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Prairie Ridge Business Incubator 2024 Career Path 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



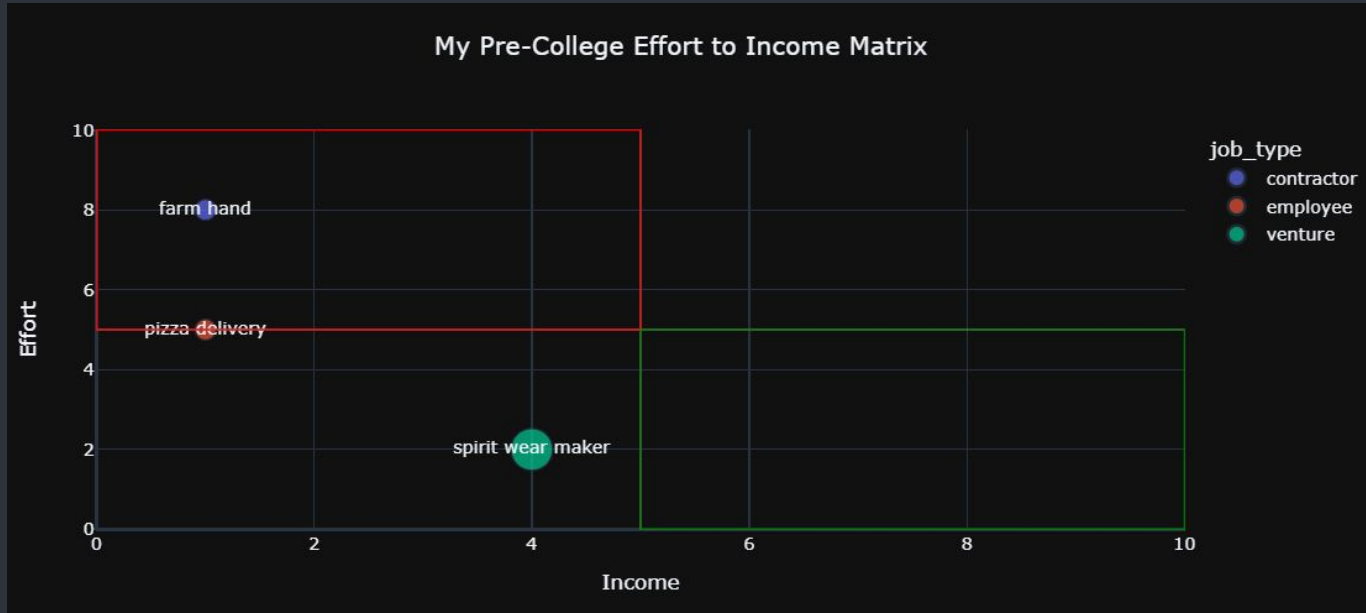
That's Amore Pizza Delivery Driver



Prairie Ridge T-Shirt Business

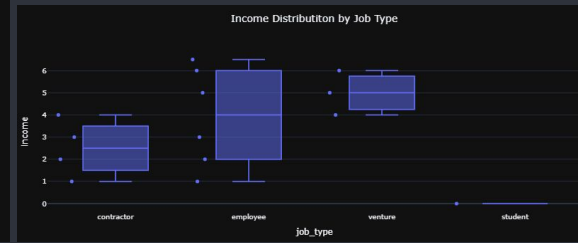
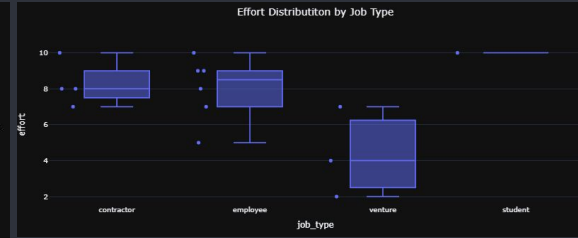


