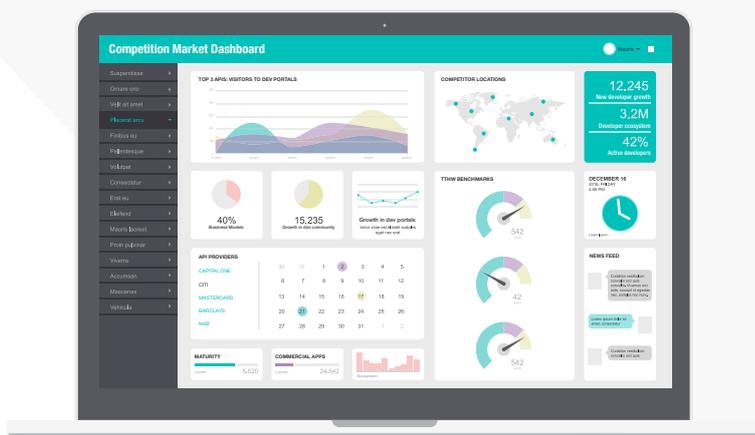


# CAN YOU MEASURE THE IMPACT OF YOUR API STRATEGY?

- ✔ How much revenue do your APIs contribute to your business?
- ✔ If you were to increase your developer relations budget, where would you get the biggest return on investment, based on where you are today?
- ✔ How much developer mindshare do you have in your market?
- ✔ What API product strategies are your competitors using successfully?

JOIN US AS A CO-DESIGNER TO GAIN ACCESS

WE HAVE THE DASHBOARD THAT CAN HELP YOU ANSWER ALL OF THESE QUESTIONS



## A DASHBOARD FOR YOUR API STRATEGY

We are currently looking for a small group of API providers to become co-designers in a new dashboard product that gives you global oversight of all the metrics you want to measure for your API strategy, and to measure your progress against competitors in your market. We will work with you to make sure our prototype meets your needs and can combine your internal data with best-in-class open data sources to give you deep insight into how best to grow your developer community, and to demonstrate the impact of your API strategy to the rest of your business.

## THE API DASHBOARD TEAM

The API Dashboard project will be led by API industry veteran John Musser, founder of ProgrammableWeb and API Science, and API writer and analyst, Mark Boyd. An expert panel will help provide feedback alongside 15 API providers who will be co-designers in the product, and who will receive lifetime access to the dashboard product. A small group of government, health and social good API providers will be invited to participate to learn from industry leaders.

# TIMELINES

The API Dashboard will be developed over three months: May to July 2017. You will have a beta product available by mid-June and the full working product by the end of July 2017.

## 1 MONTH ONE (MAY)

- ✓ Interviews with stakeholders
- ✓ Creation of list of possible metrics, their benefits and limitations
- ✓ Draft matrix/decision-tree that guides which metrics to use depending on the API provider's specific needs

## 2 MONTH TWO (JUNE)

- ✓ Creation of draft dashboard and reporting template, based on extensive work already completed by John Musser and Mark Boyd
- ✓ Interviews with stakeholders to identify data integration challenges in using the dashboard with owned datasets and feasibility of competitive market benchmark measures

## 3 MONTH THREE (JULY)

- ✓ Finalize dashboard prototype and reporting template
- ✓ Create integration guide to support providers to connect their own data sources into the dashboard
- ✓ Create user guide to support API providers to use the dashboard in decision-making on API strategy activities and developer relations goals and to maintain insight into competitor risks and market opportunities

# INVESTMENT

Only 15 seats are available for API providers and we are ensuring there are no direct competitors participating together from the same sub-sector vertical.

Each API provider will contribute \$USD5,000 to participate and will gain:

- ✓ Insight into how to best measure API strategy impacts and developer relations
- ✓ Ability to benchmark your API strategy against your competitors and insight into how your industry sector is adopting APIs
- ✓ Guide for selecting which metrics to track
- ✓ Guide on how to integrate privately held data into a dashboard instance [private data will not be accessible to the API Dashboard creators]
- ✓ Lifetime access to the resulting API Dashboard product

## SIGN UP NOW

Contact [john@apiscience.com](mailto:john@apiscience.com) or [mark@mgboyd.com](mailto:mark@mgboyd.com) to become a co-designer in the API Dashboard Project.