



# **DELEENA**

## **CHOUKSE**

**AGE 12, ONTARIO, CANADA**  
**STUDENT: INNOVATOR PROGRAM**

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A young entrepreneur with utmost passion for

**DIGITAL ART**  
and **GRAPHICS**

# CASE

## STUDY

At the age of 12, Deleena often found herself exploring the visual representation of things. She discovered a glaring fondness towards the digitalization of art and was enthralled by the number of ways it provides for one to express their emotions & feelings.

She would watch videos of interesting artworks and unearthed her inspiration to create something of her own. She had bright ideas that needed further nourishing, and that is when she 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 Deleena to understand, develop, test, and launch their products.

Here is how Deleena embarked on her artistic journey with Moonshot Jr's Innovator Program.



# STEM



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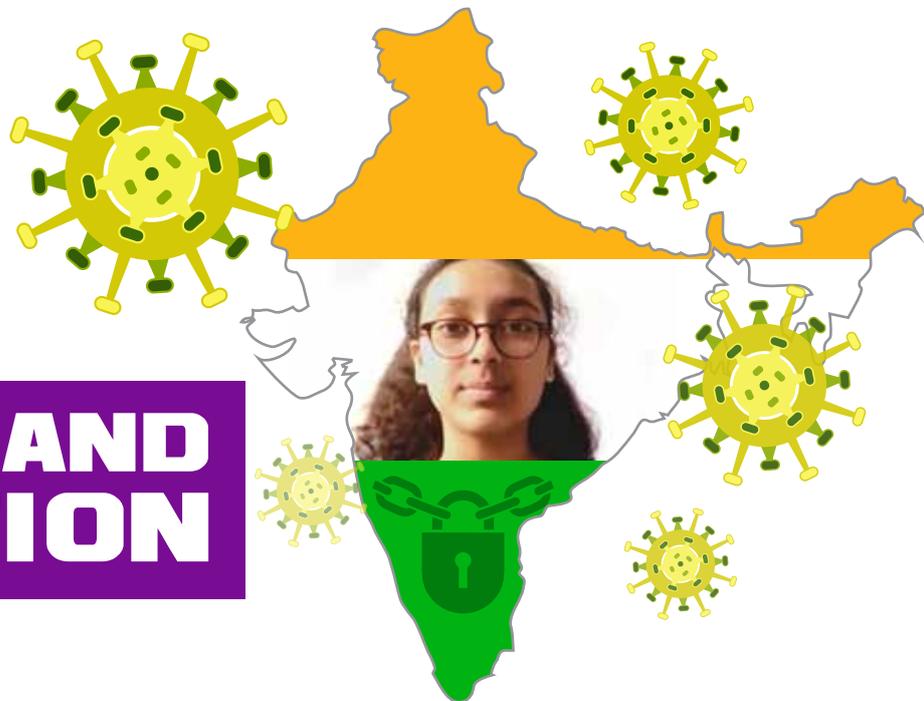
## STAGE 1

# EXPLORATION

Deleena's passion for artworks ensured that she spent a lot of time traveling through the journey and creations of various artists on different platforms. This inspired her to experiment and create something of her own. Thus, an idea that was aimed at a noble cause, stirred in her mind.