My View of Work at 18



* subjective values

A Career Visualized at 28

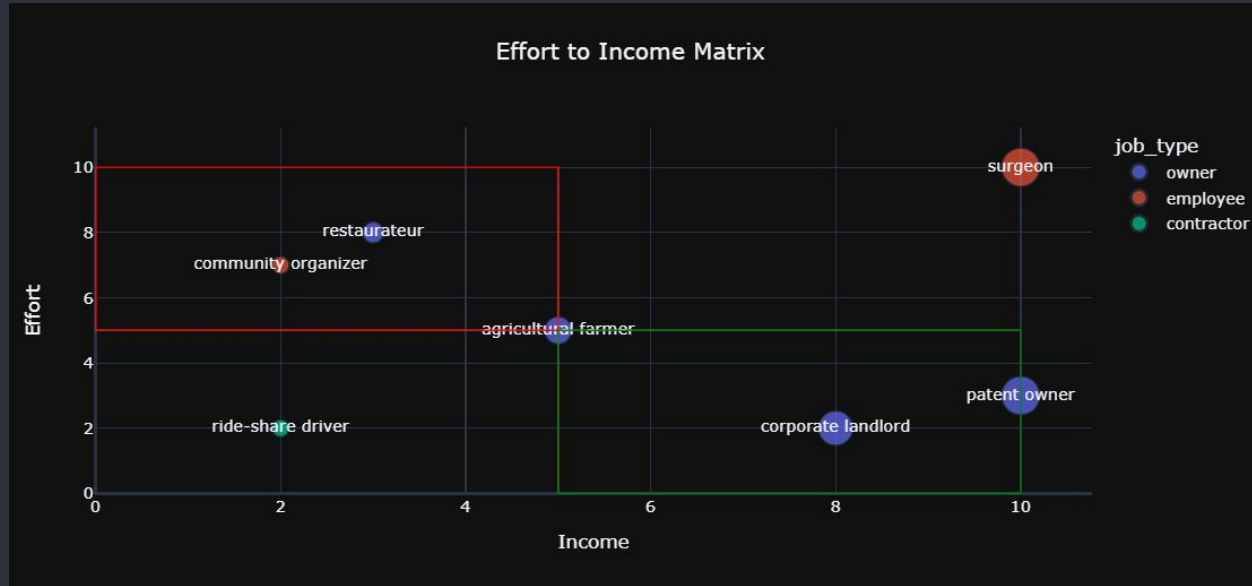


* subjective values

Accounting for Effort. Exploring Business Models.



Effort to Income Matrix e.g.



