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# Prairie Ridge Business Incubator Career Journey Series

Jack Billimack

# Overview

Career Summary

Lessons & Takeaways

Ideation & Business Plans

*\* and any questions you may have along the way*

# Career Experience

## education

**Prairie Ridge** | student  
*Alumni*

**Indiana University** | student  
*Business Analytics / Policy Analysis*

## corporate

**Zoro.com** | employee  
*B2B E-Commerce / Business Analysis*

## venture

**Underliner Maps** | founder  
*B2C E-Commerce Apparel*

**Produkter API** | founder  
*Enterprise Software*



# High School Work Experience

Farm Hand



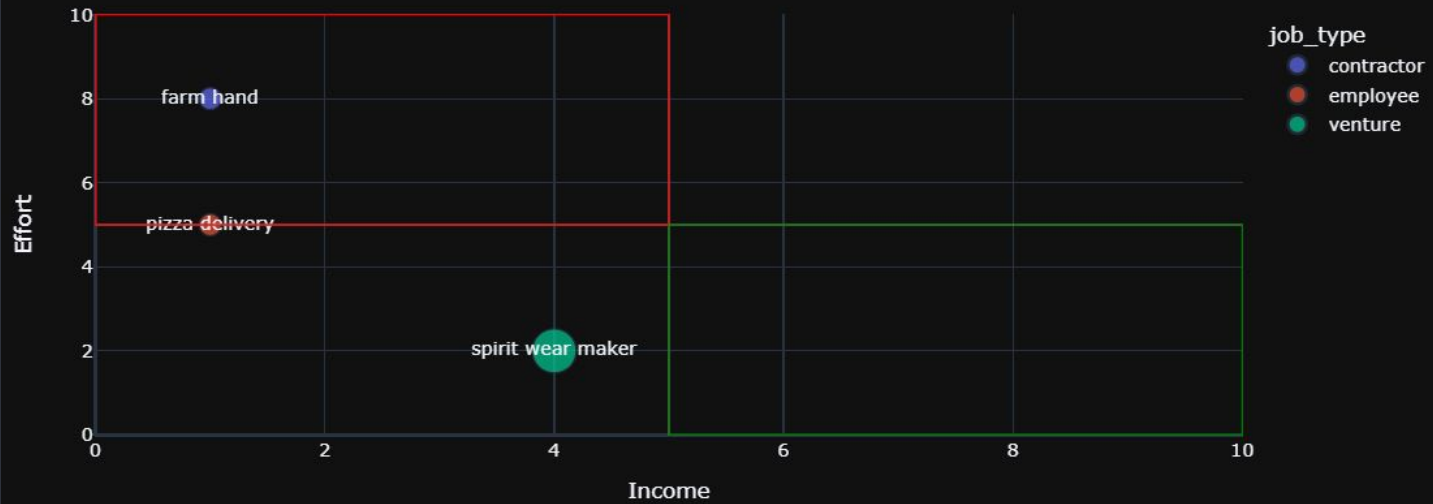
That's Amore Pizza Delivery Driver



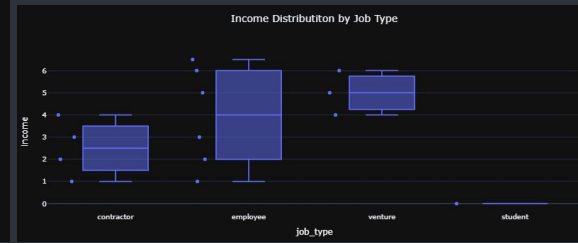
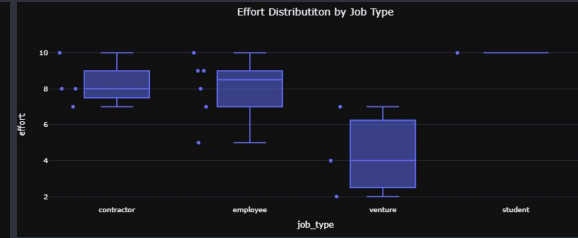
Prairie Ridge T-Shirt Business



My Pre-College Effort to Income Matrix



\* subjective values



\* subjective values

# Accounting for Effort. Exploring Business Models.



# Effort to Income Matrix Examples



\* subjective values



# College Considerations

The University of Montana

- + Location / Cost
- Distance / "Prestige"

Butler University

- + Cost / Business
- Size / Location

Indiana University

- + "Prestige" / Business / Other Departments

"Business is everywhere, so I might as well pursue that."



