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Pindora refines Tallyfy pitch and software without jargon

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It's a tall order to pitch an audience on process management software, especially when you've relied on your business partner to do the pitching.

But that's exactly what Pravina Pindoria is doing these days thanks, in part, to help from Catapult coach Ginger Imster.

Pindoria is co-founder and chief operating officer of Tallyfy, a local startup that uses its software to make critical business processes in large companies more user-friendly and easy to understand.

"It's one thing when working with a company or a client, but when you're gearing up for a public presentation like the Catapult Competition, it requires a different level of discipline on how to communicate the services you provide," said Ginger Imster, executive director of **Arch Grants**. "SaaS (Software-as-a-Service) isn't something I would expect most folks on the street to know about."

Pindoria, whose family is originally from Western India before they moved to London, said she's spent hours with Imster refining Tallyfy's pitch to make it



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Pravina Pindoria

easily relatable for potential clients.

“The focus in most of our sessions has been getting the pitch right,” Pindoria said. “I’ve spent so many years so close to the product that I didn’t know I wasn’t marketing it right. As an outsider, Ginger was able to come in and show me what the outside world wants to hear.”

Tallyfy was one of 20 companies to receive a non-equity \$50,000 Arch Grant in 2015. That money, paired with a \$40,000 grant from the Chilean government as part of the Start-Up Chile program, has to date paid for most of the company’s operations. Since being accepted into Arch Grants, though, Pindoria said more customers are showing interest.

Tallyfy has signed on two major clients — Emerson and Nestle Purina — and the company is turning a profit, though Pindoria would not disclose financials.

“If you go back and look at our website just two months ago, before I started working with Ginger, you’d see a completely different website,” Pindoria said. “It was a lot of jargon, and it wasn’t quickly showing the value we bring to companies. Now we’re less technical and in clean English — a simple language pitch.”

Pindoria got her start by fixing a personal pain point. She had been working as a nurse in London when she noticed paperwork was taking up an inordinate amount of her time, which she had hoped would be allocated toward working with patients. That experience drove her to develop a tool that supported managers and employees grappling with complex processes that helped ensure employees were doing the work they were hired to do, and not dealing with as much red tape.

Tallyfy operates out of the downtown **T-REX** incubator at 911 Washington Ave. Pindoria’s husband, Amit Kothari, is the company’s CEO.

What I learned from my coach:

Listen with your eyes and ears — the golden nuggets are in those first reactions. I can do anything I put my mind to — I've always been stage shy and couldn't pitch in front of a crowd before, I had let my husband do everything up until now.

Don't take yourself too seriously. That's when the creative juices stop flowing, and it stops being fun.

Brian Feldt

Reporter

St. Louis Business Journal

