"Moonshot" is a term that originally referred to the launching of a rocket or spacecraft to the moon. However, it has evolved to describe an extremely ambitious and innovative project or endeavor that aims to achieve a monumental goal without the assurance of immediate profitability or success. These projects are often characterized by high risk, significant potential impact, and the need for groundbreaking innovation.

The term gained prominence during the 20th century, particularly with President's ambitious goal of sending humans to the moon, which became a symbol of pursuing seemingly impossible objectives. In modern usage, "moonshot" is commonly applied to fields such as technology, science, and business to describe projects that push boundaries and inspire people to achieve what once seemed unattainable.