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## Catapult Competition: Tallyfy looks to grow sales, adoption rate

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Like most entrepreneurs, Pravina Pindoria got her start by fixing a personal pain point.

Pindoria, co-founder and chief operating officer of Tallyfy, which makes critical business processes in large companies more user-friendly and easy to understand, was working as 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.



Pravina Pindoria and Amit Kothari

“That professional experience compelled Pindoria to develop a tool to support managers and employees grappling with complex processes, and ensure users are empowered to automate as many processes as possible so that they can focus on the work they love to do,” said Arch Grants Executive Director Ginger Imster.

Imster is Pindoria’s coach in the *Business Journal’s* Catapult Competition sponsored by MasterCard, a contest that aims to jump start the winner’s idea through coaching and \$10,000 in technology services from MasterCard.

Pindoria was named one of four finalists for the competition in October.

The finalists will receive professional coaching to refine their business plans and presentations from sponsors — Anders CPAs + Advisors, Arch Grants, BioSTL and Prosper Women Entrepreneurs — before advancing to the final competition at the *Business Journal's* Women's Conference Jan. 29. The 1,000-plus attendees of the *Business Journal* conference will help choose the winner of the MasterCard prize.

Imster said growth for Tallyfy would be expanding the company's client base, boosting sales and getting more organizations to adopt its software.

"They have a terrific product, and we look forward to watching their client list grow as current users validate the benefits of their software and capacity to customize based on the needs of each client," Imster said.

To that end, Pindoria is already on her way.

Since moving to St. Louis from London, Pindoria has helped Tallyfy sign on two major clients — Emerson and Nestle Purina.

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

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