



THE
TALLY

— A PROSPECTUS —

Gain insight.
Take control.

CAREER INTELLIGENCE
FOR WOMEN

You cannot change what you cannot *see*.

For three decades the conversation about pay equity has been powered by averages – broad numbers about broad groups. The average tells you what is true on average. It does not tell you what is true about *you*.

The Tally replaces the average with the specific. It compares your pay, your performance, your tenure, and your trajectory against the people who actually do your job — and shows you, in numbers, exactly where you stand.

A NOTE ON METHOD

The Tally cross-references self-reported compensation, third-party market data, and your performance artifacts. No employer access. No public profile. Your data is yours.

We measure three things – relentlessly, and on *your* behalf.

01

DELIVERY SCORE

What you actually
deliver.

A quarterly composite drawn from your shipped work, peer signal, and the specific outcomes tied to your role — not your manager's memory.

RANGE 0–100 · UPDATED WEEKLY

02

MARKET POSITION

What the *market*
pays peers.

Your role, your level, your geography, your industry. Compared against the people doing the job you are doing — not the average of an entire profession.

PERCENTILE · 280 + SOURCES

03

EQUITY GAP

The *number* you
can name.

The difference between your delivery, your market value, and your current compensation — expressed in dollars, not feelings. So you can ask for it.

USD · REFRESHED MONTHLY

THE TALLY

Dashboard

Earnings

Market Value

Milestones

Insights

FOUNDING MEMBER

THE INSIGHT DASHBOARD · Q2 2026

REQUEST AUDIT →

Good morning, *Sarah.*

DELIVERY SCORE

94/100

Top 8% of senior PMs

EQUITY GAP

-\$18.5K

vs. role median, Q2

MARKET POSITION

P38

38th percentile, IC5 NYC

TENURE

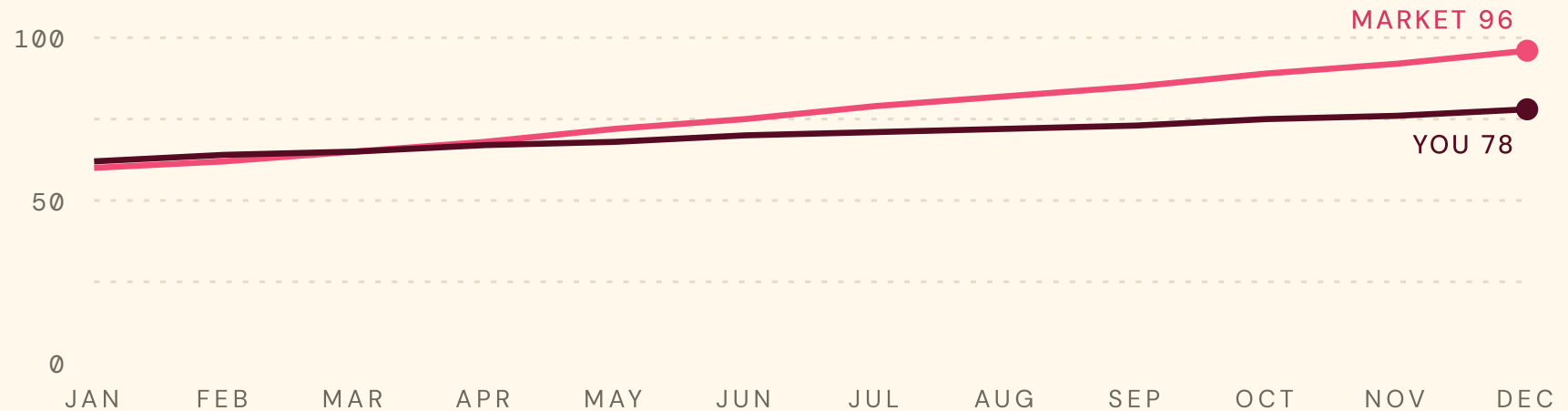
3.2y

11 mo at level

VALUE TRAJECTORY · LAST 12 MONTHS

— YOU — MARKET

You're tracking *18% behind* the market for your role.



RECOMMENDED ACTION

Schedule your Q3 compensation conversation. *Now's the right window.*

OPEN THE BRIEF →

THE TALLY · AUDIT BUREAU

Itemized Statement of *unbilled labor*.

STATEMENT
NO. 047 / 100

ISSUED TO Sarah C. PERIOD Q2 25 – Q1 26 ACCOUNT Sr. PM, F



Q2 – APR · MAY · JUN 2025

Onboarded Marcus K.	4.5h	\$743
Hiring loops – six candidates	14.0h	\$2,310
Held the room – J. & L. conflict	1.5h	\$248
+ 9 more items	16.5h	\$2,722

SUBTOTAL	36.5H	\$6,023

Q3 – JUL · AUG · SEP 2025

Onboarded Aisha & Devon	10.0h	\$1,650
Mediated cross-team conflict	5.5h	\$908
+ 7 more items	19.0h	\$3,136

SUBTOTAL	34.5H	\$5,694

Q4 – OCT · NOV · DEC 2025

Mediated Q4 perf-cycle conflict	8.5h	\$1,403
Coached 2 candidates thru loop	4.5h	\$743
+ 8 more items	23.0h	\$3,796

SUBTOTAL	36.0H	\$5,942

Q1 – JAN · FEB · MAR 2026

Onboarded two new ICs	12.0h	\$1,980
Held candidate's hand through loop	8.0h	\$1,320
+ 6 more items	15.0h	\$2,476

SUBTOTAL	35.0H	\$5,776

TOTAL UNCOMPENSATED 142h \$23,400

Charged to the company. Paid by you.