# University Experience

**Indiana University** | *Kelley School of Business*

**Business Analytics**

**Public Policy Analysis**

Mathematics

Economics

Statistics

Game Theory

Spreadsheets

Financial Markets

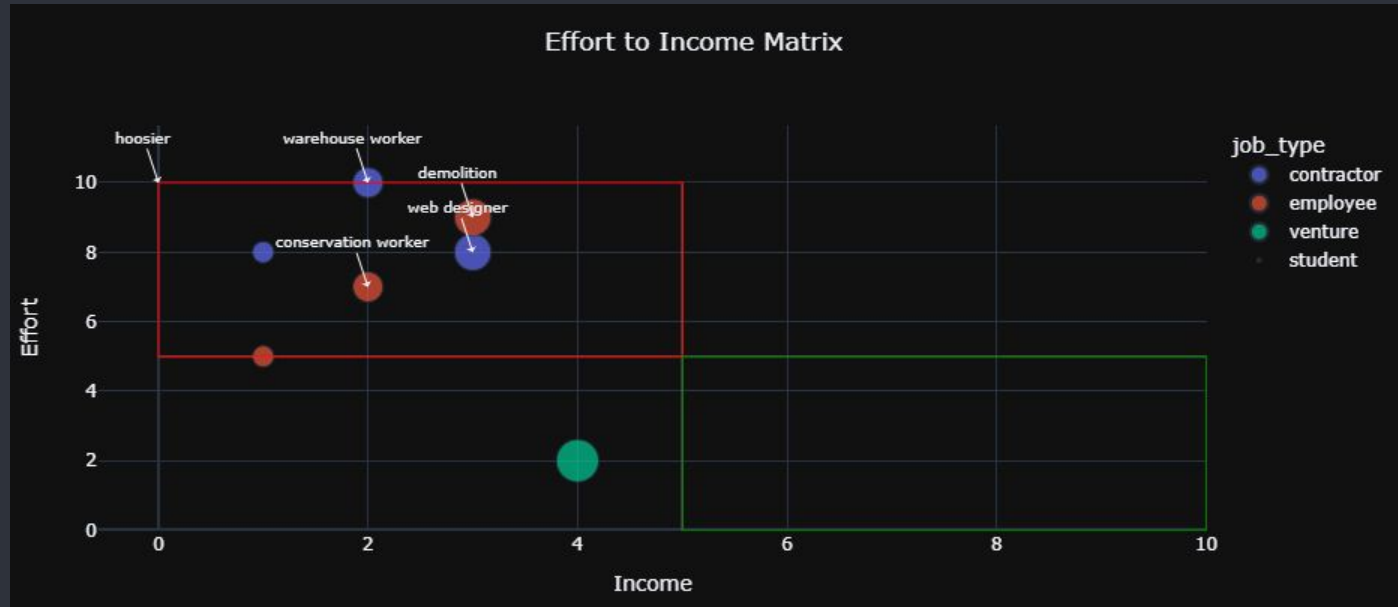
Databases

Accounting

Network Analysis

Presentations

# College Effort to Income Matrix



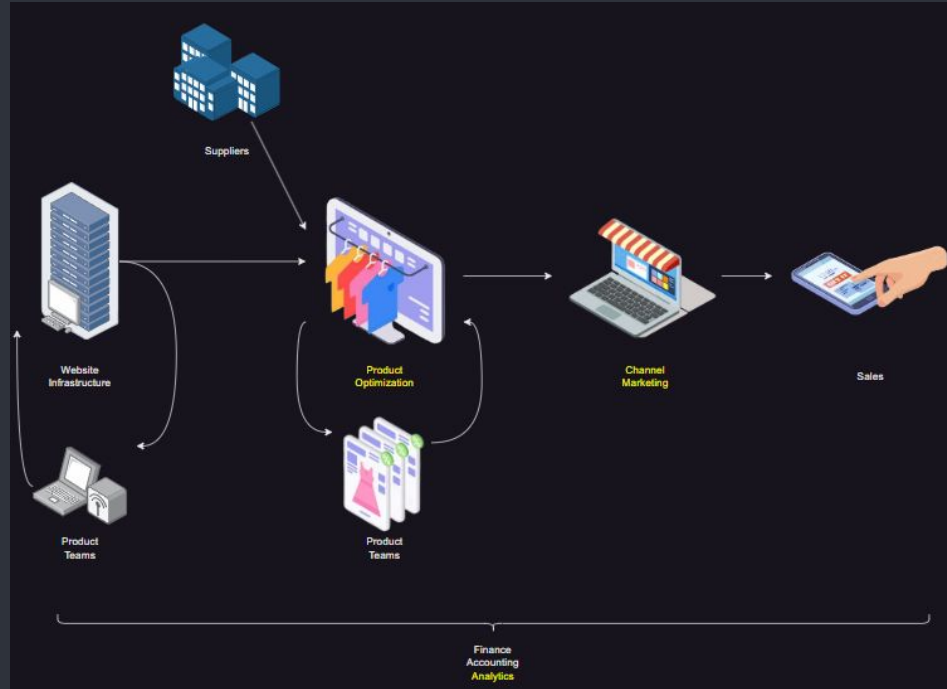
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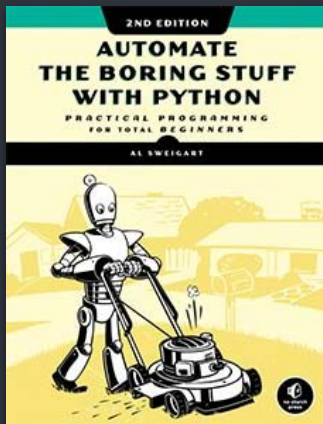
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# Zoro.com Business Model



# “Automating the Boring Stuff”



Keyword research  
Image collection  
Scheduled reporting  
Anomaly detection  
Hypothesis testing  
Data engineering

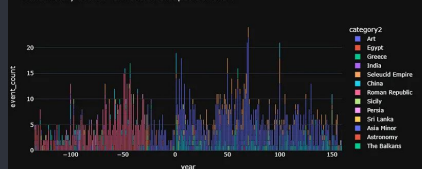
▼ garmin forerunner 255: [] 21 items

```
0: "is garmin forerunner 255 worth it"
1: "does garmin forerunner 245 music have garmin pay"
