



# **SANIA**

## **JAIN**

**AGE 14, CALIFORNIA, USA**  
**STUDENT: INNOVATOR PROGRAM**

**INNOVATOR OF THE**  
**SANIA BOX (EMBEDDED COMPUTER KIT)**

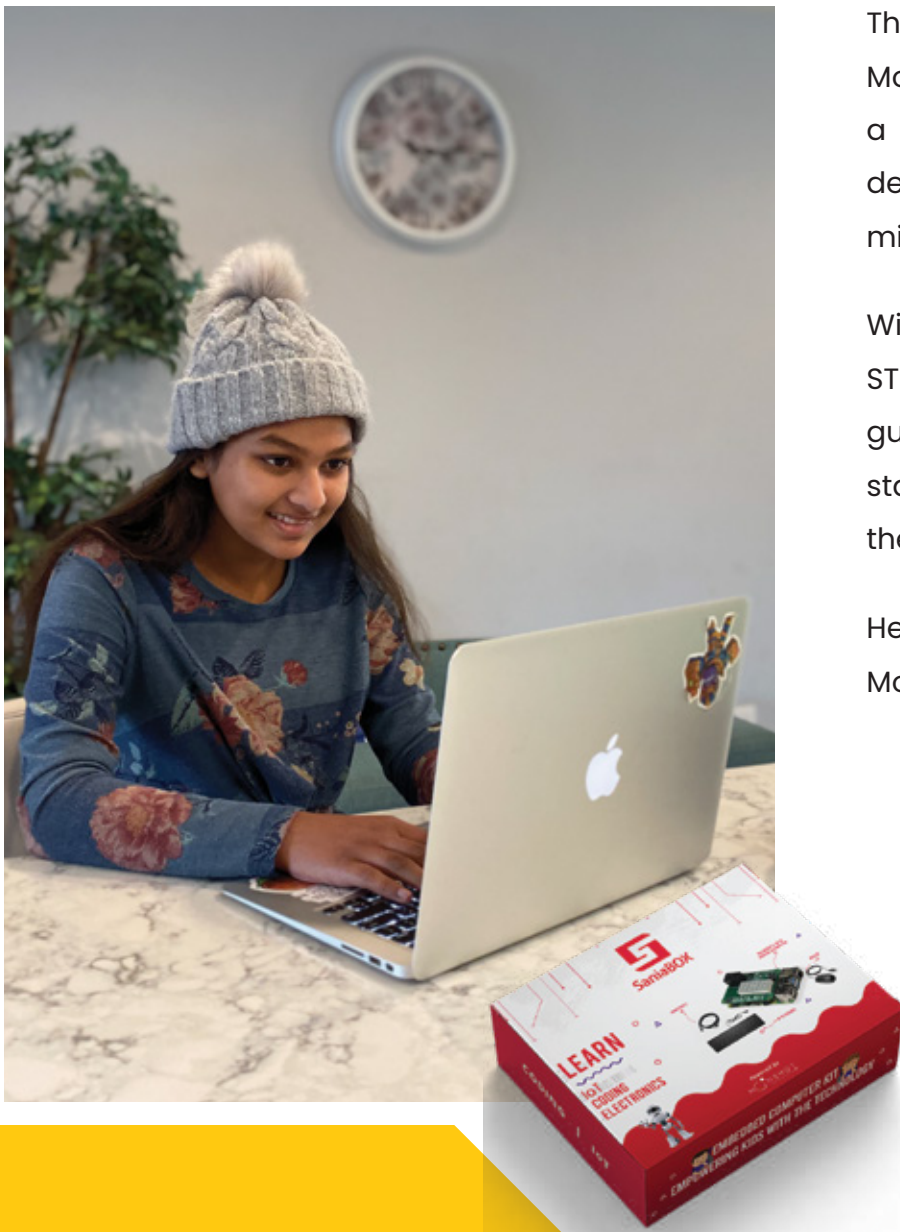
**ECO BOTTLES**

**EMPIZERO**

# CASE STUDY

She is a future changemaker and entrepreneur with a sustainable vision. At 13, Sania Jain wanted to ensure that younger kids had a way to learn coding with ease and a basic computer. She tried to understand all the aspects of STEM that could guide her steps in achieving what she dreamed of. That is when she was introduced to Moonshot Jr's Innovator Program.

