

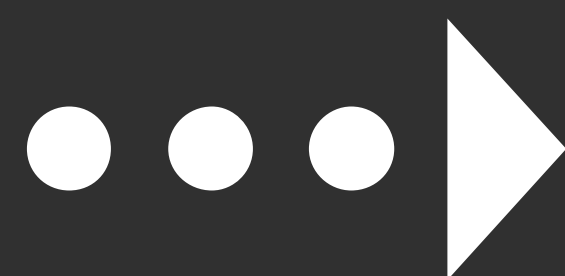
APIs as your next

PRODUCT

KEN TABOR



Code and Chats



**APPLICATION
PROGRAMMING
INTERFACE (API)**



stripe

You do something **good**, and
others want to do that good too

Data

Example

Store

Dropbox/Instagram

Read

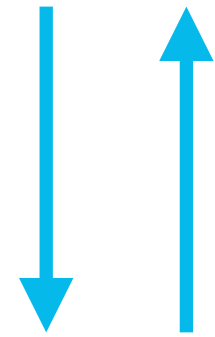
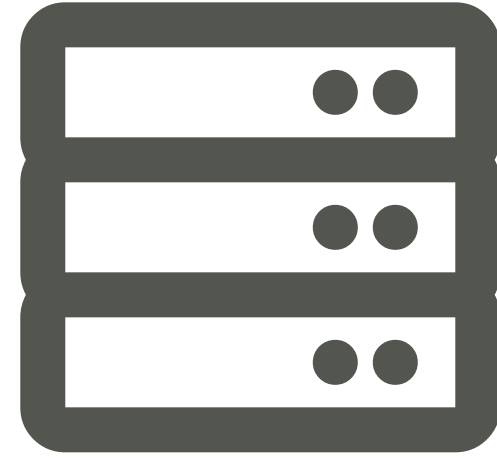
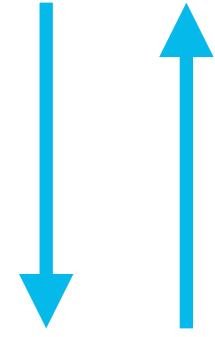
SportRadar/Rotten Tomatoes

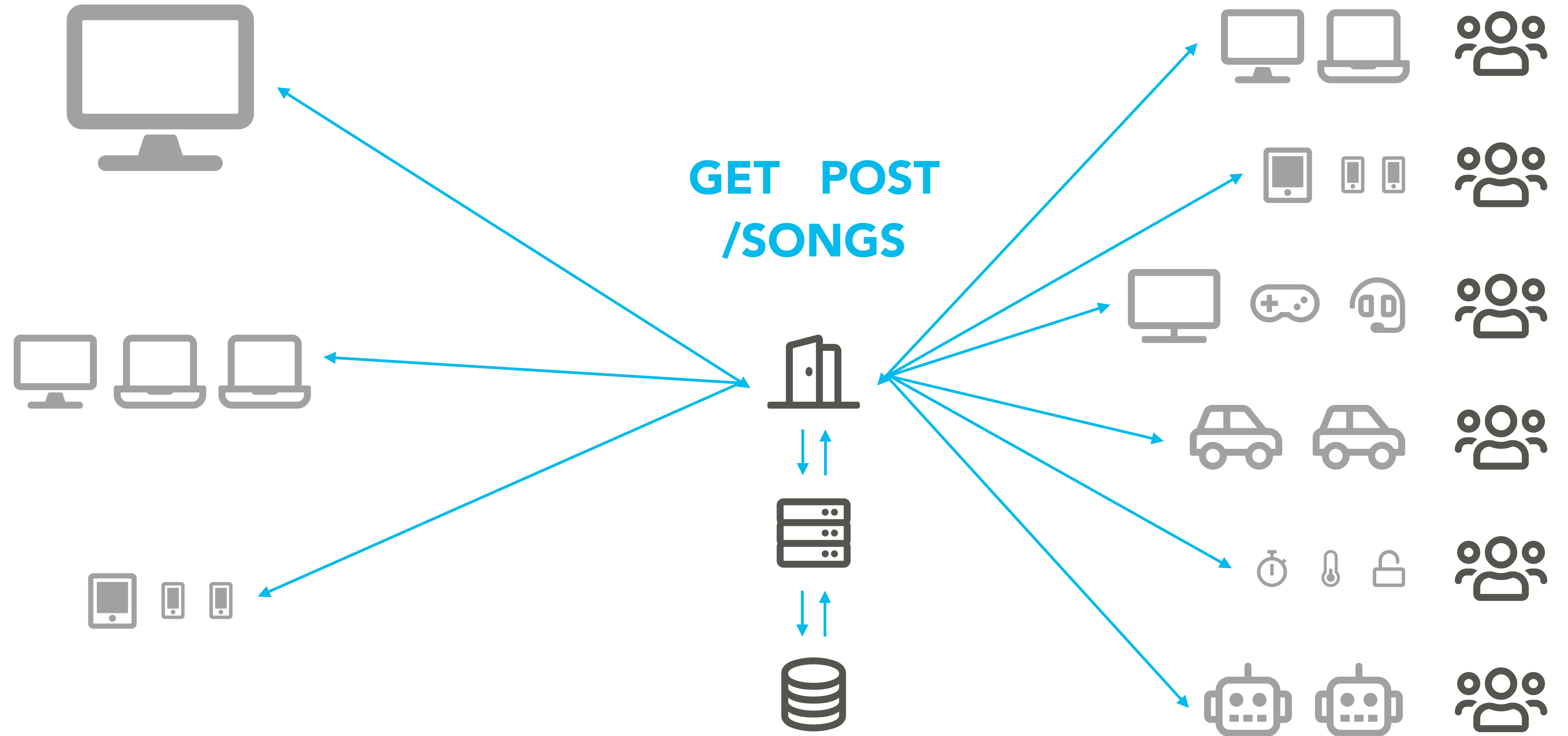
Transform

Grammarly/OpenAI GPT-3

Synthesize

DALL-E/Jasper





Business Analyst
Product Manager

Function
Capability

Dir of Eng
App Architect

Learning Curve
Compatibility

Software
Developer

How to docs
Is it interesting

*“Don't try to sell me on something.
Just give me access. I'll figure out how to use it myself.”*

- A Software Developer (most of them, probably)

Quality developer experience is important

- Relatively limited customer market
- Highly specialized
- Extremely technical
- Strongly opinionated
- Has alternatives



API Billing

- Analogy of a home utility. You know:
- What's their name
- Where they live
- How to get hold of them
- How much product they use per month
- You can collect money
- You can shut them off ...

Pricing

- Amount of data stored
- Amount of data transmitted
- Amount of CPU cycles committed
- Monthly flat rate
- Per each API or bundle/collection ...

In struc tions

Dev docs website

API Reference

Getting started guide

Sample code

Postman collection

List of errors

Free tier

No Code

Zapier

UI Path

AirTable

ClickUp

AppSheet

SquareSpace

APIs

MVPs

Startups

Automate

Validation

Experiment

Test-and-learn

APIs as your next

PRODUCT

What: **Digital tools**

Who: **Software developers**

Why: **Monetize your capabilities**



Code and Chats