

# Topic 1: How to Evaluate Integration Vendors: A Technical Founder's Checklist

## Concept 1: Personal Experience

- **Hook:** "I've evaluated 47 integration vendors across three companies. Here's the one question that separates the winners from the pretenders."
- **Core Message:** Share the hard-earned lessons from evaluating integration solutions at Siftify, G2, and Ampersand, revealing the critical evaluation criteria that most technical founders miss. Focus on the evolution from basic API connectivity to deep, real-time integration needs, and provide a battle-tested framework born from actual vendor selection experiences and costly mistakes.

## Concept 2: Framework/Tactical

- **Hook:** "Your integration vendor evaluation spreadsheet is missing the 3 columns that actually matter. Here's the framework I wish I had 10 years ago."
- **Core Message:** Present a comprehensive, actionable evaluation framework specifically designed for AI-era integration needs. Break down the technical, operational, and strategic criteria into a practical checklist that technical founders can immediately apply, including specific questions to ask vendors, red flags that indicate shallow solutions, and scoring methodologies that account for real-time agent requirements.

## Concept 3: Contrarian Take

- **Hook:** "Stop asking integration vendors about their API coverage. Start asking about their failure modes. Here's why most technical due diligence gets it backwards."
- **Core Message:** Challenge the conventional vendor evaluation approach that focuses on feature checklists and API counts rather than reliability, failure handling, and operational excellence. Argue that the integration vendor landscape has trained founders to ask the wrong questions, and provide a contrarian framework that prioritizes resilience, developer experience, and long-term scalability over surface-level capabilities.