* 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

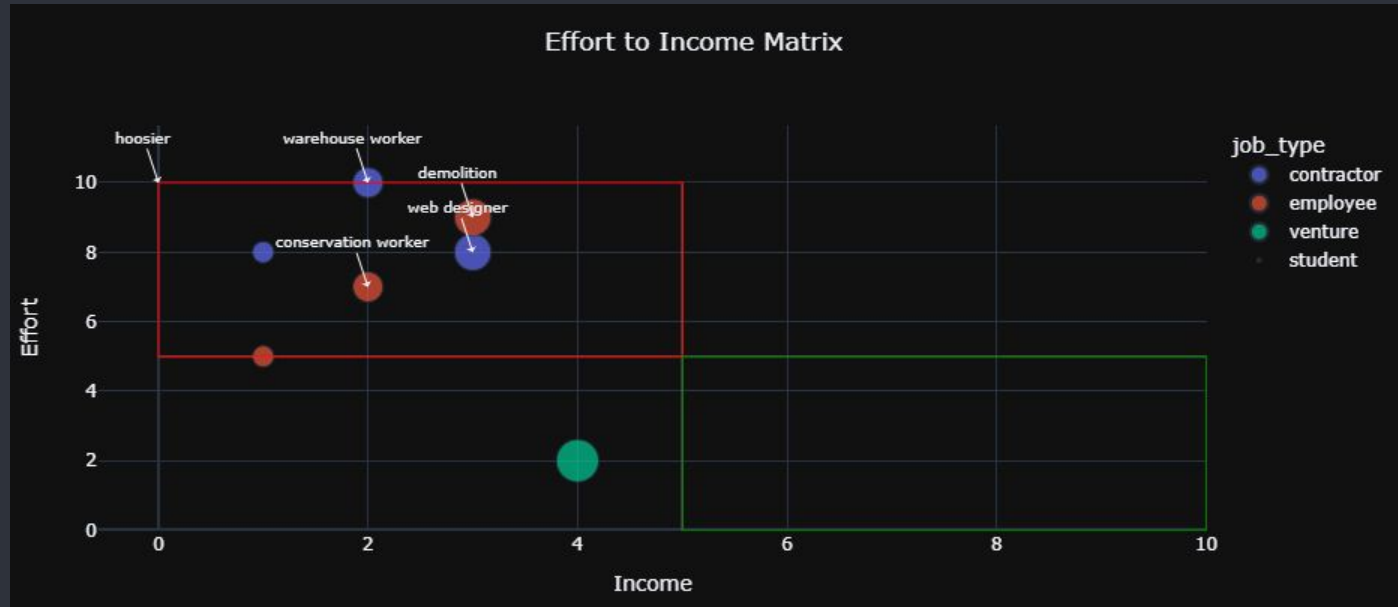
Databases

Accounting

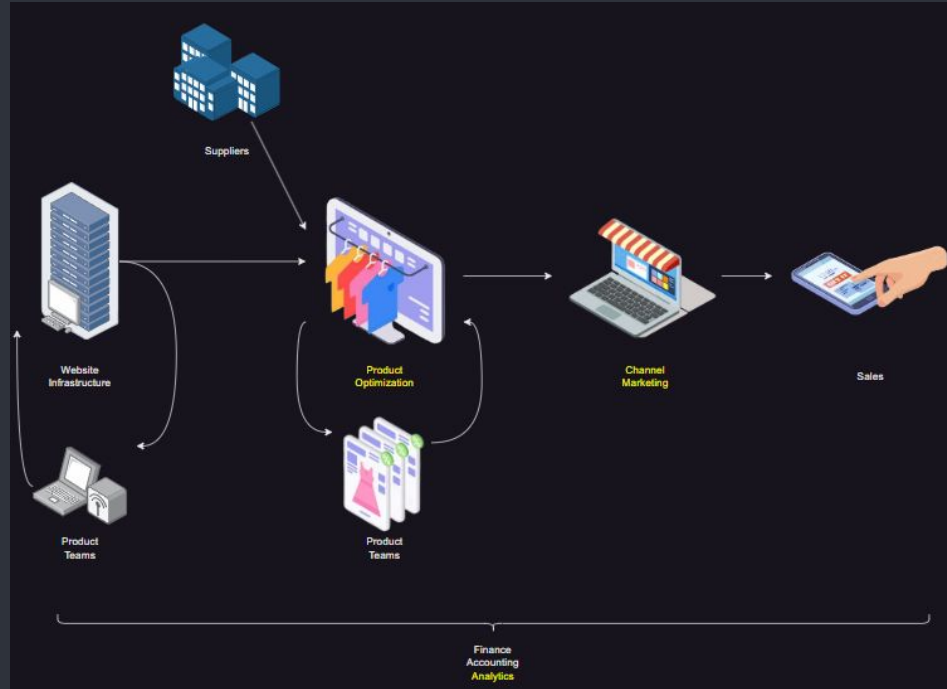
Network Analysis

Presentations

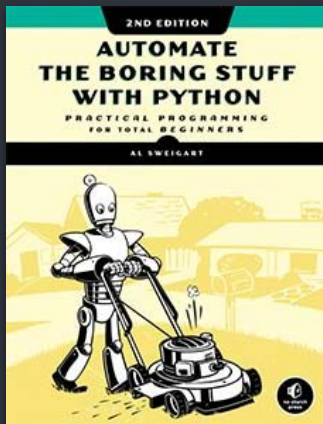
College Effort to Income Matrix



Zoro.com Business Model



“Automating the Boring Stuff”