The program gave her intriguing insights into the world of technology and led her to innovate and launch her first product- **The Sania Box - Embedded Computer Kit**. She then went on to launch her second product, environment-friendly copper bottles for everyone to use. The **ECO Bottles** is another successful product from this young entrepreneur and is successfully selling on e-commerce marketplaces like Amazon and Ebay.



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

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



# THE JOURNEY





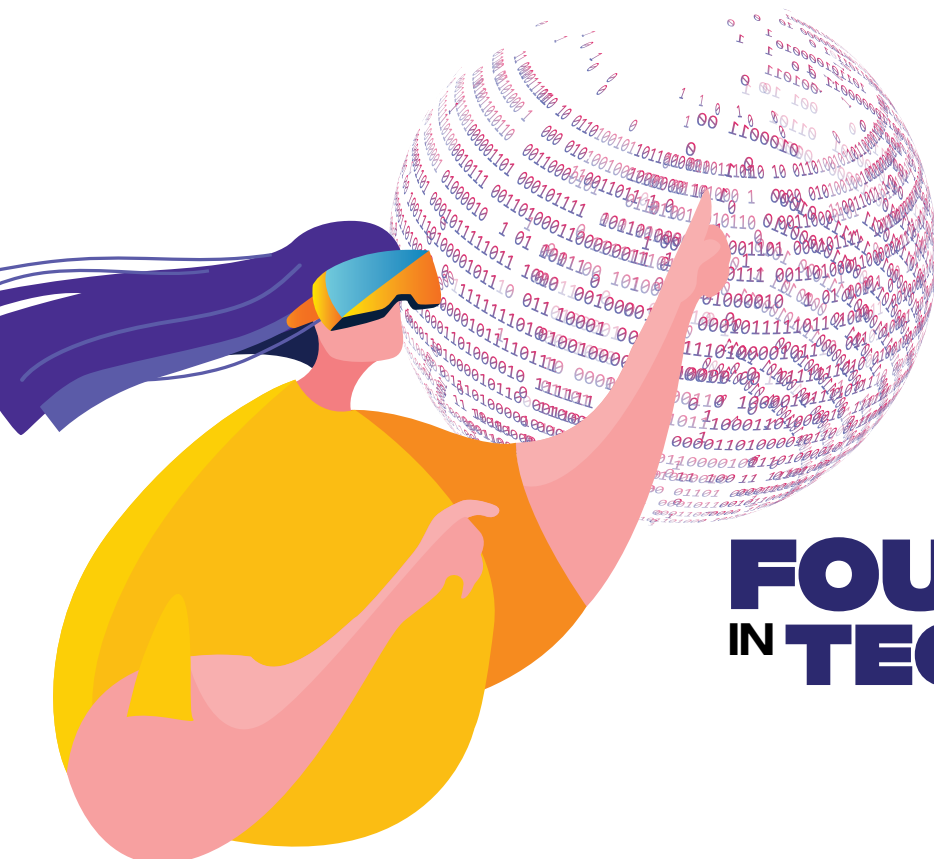
# STAGE 1 EXPLORATION

## SANIA BEGAN HER JOURNEY WITH:

Gaining an overview of futuristic subjects such as Raspberry Pi, AI, Robotics, Automation, Arduino, and more.

Mentorship and guidance from professionals and experts

Regular skill assessments and counseling for zero doubts



## STAGE 2 FOUNDATION IN TECHNOLOGY



## SHE RECEIVED AN OPPORTUNITY TO:

Develop a thorough understanding of her subjects of interest- STEM, etc.

Learn through the product-first learning approach crafted to suit her end goals and more.

Work hands-on with in-house innovations to brainstorm ideas.

Participate in skill booster sessions to enhance her entrepreneurial mindset and soft skills.