2: "is garmin forerunner 255 waterproof"
3: "does the forerunner 245 have garmin pay"
4: "how to setup garmin forerunner 255"
5: "how to use garmin forerunner 255"
```

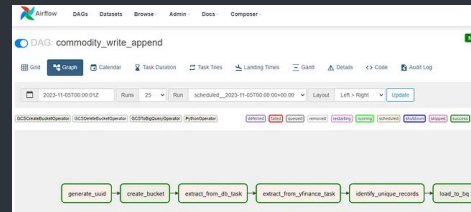
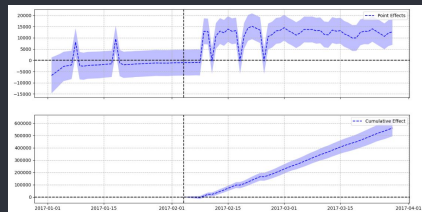
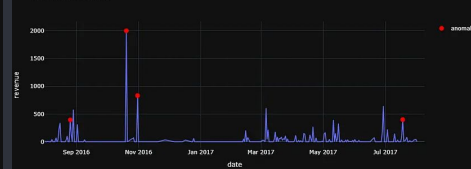
▼ slime 30047 inner tube: () 10 keys

```
▶ description: [] 7 items
▼ image2: [] 9 items
0: "https://i5.walmartimages.com/seo/Slime-Extra-Strong-Self-Sealing-Bicycle-Tube-Schrader-20-Inch-30047-879ba6c4-2011-488b-ae81-000b970b1a0e_3_f46c16d073c76a51322b26c1e471143a_.jpeg"
1: "https://slime.com/cdn/shop/products/20047_front_grande.jpg?v=1602626904"
2: "https://www.hardcoreworld.com/files/p/L/1/7/43.jpg"
3: "https://rex.cloudinary.com/dronup-11c/image/fetch/f_auto/https://i5.walmartimages.com/ae81-000b970b1a0e_3_f46c16d073c76a51322b26c1e471143a_.jpeg"
4: "https://a.media-amazon.com/images/I/61dNJCetSHL._AC_UF1000,1000_QB0_.jpg"
```

