●●●●● Cell 🛜 18:30

SHORYA MALHOTRA

AGE: **21,** ENTREPRENEUR IN-RESIDENCE,
FOUNDER AND CEO OF MQBIT, CREATOR OF THE TAMBOLA APP

CASE
STUDY

As a young adult, Shorya Malhotra was always inclined towards technology. When the pandemic hit the world, Shorya saw how families that always came together and played games were now deprived of life's simple pleasures. He, therefore, decided to create an app where these families could stay connected while playing Tambola. His idea, however, needed the right support, which came to him in the form of Moonshot Jr's Innovator Program.
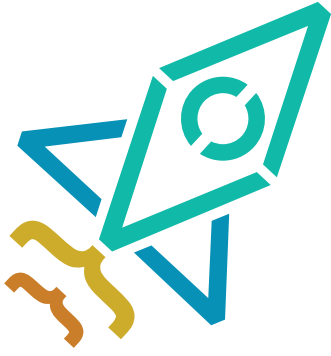
The 4 Stage Innovator Program at Moonshot Jr provides students with a holistic learning approach and develops their entrepreneurial mindset. With a primary focus on futuristic STEM-related streams, the program guides students like Shorya to understand, develop, test, and launch their products.

Here is how Shorya journeyed with Moonshot Jr's Innovator Program.
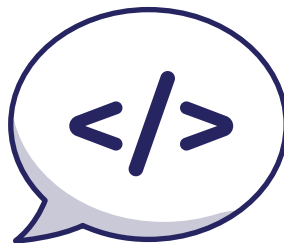
THE
JOURNEY

STAGE 1
EXPLORATION

SHORYA'S JOURNEY AT MOONSHOT JR STARTED WITH:

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

Tutoring and mentorship from professionals and experts in the industry

Timely skill evaluations and counseling for zero doubts

STAGE 2
FOUNDATION IN TECHNOLOGY
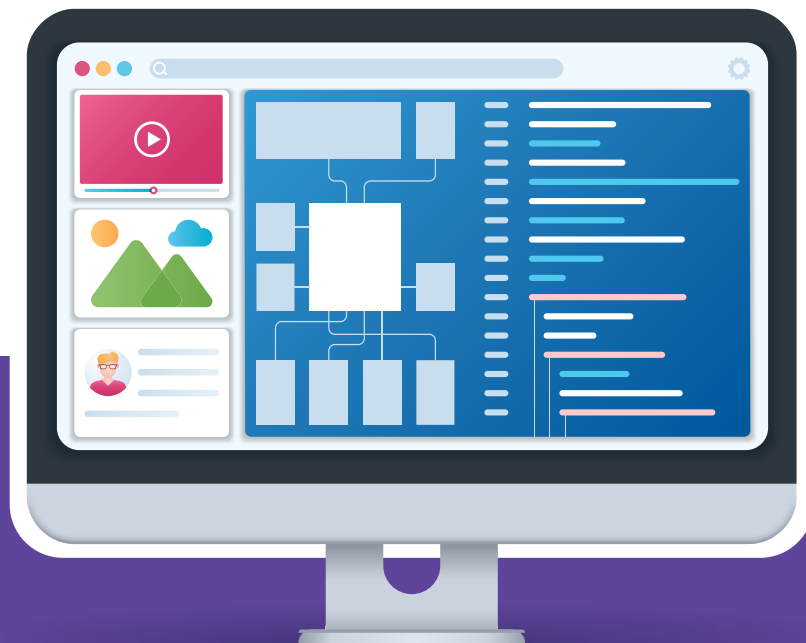
HE RECEIVED AN OPPORTUNITY TO:

Dive deeper into the subject that interested him- Coding and App Development.

Educate himself through the product-first learning approach explicitly designed to suit his end goals and more.

Collaborate and work hands-on with in-house innovations to brainstorm for ideas.

