

We built it.

I refocused the company, we cut away that which didn't matter and we developed our platform. By the 18th Feb 2006 we had the platform, core API services, billing system, portal and three basic applications for others to copy. We officially beta launched in March 2006 (our alpha had been many months earlier), this was a full two years before Google appeared on the scene with AppEngine. The public launch was at dConstruct in September 2006.

By the 18th April 2006, we had 30 customers, 7 basic applications and a monthly rate of 600K API calls. By 19th June 2006, we were clocking a run rate of 2.8M API calls. We were growing at a phenomenal rate and by the first quarter of 2007 we had passed the 1,000 developer mark i.e. others building systems for their own users. After a slow start, our growth was now exceeding even my optimistic forecasts given the huge educational barriers I expected — see figure 58.

Figure 58 — Growth in Zimki users (developers)