World History Events - Dimension Grouped Bar Chart



Revenue Anomalies



# Corporate Career Effort to Income



# Introduction to Ventures

Ownership & working in interesting areas.

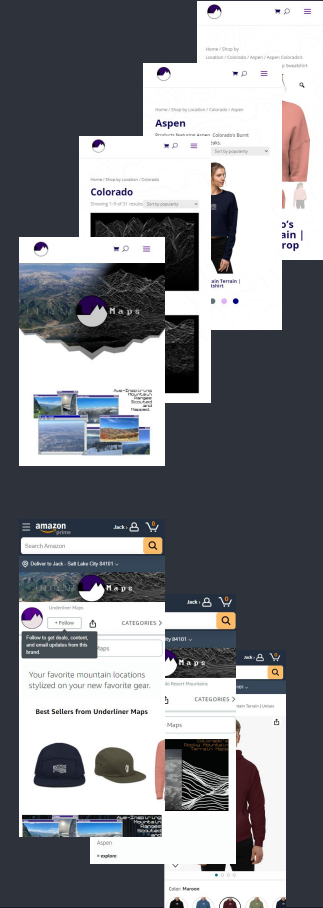
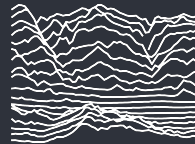
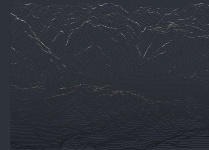
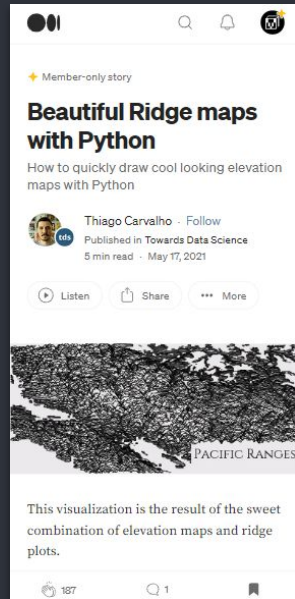
Anyone can be an expert by reading documentation.

The marketplace is a great way to test your ideas.

Accountable to yourself.



