RapidAPI <> Applied Innovation Exchange
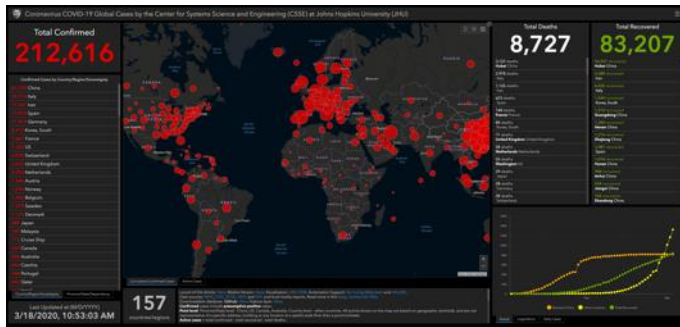
Iddo Gino, March 2020

Rapid API

Crisis Calls for Fast Reaction

- We are heading into a time of uncertainty

- COVID-19 is posing unique challenges for companies globally

  o Reduction of in-person interactions

  o Reduced workforce availability

  o Remote communication

- Companies must react quickly & innovate

- Digital is creating opportunities

Rapid API

Examples of Reactions

Ties into Broader Digitization Efforts

Entertainment

Banking

Office Tooling

Education

Retail

Healthcare

Food

Travel

Media

Real-estate

Telecom
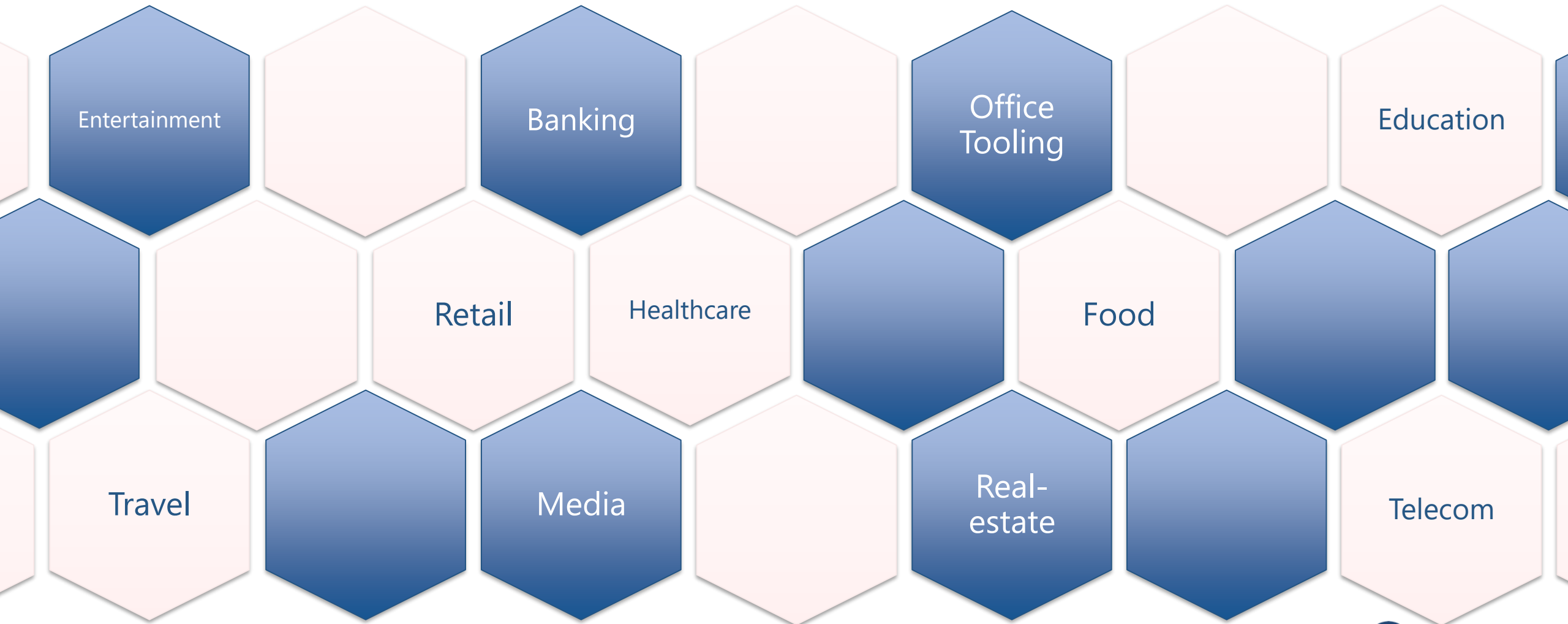
New Product Development Journey

Traditional Product
Research　Design　Prototyping　Testing　Manufacture Set Up　Material Sourcing　Manufacturing　Shipping & Distribution

Traditional Software
Research　Design　Data access & provisioning　Development　Testing　Infra & deployment

Modern Software
Research
Design　Testing
Development
Live
Improve & refine
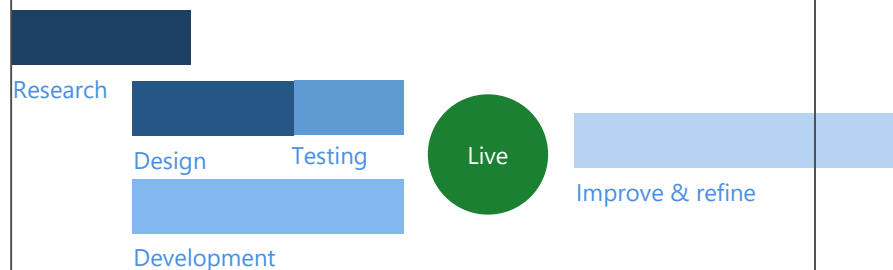
Opportunity Window

What do we need for Modern Software?

Culture & Mindset

"Done is better then perfect"

"Release & iterate"

Team & Skills

Agile Development

Small "Squads"

Tooling & Access

Cloud, SaaS, Self Service

Access to Data & Functionality

Rapid API

APIs – Software Building Blocks

APIs **abstract** common functions – letting developers work **quickly** and **efficiently**.

SMS APIs
Send SMS messages to users with notification & security codes
Ex: Twilio, Nexmo, Telesign

Search APIs
Index items and power full text search on them, including spelling corrections and automatic contextual suggestions
Ex: Algolia, SwifType, Elastic

Email APIs
Send Emails to users with invoices, notification & critical information
Ex: SendGrid, MailGun, SparkPost

Credit Card APIs
Capture and process credit card payments securely
Ex: Stripe, PayPal, Adyen

Computer Vision APIs
Identify faces, text & objects in images and extract information from them
Ex: Microsoft, Kairos, Clarifai

Rapid API

Proliferation of APIs

- Developers are increasingly utilizing APIs to develop new applications and software

- API Economy is predicted to grow to **$2.2 Trillion dollars**

- Already yielded multiple unicorns:

PLAID	**twilio**	**stripe**
Acquired - $5.3B	Public - $15B	Private - $35B
Braintree	**adyen**	SendGrid
Acquired - $800M	Public - $27B	Acquired - $3B

RapidAPI – Powering the API Economy

Discover APIs

Developers use RapidAPI to search for APIs, test APIs and compare.

Connect to APIs

A single SDK and access point to connect to any API.

Monitor & Analyze APIs

Dashboard to monitor API performance and switch APIs seamlessly.