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

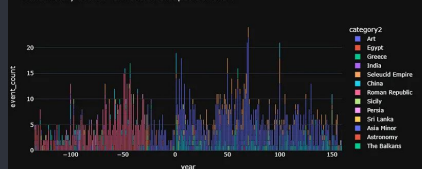
▼ garmin forerunner 255: [] 21 items

```
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"
```

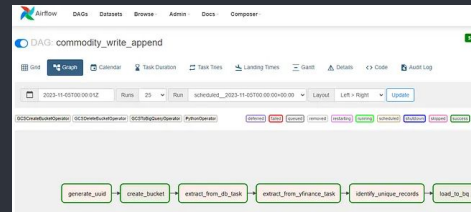
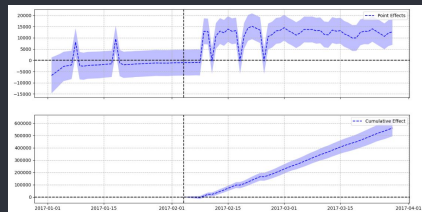
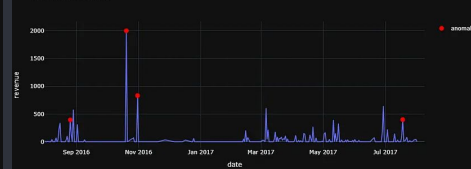
▼ slime 30047 inner tube: () 10 keys

```
▶ description: [] 7 items
▼ image2: [] 9 items
0: "https://i5.walmartimages.com/seo/Slime-Extra-Strong-Self-Sealing-Bicycle-Tube-Schrader-20-Tube-30047-879ba6c4-2011-488b-ae81-000b970b1a0e_3_f4e4c3f4073c76a51322b26c1e471143a_.jpeg"
1: "https://slime.com/cdn/shop/products/20047_front_grande.jpg?v=1602626904"
2: "https://www.hardcoreworld.com/files/pl/28/L/7943.jpg"
3: "https://rex.cloudinary.com/dronup-11c/image/fetch/f_auto/https://i5.walmartimages.com/ae81-000b970b1a0e_3_f4e4c3f4073c76a51322b26c1e471143a_.jpeg"
4: "https://a.media-amazon.com/images/I/61dJN7Cet5HL._AC_UF1000,1000_Q80_.jpg"
```

World History Events - Dimension Grouped Bar Chart



Revenue Anomalies



Corporate Career Effort to Income



Introduction to Ventures

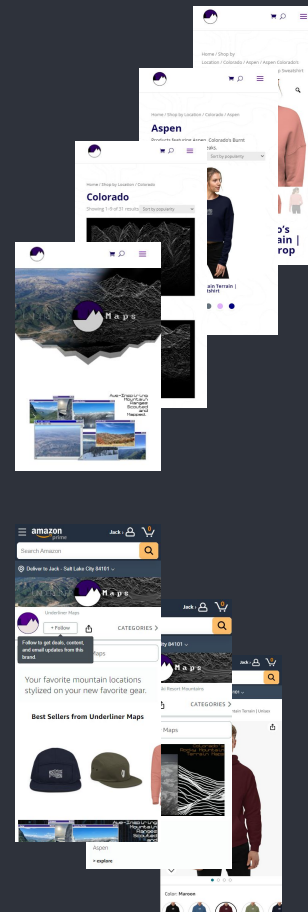
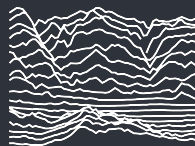
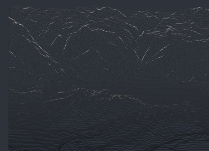
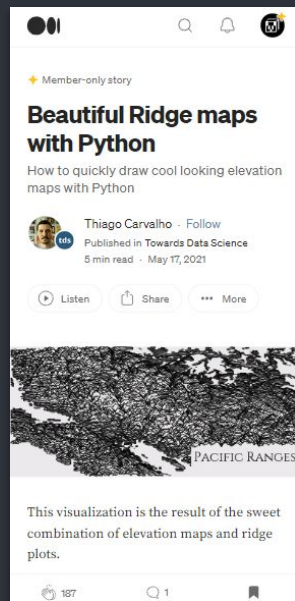
Ownership & working in interesting areas.

