

# API vs ChatGPT vs Wrapper

*Clearing Up the Terminology Confusion*

■ Key Question: Is API the same as ChatGPT, Claude, or Gemini?

No. They are different things.

## The 3 Terms Explained

### ■ API

*Application Programming Interface*

**What:** A connection method

**Does:** How software talks to other software

**Analogy:** The phone line

### ■ ChatGPT / Claude / Gemini

*AI Products*

**What:** AI services

**Does:** The actual intelligence that answers

**Analogy:** The person you're calling

### ■ API Wrapper

*Thin Integration*

**What:** A pass-through product

**Does:** Just forwards your question to an AI

**Analogy:** A secretary forwarding calls

## How They Relate

### ■ ChatGPT / Claude / Gemini

The AI products (the brains)

Example: Claude = Anthropic's AI product | Claude API = the technical doorway to access Claude from code

### ■ Each HAS an API

A doorway to access them

### ■■■ Developers connect

To build products

## What We Mean in RootRise Materials

When we say "RootRise is not a simple API integration", we mean:

RootRise doesn't just take your question, send it to ChatGPT/Claude/Gemini through their API, and return whatever comes back. That would be a 'wrapper' — a thin shell around someone else's AI.

## ✓ Better Wording for Rouba

### Clear version:

"We're not a ChatGPT wrapper — we don't just send your question to an external AI and return the answer. We have purpose-built intelligence with specialized agents, structured data, and human validation."

### Simple version:

"We don't rent intelligence from OpenAI. We built our own system."

## Quick Reference: What to Say

If investor says...	They mean...	Rouba says...
"Is this just an API?"	"Are you connecting to ChatGPT?"	"No, we built purpose-built intelligence"
"Do you use ChatGPT?"	"Is ChatGPT doing the work?"	"AI models are components; we orchestrate them"
"What's under the hood?"	"Whose AI are you using?"	"Our own multi-agent system for MENA SMEs"

### ■ BOTTOM LINE

API is the pipe. ChatGPT/Claude/Gemini are what's at the end of the pipe. RootRise is a whole plumbing system with filters, valves, quality checks, and human inspectors — not just a pipe to someone else's faucet.