

YOUR API IS A PRODUCT



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WHAT'S A PRODUCT?



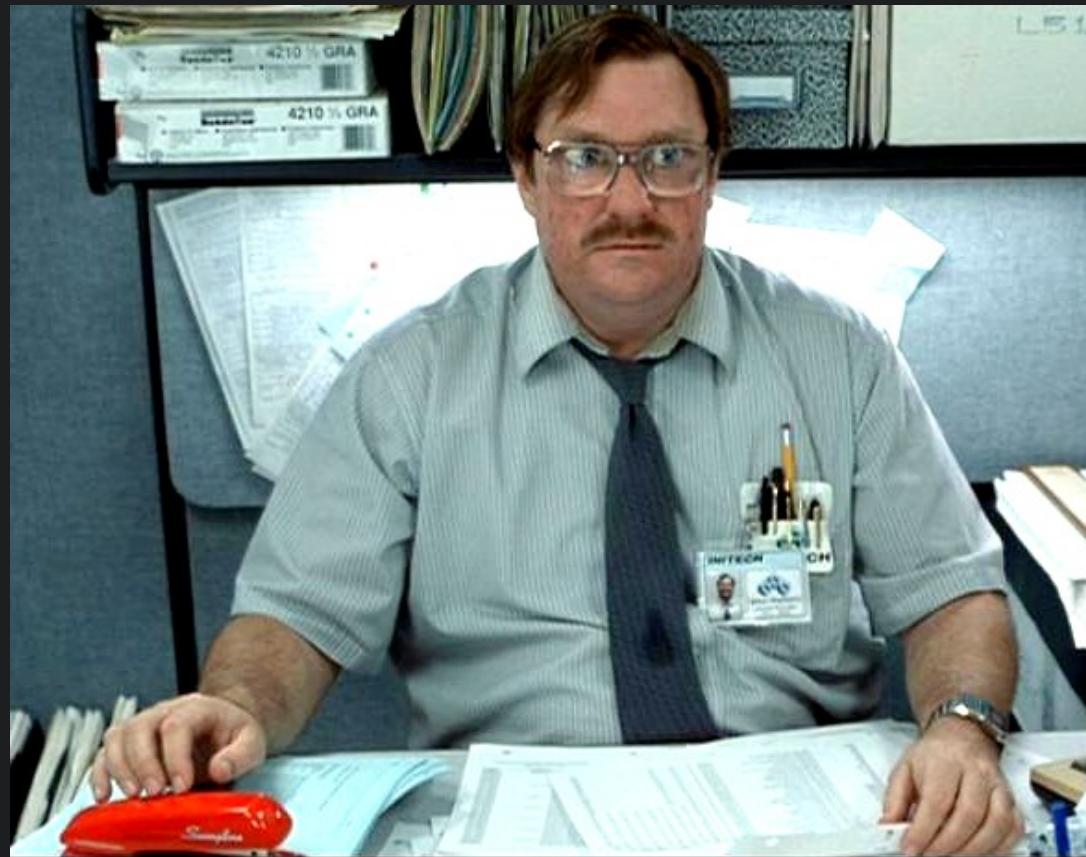
DEFINITION:
A PRODUCT IS SOMETHING
YOU USE OR CONSUME.

**YOUR API IS A PRODUCT.
PEOPLE USE AND CONSUME IT.**

WHO LEADS PRODUCT?



WHO LEADS API?



YOUR API IS A PRODUCT.



TREAT IT LIKE A PRODUCT.

DESIGN IS IMPORTANT.

(THIS ISN'T NEWS)

**DESIGN IS USABILITY.
MAKE YOUR API EASY TO USE.
THROW A DESIGNER ON IT.**

INTUITIVE DATA LAYOUT
ACCESSIBLE WITHOUT REGISTRATION
DOCUMENTATION SHOULDN'T BE NECESSARY

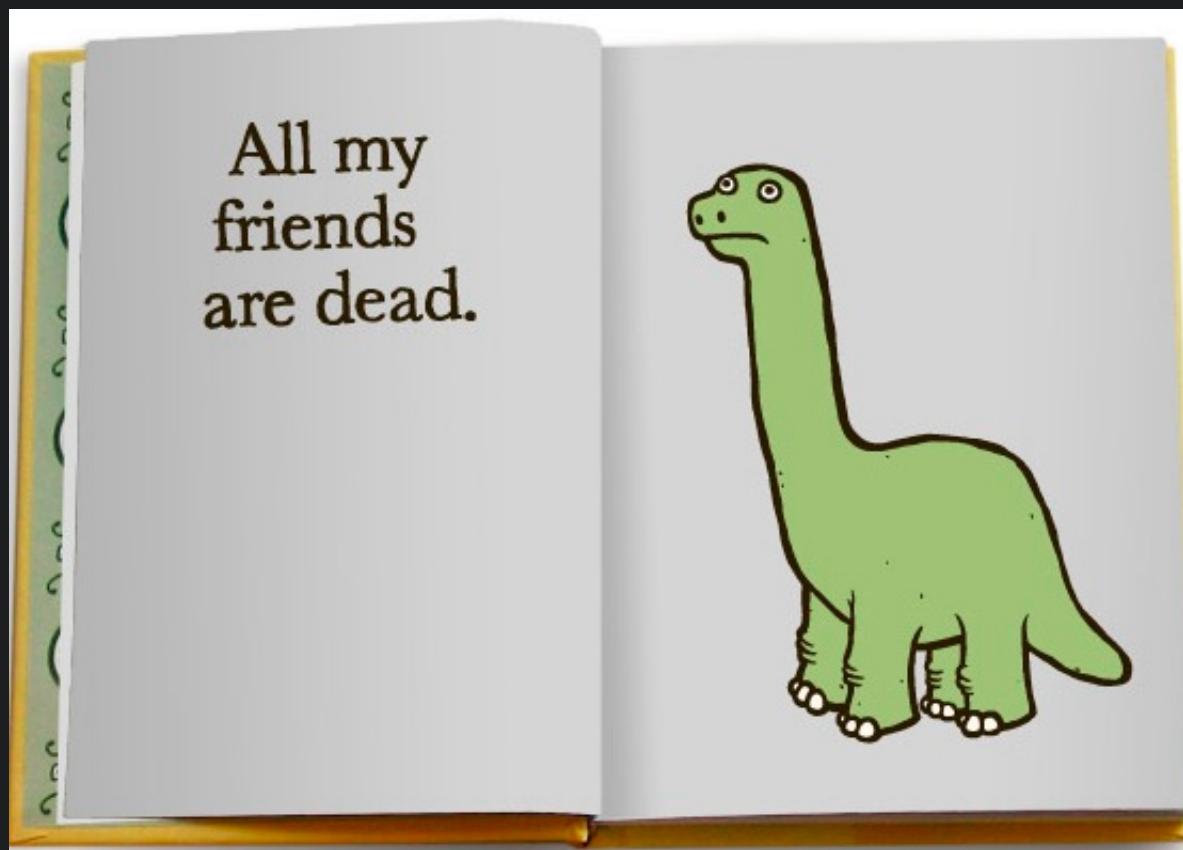


FIGHT FOR YOUR USERS.

GIVE THEM ACCESS TO SWEET-ASS STUFF.



MARKET YOUR API LIKE A PRODUCT.



AWSOME IS USELESS AND SAD
IF NO ONE KNOWS ABOUT IT.



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