Anyone can be an expert by reading documentation.

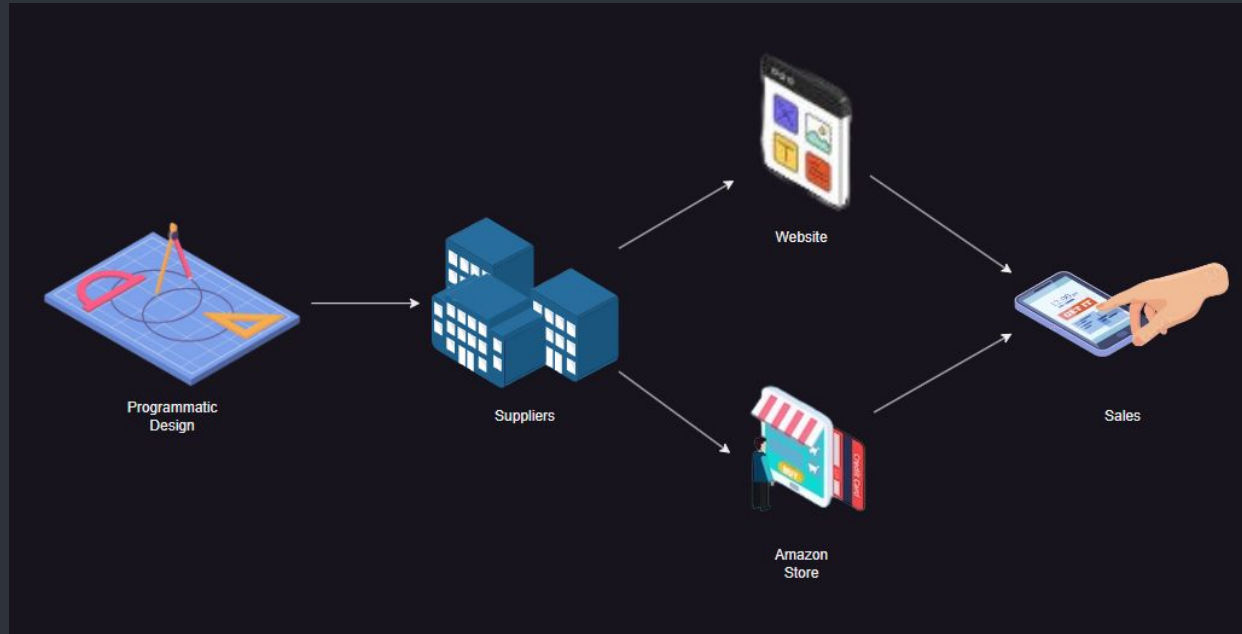
The marketplace is a great way to test your ideas.

Accountable to yourself.

Origins of Underliner Maps®



Underliner Maps Business Model

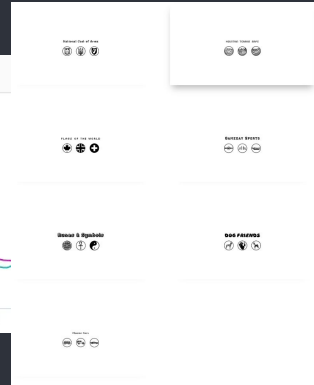
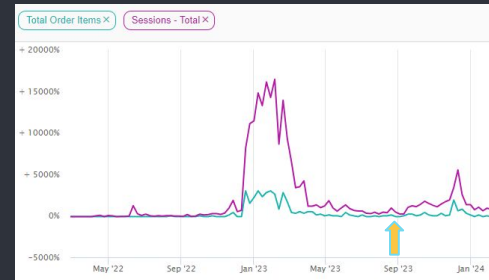


