



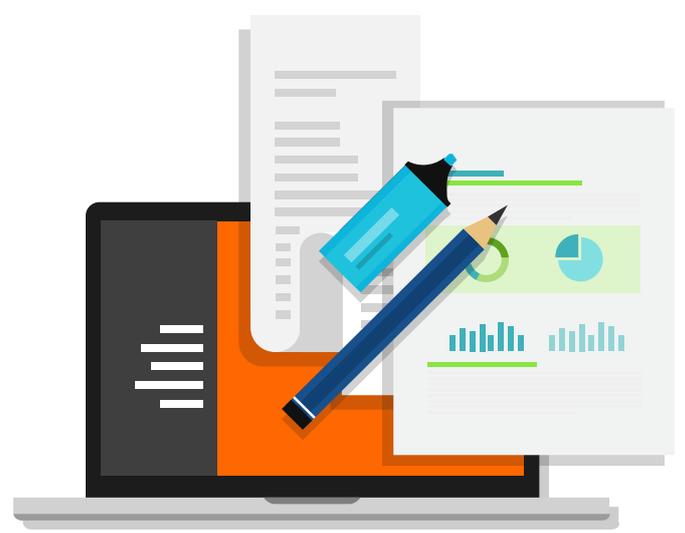
SOHAM JAIN

AGE 9, CALIFORNIA, USA
STUDENT: INNOVATOR PROGRAM



A YOUNG ENTREPRENEUR WITH A FANTASTIC RANGE OF PRODUCTS—
AQUASHOT BOX AND **LAVASHOT BOX**

CASE Study



At the young age of 9, Soham discovered his appetite for experimenting with everything related to water and geology. He often obtained DIY products from the market and used them watching videos on YouTube. His love for science drove his passion for innovating. But he fell short and needed support in product development and e-commerce. That is when Soham was introduced to the incredible 4 Stage Innovator Program at Moonshot Jr.



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

Here is how Soham embarked on his entrepreneurial journey with Moonshot Jr's Innovator Program.



THE JOURNEY



STAGE 1

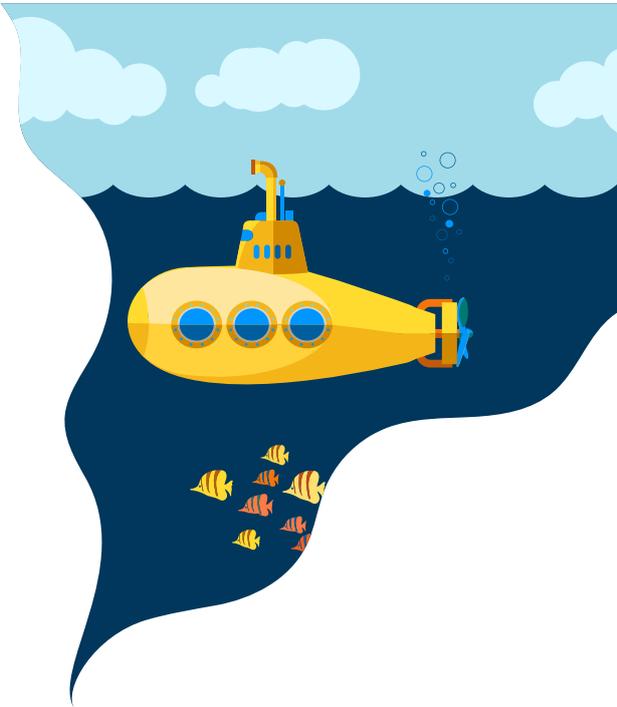
EXPLORATION

Soham's passion for water and geology-related concepts was supported by his father, who helped him with experiments. Soham came across intriguing water-related experiments that piqued his curiosity. The idea for his first product, thus, sparked in his mind.

STAGE 2

RESEARCH AND FOUNDATION

Soham learned all about water toys that were available in the market and started experimenting with them. He developed a thorough understanding of the properties of water and how he could incorporate those elements in creating his own DIY kit for his peer set.





Soham created his first kit, which included 3 water toys and was highly appreciated by friends and family. Their feedback gave Soham the necessary boost to step forward and start manufacturing the product at a larger scale. This was when he sought help from Moonshot Jr's Innovator Program (Stage 3 & 4).

STAGE 3

PRODUCT INNOVATION



Moonshot Jr exposed Soham to the **'5 Steps of Design Thinking,'** which helped him in improvising on the designs and better implement his idea.

- > **Empathize:** Soham wanted his product to be easy for anyone to use and enjoy. He wanted a DIY kit that kids could operate without requiring much support from their parents.
- > **Define:** He researched his options, various methods, and combinations on how he could design simple toys.
- > **Ideate:** Soham sought help from SMEs to gather their assessment, criticism, adaptation, and improvement scope and enhance his product.
- > **Prototype:** Soham's prototype was further perfected with tweaks, and he created a prototype that excelled in every aspect and was ready for the market.
- > **Testing:** Soham tested his products with a small cohort, receiving an incredible response and making his mark in innovation.

The Aquashot Box was an instantly loved product among students. Soham received his first order from a group of 20-25 students to create this enjoyable, hands-on learning kit. **The Kit included 3 DIY toys- Saltwater Powered Robot, a Water Purification Kit, and a Water Vortex Machine.**



STAGE 4

GO TO THE MARKET



Moonshot Jr's eCommerce experts helped Soham by:

- > Acquainting him with the various marketing platforms where he could sell his product.
- > Providing him with thorough information on how Crowdfunding (Kickstarter & Indiegogo) and Marketplaces (Amazon and eBay) operated.
- > Teaching him various marketing strategies and social media campaigning and guiding him to recognize the methods that suited his product.
- > Training him in operations and business.

amazon

KICKSTARTER

ebay

E-COMMERCE PLATFORMS

With the help of Moonshot Jr, Soham launched his product on various e-commerce platforms such as Amazon, Kickstarter, eBay, Alibaba, etc. He sold around 250+ Aquashot kits via Amazon, making it a huge success.

Since the launch of Aquashot, Soham has moved on to creating two other products- The Lavashot Box and a game on Roblox. He even has videos across Social Media where he demonstrates his products and how other kids can have fun with them. Soham also conducted a successful session with like-minded peers about game development as a part of his journey through Roblox.



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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