

DCE - JAKAPA Case Study - P Pindoria

Title:

"Driving Growth and Revenue: Pravina Pindoria's Impact as DCE's Entrepreneur-in-Residence on JAKAPA, an Edtech Startup revolutionizing soft skill development"

Introduction:

The Duree Center for Entrepreneurship (DCE, formerly known as ITEN) in Missouri supports startups through its Entrepreneur-in-Residence (EIR) program. In this case study, we focus on [Pravina Pindoria's](#) impact on [JAKAPA](#), an edtech startup, as its EIR. Pravina's mentorship and guidance were instrumental in [JAKAPA](#) securing multiple grants, funding and first pilot customers. The case study highlights the importance of the EIR program and mentoring program in supporting startups and calls for [business mentors](#) and [entrepreneurs looking for mentorship](#) to sign up for DCE's community hub to get the support they need.

Background:

[Gavin Pringle](#) started [JAKAPA](#) is an edtech startup that provides a gamified, scientifically-proven methodology to measure, train, and track soft skills. [JAKAPA](#) offers real-time feedback, real-world learning, and actionable insights, allowing individuals and groups in schools and workplaces to build the skills they need to succeed.

However, like many startups, [JAKAPA](#) faced challenges in validating its customer focus and fundraising strategy. As a first time founder, Gavin relocated from Cape Girardeau to St. Louis in July 2022 after he heard that it had a rich and growing startup ecosystem. Gavin approached DCE for support as he was applying for an [Arch Grant](#) (a prestigious grant program that provides funding and support to early-stage startups to help them establish and grow their businesses in St. Louis, Missouri) and was introduced to [Pravina Pindoria](#), an experienced entrepreneur (founder of workflow automation SAAS, [Tallyfy](#)) with a pulse on industry trends and a passion for supporting startups.

DCE/ITEN's Entrepreneur and Founder Support Services Impact on JAKAPA:

- Secured grants: JAKAPA successfully secured grants, including the prestigious Arch grants (\$75K) and UMSL Accelerate competition (\$50K).
- Raised angel pre-seed funding: JAKAPA raised over \$250K in an angel pre-seed round.
- Increased revenue: Under Pravina's guidance, JAKAPA experienced a remarkable 230% increase in year-on-year revenue.
- Growth in paying users: JAKAPA witnessed a 45% increase in paying users within just 10 months.
- Customer acquisition: JAKAPA acquired several customers, including Jimmy Johns, Ike's Love and Sandwiches, SLU, Queens College Panama, STL CAPS, Kairos Academy, McKendree University, and Dublin School District.
- Validation of customer focus: Pravina helped JAKAPA validate its customer focus, ensuring alignment with market demand and revenue potential honing in on schools as an initial target market.
- Implementation of automation: Pravina's expertise in startup automation resulted in increased operational efficiency and streamlined processes for JAKAPA.
- Revenue diversification: Pravina's guidance enabled JAKAPA to explore adjacent revenue-generating ideas such as educator admin and parent support.
- Mentoring and insights from other programs: Through DCE's MentorUP and Velocity pre-accelerator programs, Gavin gained valuable product development, user-centric design, B2B sales, and customer discovery insights from mentors [Alejandro Ramirez](#), [Jason Ashton](#), [Emily Hemmingway](#) and [GV Freeman](#).

These outcomes demonstrate the tangible impact of the EIR program and Pravina's mentorship on JAKAPA's growth, revenue, customer acquisition, operational efficiency, and strategic decision-making.

Importance of EIR Program:

Pravina's impact on [JAKAPA](#) highlights the importance of DCE's EIR program. The program provides entrepreneurs with expert guidance, mentorship, and access to networks that can help them to build successful startups. Without Pravina's mentorship, [JAKAPA](#) may not have been able to secure the grants, validate their customer focus, and explore adjacent revenue-generating ideas.

Quote by Gavin:

"Joining DCE, a game-changing entrepreneurship community, has been instrumental for JAKAPA, as the support, guidance, and invaluable network provided by the EIR program, especially through mentors like Pravina, have enabled our success; I

encourage startups to join DCE to thrive in a vibrant ecosystem, while urging professionals and former founders to consider mentoring to pay it forward and support the next generation of entrepreneurs."

Join DCE today!:

Duree Center of Entrepreneurship (DCE) offers free mentoring and startup advice opportunities. Take advantage of our resources and expertise to accelerate your business growth. Join DCE today and get the support you need to succeed.

[Mentor a startup founder. Sign up with DCE today.](#)

[Validate and grow your startup. Sign up for mentorship through DCE's community hub.](#)

PHOTOS/LOGOS:

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