Testing Ideas, Following Demand, and the First-Mover Advantage

December 21, 2022



December 22, 2022



Origins of Produkter API

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

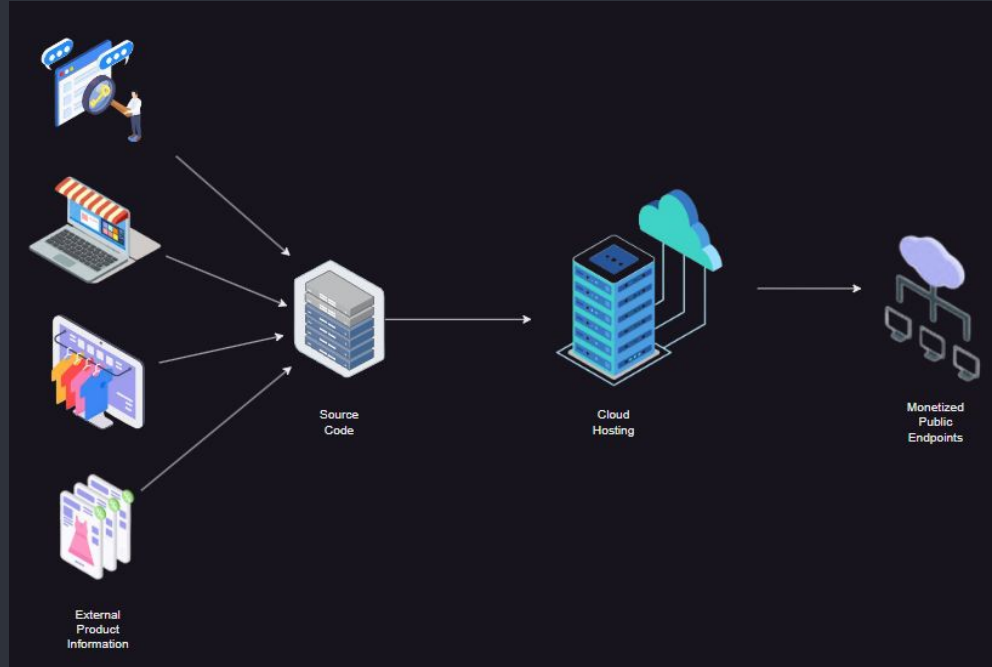
[**\$8B**] Global spending on **AI** in **E-Commerce** by 2024 - BigCommerce

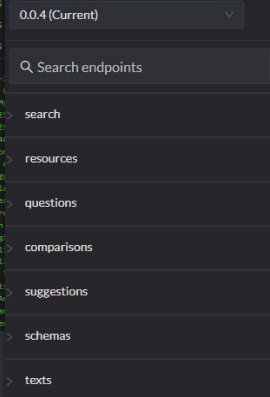
“Selling shovels in a gold rush” - idiom regarding the California gold rush

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






Organic Growth & Future Potential



Produkter

The Produkter 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



Produkter

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 Produkter API allows developers to access product information, given a product query, in a struc. [View docs](#)