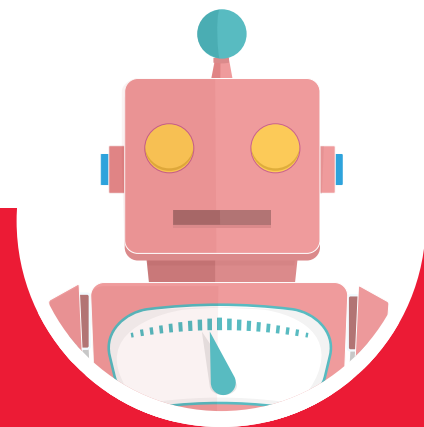


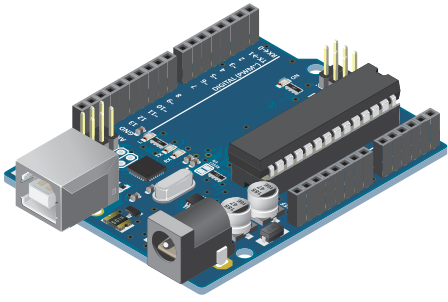
**SANIABOX**



**ECOBOTTLE**

Sania has used her knowledge from the Moonshot Jr Program to create the Sania Box - Embedded Computer Kit, which helps kids learn coding at an early age. She is also the creator of eco-friendly copper bottles called ECO Bottles, an excellent and reusable alternative to plastic bottles. The 4-stage program guided her to narrow down on ideas and start building products.





## STAGE 3

# PROTOTYPE

**MOONSHOT JR GAVE SANIA EXPOSURE TO THE '5 STAGES OF DESIGN THINKING', WHICH AIDED HER IN DESIGNING AND IMPLEMENTING IDEAS.**

**Empathize:** Sania was on a mission to build an easy coding kit for young kids. Her second goal was to save the environment with her eco-friendly bottles.

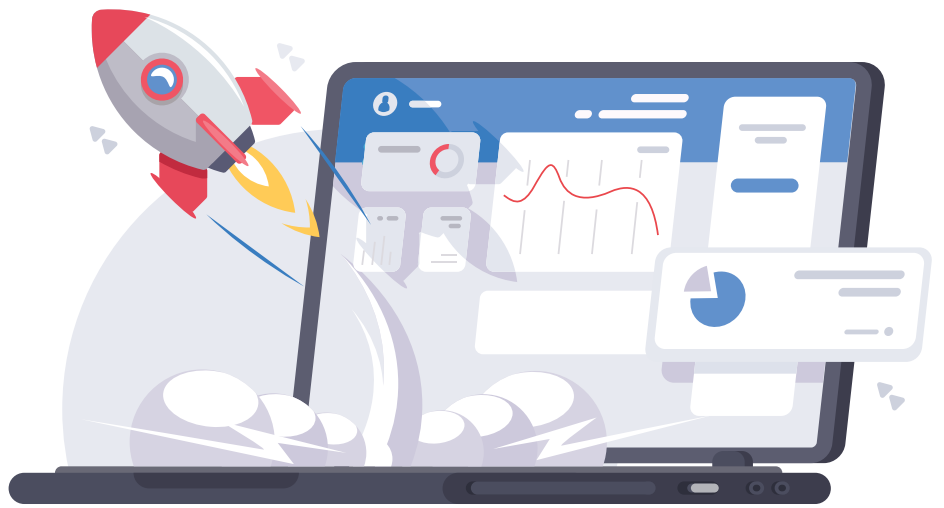
**Define:** She started by researching how she could build an easy-to-use computer kit. Her research for her second innovation led her to find ayurvedic uses of copper.

**Ideate:** Sania submitted her ideas to SMEs to comprehend her products in terms of assessment, criticism, adaptation, and improvement.

**Prototype:** She put her ideas to reality by building prototypes and resolving issues to perfect the products.

**Testing:** Finally, Sania tested her products to see the efficacy of the computer kit with kids and the eco-friendly bottles with both adults and children.

The Sania Box received funding of \$8000 at Kickstarter, which boosted the confidence of 13-year-old Sania. Her next innovation of the ECO Bottles and EmPiZero hardware kit received an equally positive response.



## STAGE 4

# GO TO MARKET

### MOONSHOT JR'S ECOMMERCE TEAM GUIDED SANIA BY:

Introducing her to marketing platforms where she could sell her products

Giving her complete knowledge of how Crowdfunding (Kickstarter & Indiegogo) and Marketplaces (Amazon and eBay) operated

Instructing her about marketing strategies and helping her understand which methods would work for her.

Coaching her in business and operations.