# Origins of Underliner Maps

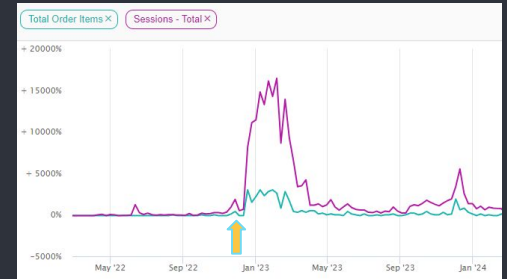


# Testing Ideas, Following Demand, and the First-Mover Advantage

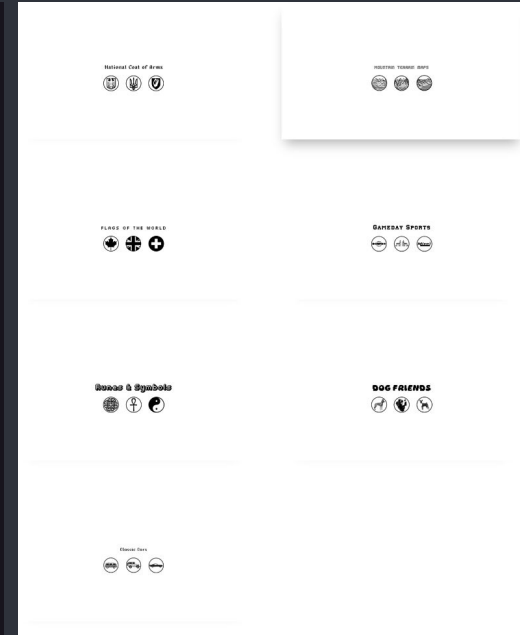
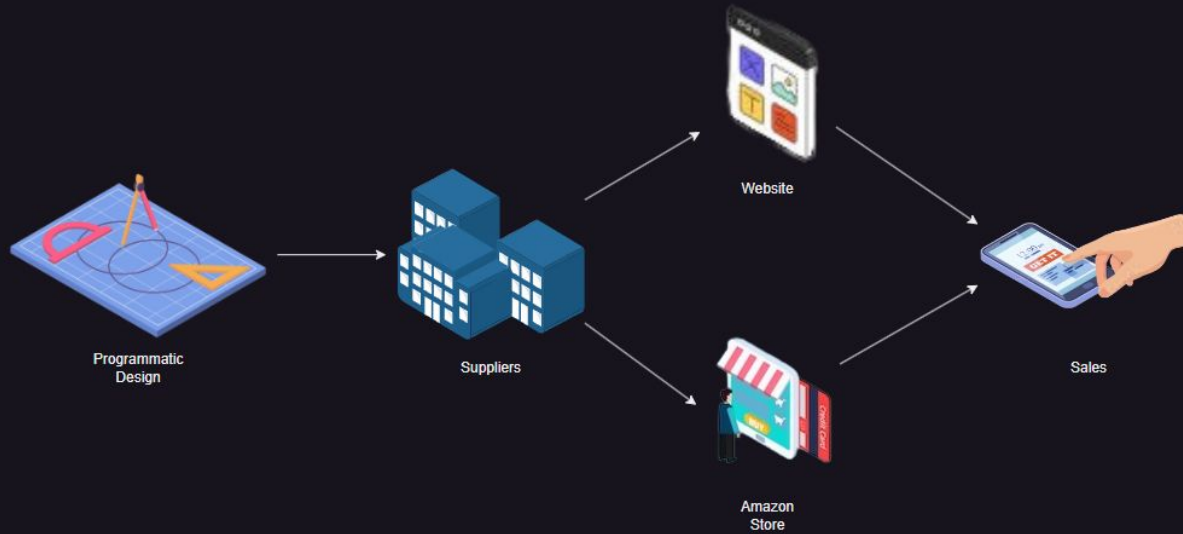
December 21, 2022



December 22, 2022



# Underliner Maps Business Model



# Origins of Produkter API

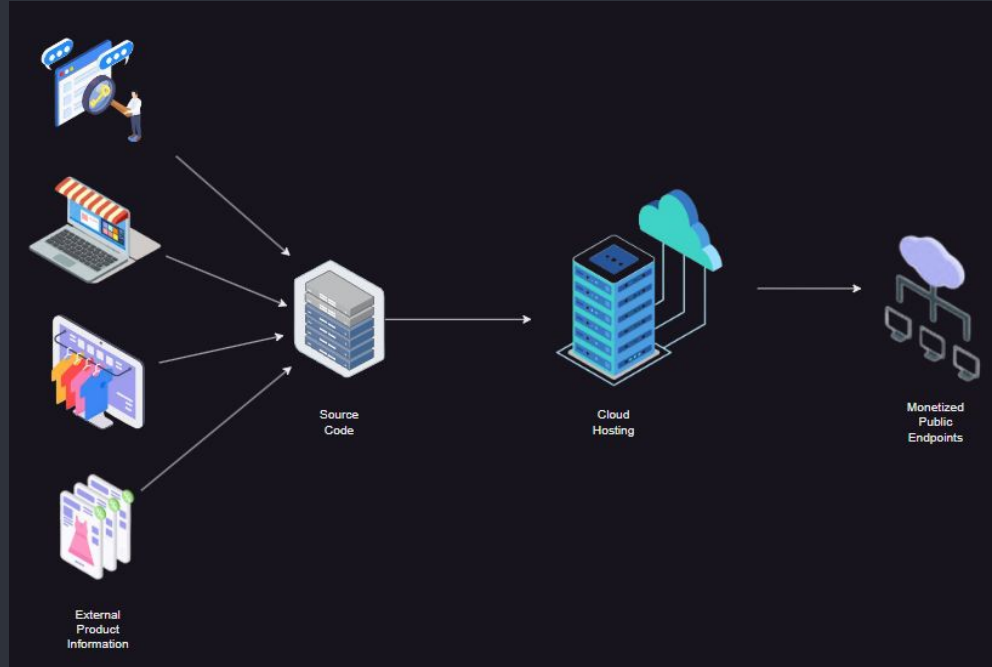
[ \$13.5B ] Digital commerce applications revenue by 2026 - Statista