THETALLY.AI / AUDIT

FOR SARAH C. · 12 MAY 2026

The work no one writes down.

Onboarding the new hire. Drafting the team norms. Holding the room together when it almost broke. The work that does not appear on a perf review – but appears, every quarter, on *hers*.

142
HOURS

A senior IC at her level logs about 70. She logged double.

68%
OF PEERS

Of her peers, 68% logged less than half of what she did.

\$23.4K
INVISIBLE

At her market rate, the column on the right is what she paid the company.

The Tally itemizes it, hour by hour, so the next conversation about her contribution starts from evidence.

A coach who has read every *review*.

Momentum sits inside the dashboard. It has read your delivery score, your market band, your last four reviews. When the hard conversation comes – the offer, the counter, the raise you're about to ask for – it drafts the words.

Drafts the counter

Specific numbers, your tone of voice.

Anticipates the pushback


Three rebuttals, ranked by likelihood.

Prepares the room

Your one-line opener, your three asks.

Logs the moment

After the meeting, it asks how it went.

 Momentum TUE 4:42 PM
· ONLINE · READING YOUR REVIEWS

I have a comp review tomorrow. They're offering \$182k.

Your market band is \$198–\$214k for L5 PMs in NYC fintech with 6 yrs tenure. Your delivery score (84) places you in the top quartile — closer to the high end of band.

A reasonable counter is \$208k base, \$35k equity refresh. Want me to draft the email?

DRAFT IT
TRY A DIFFERENT NUMBER

Yes — and what do I say if they push back on the equity?

Momentum is typing..

Reply to Momentum... ↩

What we'll ask *you*.

Four short steps. Nothing employer-side. Nothing public. Edit any answer at any time — the dashboard recalibrates within hours.

01	Position	IN PROGRESS
02	Compensation	PENDING
03	Performance	PENDING
04	Calibrate	PENDING

STEP 01 · POSITION

1/4

JOB TITLE

Senior Product Manager

LEVEL / BAND

IC5



YEARS OF EXPERIENCE

8

INDUSTRY

Fintech



LOCATION

New York, NY

[CONTINUE →](#)

Be among the first *100 women* to know.

You will have questions – staring at an offer, prepping for a review, looking at a comp number that doesn't add up. Erin McDermott has spent twenty years coaching women through this exact conversation, and she's in the cohort Slack the same day. A 1:1 strategy session in your founding year. A vote on every feature. *You are not buying the platform. You are shaping it.*

\$888/yr \$74/month · billed annually
~~\$1,788/YR AT GENERAL ACCESS~~
Locked, in your name, for life.

[JOIN THE FOUNDING COHORT →](#)

[READ THE METHOD](#)

WHAT IS INCLUDED

- 01 **First access to the tool**
You see every screen, every score, before anyone else.
- 02 **A hand on the roadmap**
A vote on every feature we ship — feedback that shapes the launch product itself.
- 03 **Daily access to the founder**
Erin in the cohort Slack the same day. Twenty years of comp coaching, on call.
- 04 **A 1:1 strategy session**
One hour with Erin in your founding year — on whatever is biggest.
- 05 **Lifetime founder pricing**
\$888/yr locked in your name. Never raised, even after GA at \$1,788.
- 06 **Founding-member sigil**
A mark on your dashboard, and on every reading we publish, in perpetuity.

A note on what you actually *get*.

You will have questions. You will be staring at an offer, prepping for a review, looking at a comp number that does not add up. I have spent twenty years coaching women through this exact conversation, and I am in the cohort Slack the same day.

Once in your founding year, you and I sit down for an hour – one-on-one – on whatever is *biggest*. The offer you cannot decode. The review you are dreading. The number you are about to name out loud, for the first time.

And you get a vote on every feature we ship. The platform bends toward your actual career – not someone else's idea of it. You are not buying the platform. You are *shaping it*.

One hundred women. That is the cohort. If this resonates – if you have ever sat in a one-on-one and felt the silence after the offer – I would be honored to have you among them.

Erin



ERIN MCDERMOTT

Founder · The Tally
PAGE 07 · A LETTER
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Gain insight. *Take control.*

The founding cohort is capped at 100 members. Claim your seat below – \$888 for the year, or \$74/month through Affirm.

FOUNDING COHORT · MEMBERSHIP

FULL NAME

Sarah Chen

WORK EMAIL

sarah@company.com

CURRENT ROLE

Senior Product Manager

WHAT NUMBER ARE YOU TRYING TO NAME?

Choose one

CLAIM MY SEAT — \$888 / YEAR →

Or \$74/month through Affirm. Your data is yours.