**KICKSTARTER**  
**INDIEGOGO**

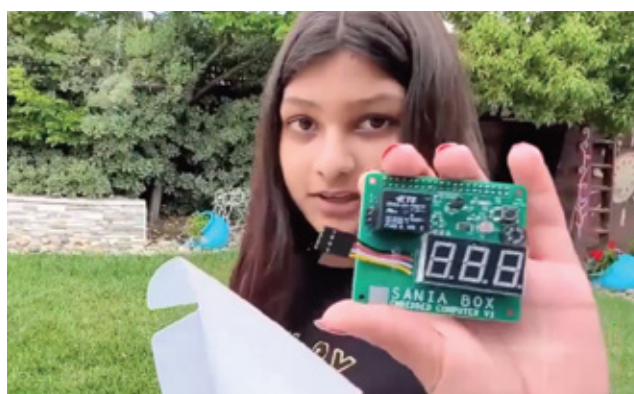
**CROWD FUNDING PLATFORM**

**amazon**  
**ebay**

**ONLINE MARKETPLACE**



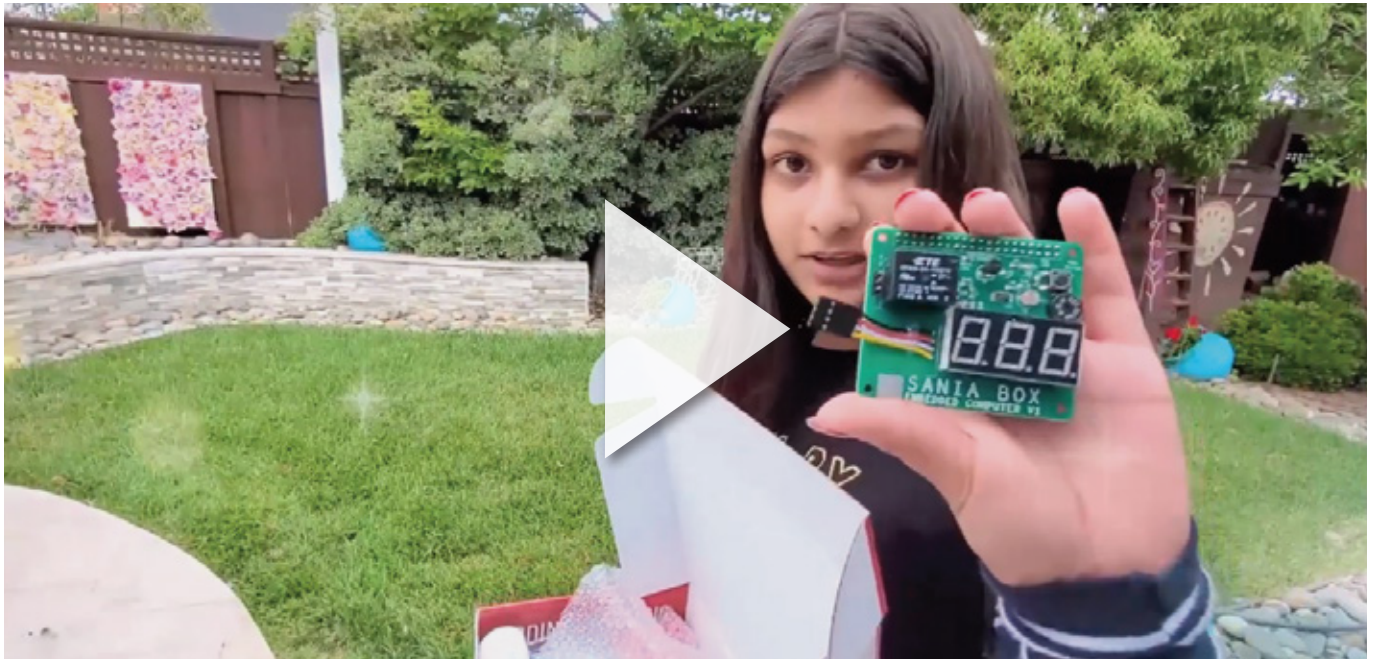
Sania has shown a fantastic growing arc as an innovator and entrepreneur. She is currently working on her third innovation called the Pool Clearview Filter Case, which will be launched soon on Kickstarter. Sania inspires other children through her sessions discussing her entrepreneurial journey. She also holds sessions on **Introduction to Roblox** where kids can create their own games while playing others. Sania regularly visits India to speak to school kids about how they can become innovators and entrepreneurs. Moonshot Jr gave Sania the confidence she needed for public speaking and continues to encourage her brilliant mind.



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**



# TESTIMONIAL



*“The Innovator Program equipped me with the right set of techniques and knowledge to innovate or lead or do both. The program is a medium of igniting creative product ideation as it opened my mind to larger opportunities and polished my problem-solving skills”*

**BOOK A FREE TRIAL**



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