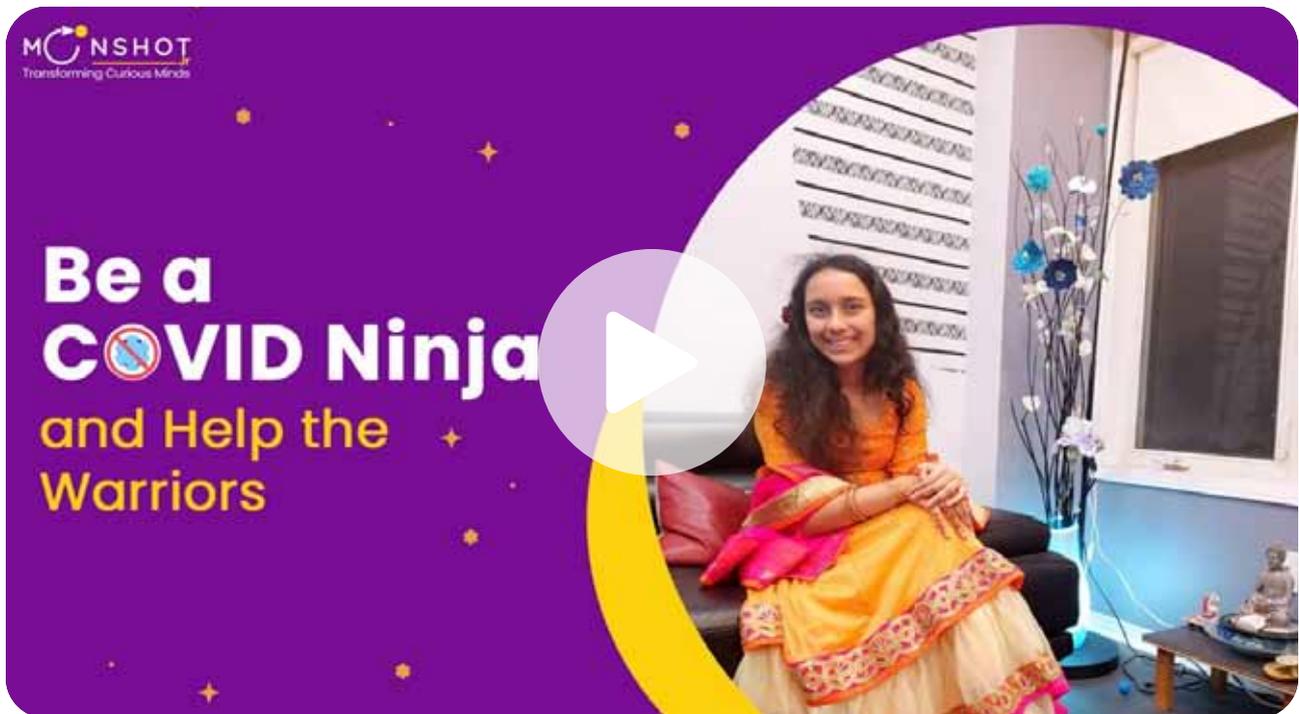
## STAGE 2

# RESEARCH AND FOUNDATION

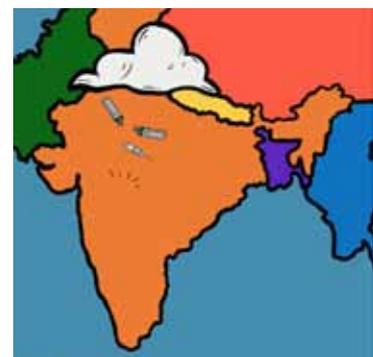


Deleena learnt about the distressing consequences that people were facing due to the Covid-19 pandemic in India. Being an empath, she shared the feelings of sadness and grief experienced across the country and decided to do something about it.

Deleena conducted a thorough research about the pandemic and realised that people were worried about the availability of medicines, oxygen and hospital beds. Deleena, in her attempt to be a helping hand, then decided to create an animated campaign to raise awareness regarding the Covid-19 pandemic and its situation in India.

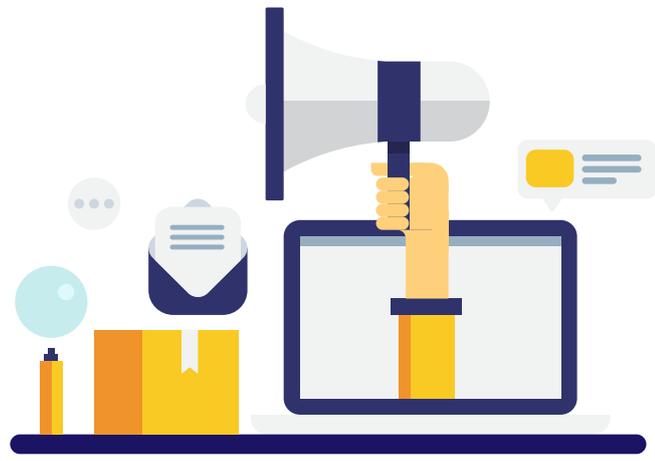


Deleena understood the necessities and elements that she would require to create an animated campaign in support of the Covid warriors and created her first draft. Her creation was appreciated by friends and family alike which gave her further motivation to create and share her artwork on a larger scale. This was when she sought help from Moonshot Jr's Innovator Program (Stage 3 & 4).



## STAGE 3

# PRODUCT INNOVATION



MOONSHOT JR EXPOSED DELEENA TO THE '5 STEPS OF DESIGN THINKING,' WHICH HELPED HER IN IMPROVISING ON THE DESIGNS AND BETTER IMPLEMENT HER IDEA.

- **Empathize:** Deleena wanted her product to be an extension of the support provided to the Covid warriors in India. She wanted all of us to be a Covid Ninja and support her in a noble cause.
- **Define:** She researched her options, various digital platforms, and animation elements on how she could create the most appealing campaign.
- **Ideate:** Deleena sought help from SMEs to gather their assessment, criticism, adaptation, and improvement scope and enhance her artwork.
- **Prototype:** Deleena's artwork prototype was further perfected with tweaks, and she created a prototype that excelled in every aspect and was ready for the market.
- **Testing:** Deleena tested her artwork with a small cohort, receiving an incredible response and making her mark in innovation.

Deleena's 'Artwork', a short-animated awareness fund-raiser campaign for the Covid-19 situation in India received tremendous response and helped her achieve the desired objectives.

## STAGE 4

# GO TO MARKET



### MOONSHOT JR'S ECOMMERCE EXPERTS HELPED DELEENA BY:

- Acquainting her with the various marketing platforms where she could sell her artwork.
- Providing her with thorough information on how Crowdfunding (Kickstarter, NFT, Indiegogo) and Marketplaces (Amazon and eBay) operated.
- Teaching her various marketing strategies and social media campaigning and guiding her to recognize the methods that suited her artwork.
- Training her in operations and business.

## KICKSTARTER



**CROWD FUNDING** PLATFORMS

amazon

eBay

**ONLINE** MARKETPLACE

With the help of Moonshot Jr, Deleena launched her short-animated awareness campaign that she has put on the NFT platform for sale. She will donate the fund raised by her artwork to the welfare of COVID warriors in India.

Aiming at a noble cause, Deleena requests everyone to help her raise funds, that in turn would support Indian people to fight against the deadly virus.

you a digital artist who loves to innovate and create digital images, gifs, and artworks? Moonshot Jr's Innovator Program provides a robust platform for children to innovate using their creativity.

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**

