Wednesday, March 11, 2020

**Stoplight Discovery**

**Attendees:**

Scott Faust, Marc MacLeod, Harrison Yeager, Tonia Roberts, Dave Roberts, Chris Lott + Kristen Surratt

David Meyer, Ian Cohen, Chris Martel + Debbie Arata

**WHERE YOU WANT TO BE**

Want to “ring the bell”

Being able to speak with a cohesive voice/currently compartmentalized

Articulating the same values

No. 1 in the space

Self-serve on SMBS

Remove barriers to sales

2019 new enterprise product/on premise/different value pitch

Taking the same product and selling a self-serve SAAS product

Want to be a product-driven company as opposed to service driven/product-led growth

Brand awareness as an API design workflow tool

If you’re using APIs, you’re using Stoplight

**CURRENT BARRIERS**

Pricing/messaging is not clear or consistent

Self-service SAAS product is not available yet

Still evolving (timing issue – 4/20 launch)

Must contact sales team

**PRODUCT**

Studio – single user tool for API development (users are API developer, technical writers + product managers)

Prism – mock server (users are API developer + other developers) helps speed up the process/open source/ baked into the Studio product/can be used as a standalone

Spectral – rule set/style guide (user is API architect) like customized spellcheck/open source/baked into the Studio product/can be used as a standalone

All products below are part of the Stoplight platform:

Explore – not yet public facing/technical knowledge base that teams can use/grab information from GIT repositories (design artifacts, not code) no one else has search capability

Hubs – documentation on products (branded guide for outside users)

Quality Dashboard – in development

**TARGETS**

**Enterprise API Architect (user, decision maker/big influence over the wallet)**

**Developers (practitioner/user)**

**API Architect (in charge of team of developers)**

**Technical Writer (user)**

Product Manager – Business Unit Team (influencer)

**Director of Engineering (practitioner/influencer/decision maker) not just in charge of APIs**

C-Suite

Senior Systems Engineer

Director IT Strategic Sourcing

Director of Innovation

Director of Integration

Principal Engineer - Information Technologies

CIO/CTO

**WHAT IS CURRENT BEHAVIOR?**

Studio is our strongest tool – design first

Companies have a lot of APIs –can’t find or manage them

Duplication

Disparate methodology

Lack of consistency

Developers aren’t great/consistent with documentation

**WHAT ARE CURRENT ATTITUDES?**

Business unit (product managers) vs. engineering team (get it done fast)

Blueprint (documentation) > bullet list > code fast

Developers don’t like to do documentation/slows down the process

Build it fast

**WHO ARE PRIMARY COMPETITORS?**

Postman (doing well with product led growth)

Swaggerhub (market leader/first in the space)

Kong (API management/code first/fast growing startup/trying to compete and are really a gateway company trying to get into workflow/enterprise)

Mulesoft (similar to Kong)

**WHAT ARE COMPETITORS SAYING?**

Saying the same thing but they can’t deliver

Swagger benefits from the fact that “Swagger” was the first name of the Open API language

**WHAT ATTITUDES CAN WE CAPITALIZE ON?**

You don’t know what/how many APIs you have

New users need to learn your API from scratch (no, bad or inconsistent documentation)

Competitor’s products are a walled garden/force you to use their tools

Stoplight eliminates friction in workflow

GIT (GIT Hub, Bit Bucket, Bit Lab) works fine and companies are using them as solutions/why change to a proprietary GIT

Microservices have created an exponential need for APIs

Bring order > optimization

**WHAT ATTITUDES MUST WE OVERCOME?**

Change is hard

Developers are skeptical

Developers want companies to communicate with them/not pitch to them (don’t sell me/show me)

We are not API management (which has to do with runtime), we are API design which is at the beginning of the process

The people who do the work don’t have the voice/wallet

**WHAT NEW ATTITUDES SHOULD BE ESTABLISHED?**

You have pain but might not know it

Design first is the future

The entire team should be able to provide input and are currently left out of the process until it’s too later or left out completely

Documentation speeds up the process

Build it right the first time/thoughtfully

Fast isn’t always faster

Eliminate tech debt/save money

Business unit and engineers are working towards the same goal

Developers are highly valued – this tool makes them better

**WHAT IS THE SINGLE MOST IMPORTANT THING WE WANT THE TARGET TO KNOW?**

Speed

Accuracy/Consistency

We are the traffic cop for your API workflow

Originally a testing tool

We are the most complete, frictionless, inclusive (lots of features) API design-first tool

As opposed to code-first

Untapped potential of expertise of other participants

API Development is currently limited to highly-skilled people that know the specification syntax; this limits our ability to scale and leverage our full productive capacity by excluding non-technical people who can contribute their business and domain knowledge.

**WHAT DO WE WANT THE TARGET TO DO?**

**Developer**

**Technical Writer (to a lesser degree):**

Use the free product

Connect your GIT repository/push changes to GIT

Share link for feedback with developer or architect documentation (Stoplight can tell when someone shares a link)

Share a workspace (free product limited to 10 users and 5 projects)

**Enterprise or API Architect:**

Create a workspace

Promote design-first/visionary

Create a style guide

**Director of Engineering:**

Spread the tool to other teams

**Convert to a paid plan?**

**WHAT IS THE SINGLE MOST IMPORTANT EMOTIONAL CHORD WE NEED TO TOUCH?**

FOMO/Early adopters get in on design-first

Excitement

We build products that people fall in love with

Pride

Control

Demonstrating their worth

**WHAT IS THE SINGLE MOST IMPORTANT BENEFIT THAT NEEDS TO BE INCLUDED?**

Not addressed

**WHAT SPECIFIC FACTS SUPPORT THE TANGIBLE BENEFIT?**

36% faster API development (third-party statistic)

Something like measuring the number of lines of documentation Stoplight has created

Testimonials from developers on up

Developers are expensive – make them more efficient

(it’s been challenging for Stoplight to provide metrics)

Visibility in what you have and how it works – together

**TRIGGERS?**

Developers can’t understand other dev’s work because of poor documentation

Want to upgrade so the Stoplight branding can be removed

**Developer:**

They’ve been asked to write open API (provide documentation) and haven’t done it before

Number of end points have become overwhelming

Googled “Open API documentation”

API developer left

**Why Stoplight?**

API testing (red/green)

People who know about open API know about Stoplight

**Levels**

Free

Teams (swipe a credit card)

Enterprise (salesperson, security)

Design + Articles = Documentation

The release of the Quality Dashboard will put Stoplight ahead of what Swaggerhub can provide

Close rate is high for offering free trial enterprise plans to purchase

**Additional Comments: (these questions were provided prior to the meeting but weren’t specifically addressed)**

How do you currently target prospects?  
How many of them would be aware of you prior to your first contact?  
Once the sale is made how much, if any, after the sale contact is there between you and the buyer? What is the pricing structure? Is it a SAAS model?  
How often do you compete in an RFP situation?  
What is the win percentage? What usually wins it for you? When you lose, why?  
How many current clients do you have?  
What do they like most about you?  
Where are you vulnerable to competitors?

**NEXT STEPS:**Schedule meeting with Tonia to discuss the sales process

Deliver Messaging Segmentation:   
Your Single Most Important Message, Messaging Map, Competitor Analysis\*

\*Something like what we created for Artigem but should probably show side by side websites so we can demonstrate how others are saying it better even if they aren’t