot Jr's Innovator Program offered Rachel a complete learning experience where she was able to give wings to the idea of the Single Button NRF Attention Reminder. The product could be used in multiple sectors, right from healthcare, where patients could touch a button in case of emergencies even if they were at home, or customers could comfortably seek attention in a busy restaurant. With the help of the **4-Stage Program**, Rachel was able to build the product based on her idea.

STAGE-3 PRODUCT INNOVATION

Rachel was provided with exposure to Moonshot Jr's '5 Stages of Design Thinking.' Each stage guided her in designing and implementing her concept.



- > **Empathize:** Rachel needed her product to be convenient and straightforward, where simply pushing/touching the button was enough to communicate the message.
- > **Define:** She dived into researching the various methods and combinations that could help her design the product.

- > **Ideate:** Rachel decided to submit her ideas to SMEs to understand her product better by receiving assessment, criticism, adaptation, and improvement scope.
- > **Prototype:** She breathed life into her concept when she designed her first prototype. She perfected it by working on the errors and fixing them.
- > **Testing:** Lastly, Rachel began testing the prototype she had created while developing it at each stage and crafting a fantastic product.

Rachel's Single Button NRF Attention Reminder could transmit signals between the receivers and display a message on the attached screen. The product was ready to serve several sectors where users could get an improved experience.

STAGE-4 GO TO THE MARKET



Moonshot Jr's eCommerce team helped Rachel by:

- > Familiarizing her with marketing platforms to sell her product.
- > Giving her thorough information on how Crowdfunding (Kickstarter & Indiegogo) and Marketplaces (Amazon and eBay) operated.

- > Coaching her on marketing strategies and guiding her to recognize the methods that suit her product.
- > Training her in operations and business.

Rachel has excellent potential and shows tremendous aptitude. Her creation of the Single Button NRF Attention Reminder has transformed her into an innovator with an excellent entrepreneurial mindset. She developed skills such as critical thinking, problem-solving and built her confidence. Rachel's product will soon be launched across crowdfunding platforms such as Kickstarter and e-commerce platforms like Amazon.

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



www.moonshotjr.com