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

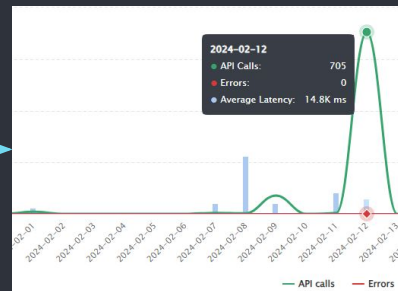
Header Parameters

Code Snippets

Example Responses

Results

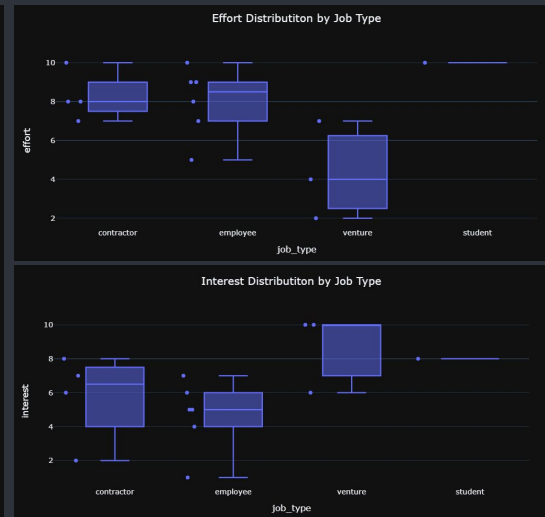
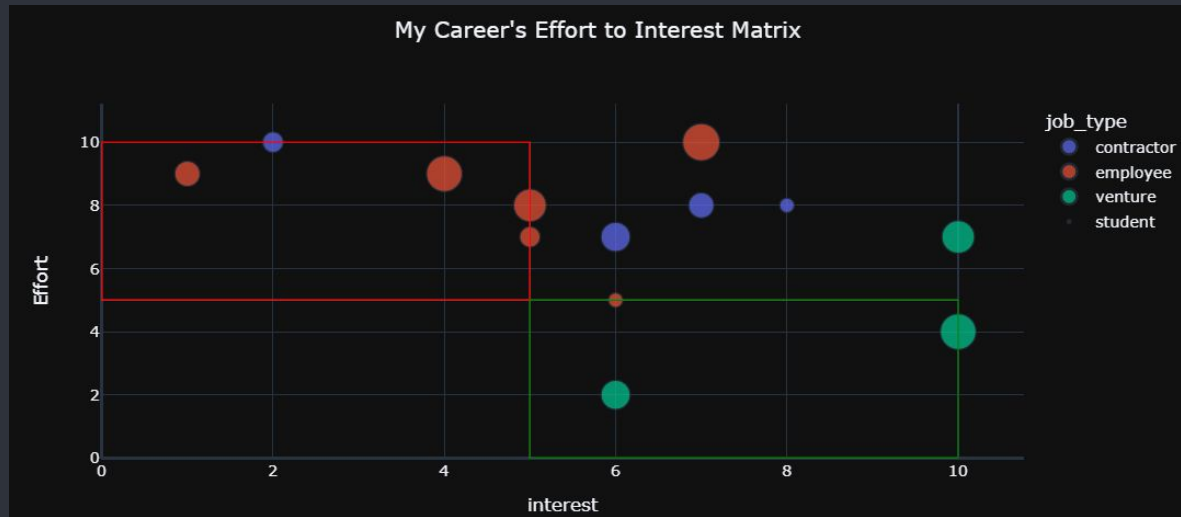
```
(Shell) curl -X GET https://produkter-p-rapidapi.com/search?q=KIC4001RE0811 \
--header 'X-RapidAPI-Key: produkter-p-rapidapi.com' \
--header 'X-RapidAPI-Key: '
Copy Code
```



Ventures - Effort to Income



A New Perspective at 28 - *Interest*



* additional X-axis dimensions to consider: interest, community, writing, programming, scientific research, art, engineering, athletics, ...

Career Takeaways

Pursue what matters to you.

Read the documentation.

Have a plan.

Always do the work. Work to be a leader.

Contact



[linkedin.com/in/jackbillimack/](https://www.linkedin.com/in/jackbillimack/)

github.com/VanAltrades

medium.com/@vanaltrades

** questions*

Favorite Resources

The Economist

The Economic Club

Medium

Youtube Premium

Speechify

Github

``filetype:pdf``



THE ECONOMIC CLUB
OF WASHINGTON, D.C.



Appendix

Ideation & Reading the Docs

Research idea

Scope requirements

SWOT

Technical? → library, filetype:pdf, video

Follow the Rules & Protect Yourself

Follow the rules + protect yourself

Trademark → ownership / amazon

Copyright → website

License → software

LLC → business

Employment contract

Terms of service → Google Search