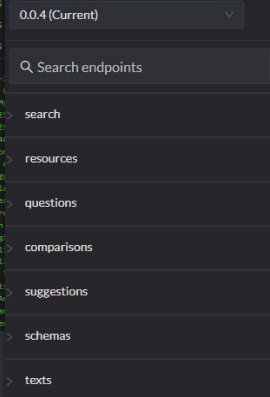
[ \$8B ] Global spending on AI in E-Commerce by 2024 - BigCommerce

**API:** “An application programming interface (API) is a way for two or more computer programs or components to communicate with each other. It is a type of software interface, offering a service to other pieces of software.” - Wikipedia




# Produkt API Business Model






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**Produktor**

The Produktor API allows developers to access product information, given a product query, in a structured JSON format.


📈 8.2 ⌚ 36,780 ms ✓ 88%



**Amazon Data**

Amazon Data


📈 0.1 ⌚ 121 ms ✓ 100%



**HM Pricing Data**

Endpoint for getting the price and meta data of a product on HM


📈 0.2 ⌚ 152 ms ✓ 0%



**smartsyp**

package protection

📈 0.2 ⌚ 152 ms ✓ 0%



**Produktor**

By Jack VanKlitzke | Updated 16 days ago | eCommerce | [Edit](#)

📈 Popularity: 8.2 / 10 ⌚ Latency: 36,780ms ✓ Service Level: 88% + Health Check: 100%

[Endpoints](#) [About](#) [Tutorials](#) [Discussions](#) [Pricing](#)

The Produktor API allows developers to access product information, given a product query, in a struc. [JSON](#).

0.0.4 (Current)

Search endpoints

GET /search

Test Endpoint

search

resources

questions

comparisons

suggestions

schemas

tests

Personal Account  
Jack VanKlitzke

RapidAPI App  
default-application\_8599282  
REQUIRED

Request URL  
rapidapi.com  
REQUIRED

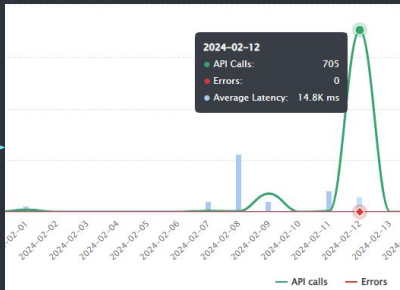
Header Parameters

Code Snippets

Example Responses

Results

```
(Shell) curl -X GET https://produktor-p-rapidapi.com/search?q=KIC4001RE0811 \
--header 'X-RapidAPI-Key: produktor-p-rapidapi.com' \
--header 'X-RapidAPI-Key: '
Copy Code
```



# Ventures - Effort to Income





# Appendix

# Read the Docs I

Research idea

Scope requirements

SWOT

Technical? → library, filetype:pdf, video

# Read the Docs II

Follow the rules + protect yourself  
Trademark → ownership / amazon  
Copyright → website  
License → software  
LLC → business  
Employment contract  
Terms of service → Google Search

# Favorite Resources

The Economist  
The Economic Club  
Medium  
Youtube Premium  
Github