



## SAMVI RANKA

An Innovator at heart,  
Entrepreneur at mind, and  
TEDx Speaker at the soul.

Samvi Ranka was touched by the lack of toys available on the market for autistic children and decided to change that. She wanted to build toys that suited their unique needs but wasn't sure of how to approach the project. She joined Moonshot Jr's Innovator Program for guidance and more.

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

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

## THE JOURNEY



STAGE 1

**EXPLORATION**

### **SAMVI RECEIVED:**

- >> An extensive overview of futuristic topics such as Automation, Arduino, Raspberry Pi, AI, Robotics, and more.
- >> Mentorship and guidance from industry experts.
- >> Timely skill assessments & counseling for zero doubts.



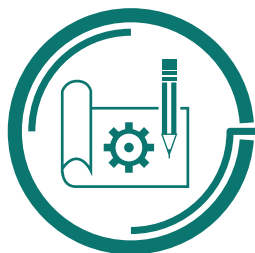
## STAGE 2

### FOUNDATION IN TECHNOLOGY

#### SHE GOT AN OPPORTUNITY TO:

- >> Develop a thorough understanding of her subject of interest- Autism.
- >> Experience the product-first learning approach designed around her likings and goals.
- >> Work hands-on with in-house innovations to discover possibilities.
- >> Be part of skill booster sessions to enhance her entrepreneurial mindset and soft skills.

Samvi had a clear vision of what she wanted to do but lacked the knowledge on how she should start. Moonshot Jr guided her to accomplish this vision. At the end of stage 2, through regular assignments, group sessions, and assessments, Samvi was ready to start working on her innovation.



## STAGE 3

### PROTOTYPE

#### MOONSHOT JR INTRODUCED SAMVI TO THE '5 STAGES OF DESIGN THINKING' TO BOOST HER CREATIVE ENERGIES AND FOSTER IDEA IMPLEMENTATION.

- >> **Empathize:** Samvi wanted to design a game explicitly aimed for autistic children to improve their cognitive functions while they had fun that too at an affordable price.
- >> **Define:** She began her thorough research into what toys would appeal to these children and came up with the idea for the Funtastic Box.
- >> **Ideate:** Samvi submitted her idea for the toys to SMEs to acquire insights in terms of assessment, criticism, adaptation, and improvement.
- >> **Prototype:** She worked on the feedback and designed a prototype of the Funtastic Box to rectify errors and bridge the gaps.
- >> **Testing:** Samvi tested her prototype toys and fixed inaccuracies from the feedback received until she had perfected the product.

Samvi's Funtastic Box boasted of toys that prompted learning with fun among autistic children. She ensured they were safe to use and of high quality yet affordable to all.



STAGE 4

**GO TO MARKET**

### **MOONSHOT JR'S ECOMMERCE TEAM GUIDED SAMVI BY:**

- >> Introducing her to different marketing platforms.
- >> Helping her understand how Crowdfunding (Kickstarter & Indiegogo) and Marketplaces (Amazon and eBay) functioned.
- >> Educating her about various marketing strategies.
- >> Training her in business and operations.

Samvi turned into an innovator with the creation of the Funtastic Box. She even gained the confidence to speak in front of a global audience and gave her first TEDx speech. She shared her entrepreneurial journey with fellow peers to encourage them to innovate and make the world a better place. Samvi is inspiring Gen Z to make an impact.

---

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**

**MOONSHOT**  
Jr  
Transforming Curious Minds