

CLIENT SPOTLIGHT

Brampton Entrepreneur Amit Gathani Follows his Dreams to Success



*Amit Gathani - founder & CEO of
Order Taker*

This month's client spotlight is Amit Gathani. He grew up watching his father and uncles run businesses. So, it is no surprise that he is a full-time entrepreneur today! In the late 1970s, the Gathani family started one of Canada's first ethnic retail store operations. At a time when the country's immigrant population was growing, their company was at the forefront of serving the needs of a burgeoning demographic. Amit learned a lot working with his family, but he always dreamed of seeing the world and building something beyond a lifestyle business. He gained experience traveling the world, developing his consulting firm, and even trying his hand in the corporate world.

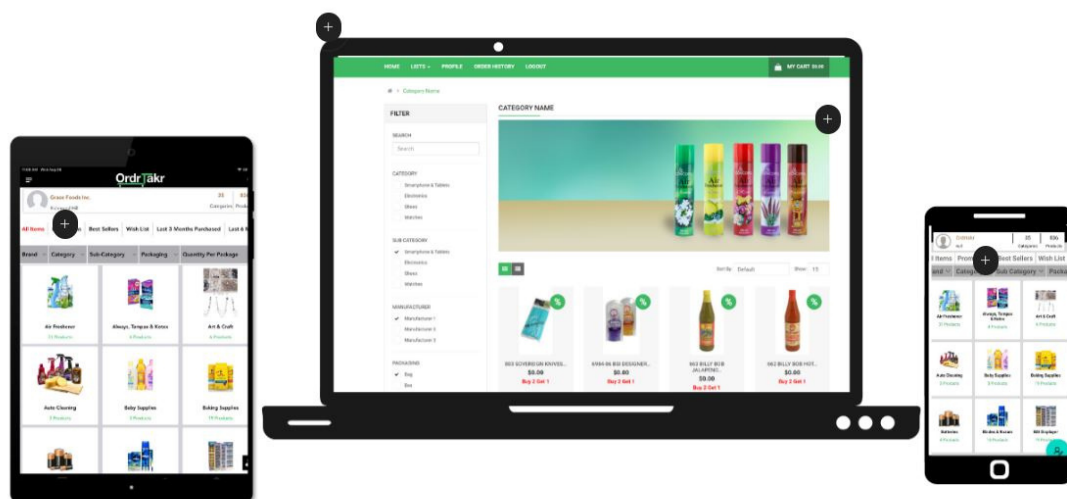
Finally, in January 2021 his company Order Taker launched in app stores. It is a field sales rep mobile ordering app and a B2B eCommerce web store solution. The tool helps wholesale distributors, broker and enterprise brands better compete at the scale of larger distributors.



Order Taker logo

Pathway to Success

Getting his business off the ground was a true test of Amit's dedication to his vision. After incorporating his company in 2017, he found that his initial idea – a networking product that connects distributors and retailers in one ecosystem - did not resonate with the industry he aimed to serve. As Amit explains, ***"I quickly realized that no wholesaler would want to share their retailer data with anyone else."*** He listened to feedback and pivoted. The next challenge was finding people for his development operations who were skilled enough to help him bring his vision to life. ***"I learned a huge lesson on just how important it is to find the right people,"*** explains Amit. He stayed vigilant, sought industry feedback to make sure he solved pain points, found the right team, and launched one of the leading solutions in the market for Mobile Order Taking and Salesforce Automation Software.



Order Taker optimized for multiple devices

Taking the Idea to the Next Level

One day, Amit got an outreach call from Daniel Bishun, a Brampton Entrepreneur Centre (BEC) business advisor. As part of BEC's mission to support Brampton's small business community, our business advisors do their best to support everyone in the community. ***"Our conversation started and it just kept going for 45 minutes! We just met and yet we had so much to share and talk about. He helped me in so many different ways and we've kept in since then."*** One of the opportunities Amit learned of through BEC was Founder Institute, the world's largest pre-seed startup accelerator. He has since graduated and gained promise for funding from C2 Ventures and three other investors.

Amit's belief and dedication to Order Taker paid off by way of immense growth. The company has expanded into new Wholesale Distribution verticals, including food & beverage, eyewear, fashion apparel & accessories and many more. At the beginning of 2021, what was an eight-person team is now a team of 18 people across three countries and three timezones. They have completed accounting system and ERP integration partnerships with SAP, Sage, Intuit and Microsoft. Their hard work has resulted in a \$200k revenue forecast in their first fiscal year and new customers internationally. Perhaps Amit's most special accomplishment is that his dad's business now uses the product he has created!



Some of Order Taker's customers

Looking to the Future

As Order Taker continues to grow, Amit's definition of success for his company is simple; ***"I want my company to be more than just a simple digital tool. We want to become an end to end enterprise solution for small and large businesses alike."*** Looking at what he and his team have achieved in their first year of business is a clear indication that the entrepreneurial journey is a success!

His advice for anyone looking to start their entrepreneurial journey: ***"Don't even think about it, just do it. The more you think about it, the more you're going to try to convince yourself that it's not going to work. The last thing you want to do is have a regret that you never tried."***

To find out more about Order Taker, check out their [website](#) and follow them on [LinkedIn](#), [Facebook](#), and [Twitter](#).