Enhance his entrepreneurial mindset and soft skills by participating in skill booster sessions.

Shorya researched and acquired the required knowledge with the help of the Moonshot Jr Program. He created the [Tambola app on MQbit](#), providing a safe and secure platform for people of all age groups to come together and play games virtually. The game allowed for a stress-free environment in the time of crisis and let people relive their fond pre-COVID 19 memories. The 4-Stage Program guided Shorya to learn the apt ways to create the app.

STAGE 3

PRODUCT INNOVATION

MOONSHOT JR INTRODUCED SHORYA TO THE '5 STAGES OF DESIGN THINKING,' WHICH FURTHER HELPED HIM DESIGN AND IMPLEMENT IDEAS.

Empathize: Shorya had a clear vision of giving the community at large a way to reconnect with their near and dear ones through game nights.

Define: He began his research in that direction, exploring virtual platforms and games that could be enjoyed on such mediums
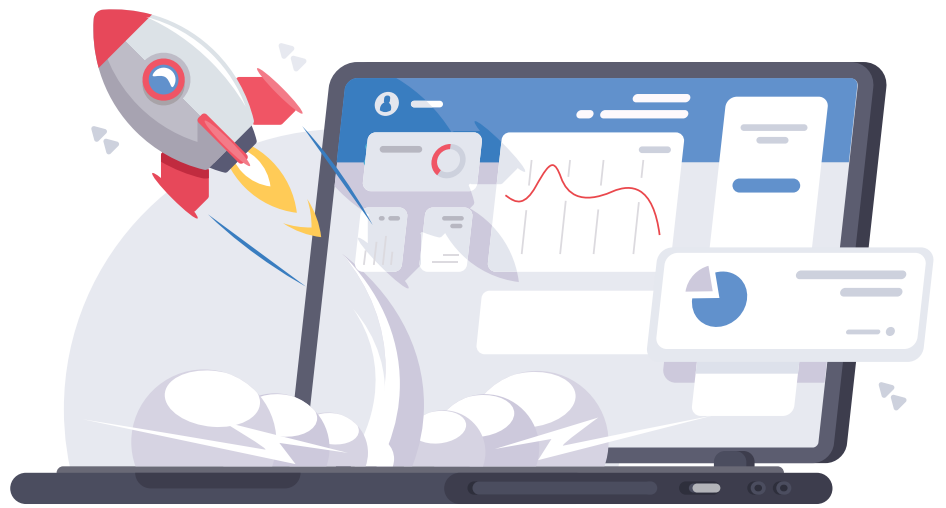
Ideate: Shorya brainstormed on ideas which he then submitted to SMEs to comprehend his app in terms of assessment, criticism, adaptation, and improvement

Prototype: He activated his ideas by building the first prototype of the app and resolving glitches to ensure he had a perfect game.

Testing: Finally, Shorya tested his app with his near and dear ones to see their reactions and get their valuable feedback.

The Tambola App was launched with a significant success rate. Shorya is dedicated to making this game a good experience for all and provides regular updates for the game to keep its safety and entertainment features in check.

STAGE 4
GO TO MARKET

MOONSHOT JR'S ECOMMERCE TEAM GUIDED SHORYA BY:

Making him aware of the various marketing platforms where he could promote his app

Giving him complete knowledge of how app stores and other marketplaces operated

Mentoring him on strategies to endorse his app and guided him to understand the methods that would bring him the most users.

Training him in business and operations.

Shorya's journey with Moonshot Jr shows a fantastic learning trajectory where he successfully brought his vision to life. He used the technical knowledge he required to build the app with the help of the Innovator Program and delivered a game to the pandemic-stricken people.

The game has features to customize and set it up just as people would have done in the real world. It brought together people from different corners of the world without violating social distancing guidelines, allowing them to create new memories. Shorya is now exploring his potential in different directions while working on MQbit.

HEAR IT FROM
SHORYA MALHOTRA

20:15 / 90:00

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