

**twitter.com/  
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An API company  
5 years later





# Lägg in annons på Blocket

[Prisinformation](#)

☒ Privatperson   ☐ Företag

Namn

E-post

Upprepa E-post

Telefon

☐ Dölj i annonsen



PROBLEM

**Hide my  
phone number!**



# Temporary phone numbers!

**E-post**

**Upprepa E-post**

**Telefon**

☐ Dölj i annonsen

☐ **Tillfälligt telefonnummer +10 kr**

Vill du inte visa ditt riktiga nummer i annonsen? Köp ett tillfälligt för bara 10 kr.

[Läs mer](#)



# SOLUTION

- 1. Retained privacy**
- 2. No nightly calls**
- 3. Phone calls & SMS!**
- 4. Silence when sold**



# THE REALITY

- **Yay, Blocket! Who else?**
- **Hello? Anyone? :/**
- **Teleco stuff is expensive..**
- **Customizations too.. :(**
- **Very bad ROI.. :(**





Wait a moment..



Solution  
logic

Telecom  
complexity



Solution  
logic

Telecom  
complexity



Solution  
logic

Telecom  
complexity



Solution  
logic

Telecom  
complexity



Solution  
logic

**API**

Telecom  
complexity



**Let's build a company!**

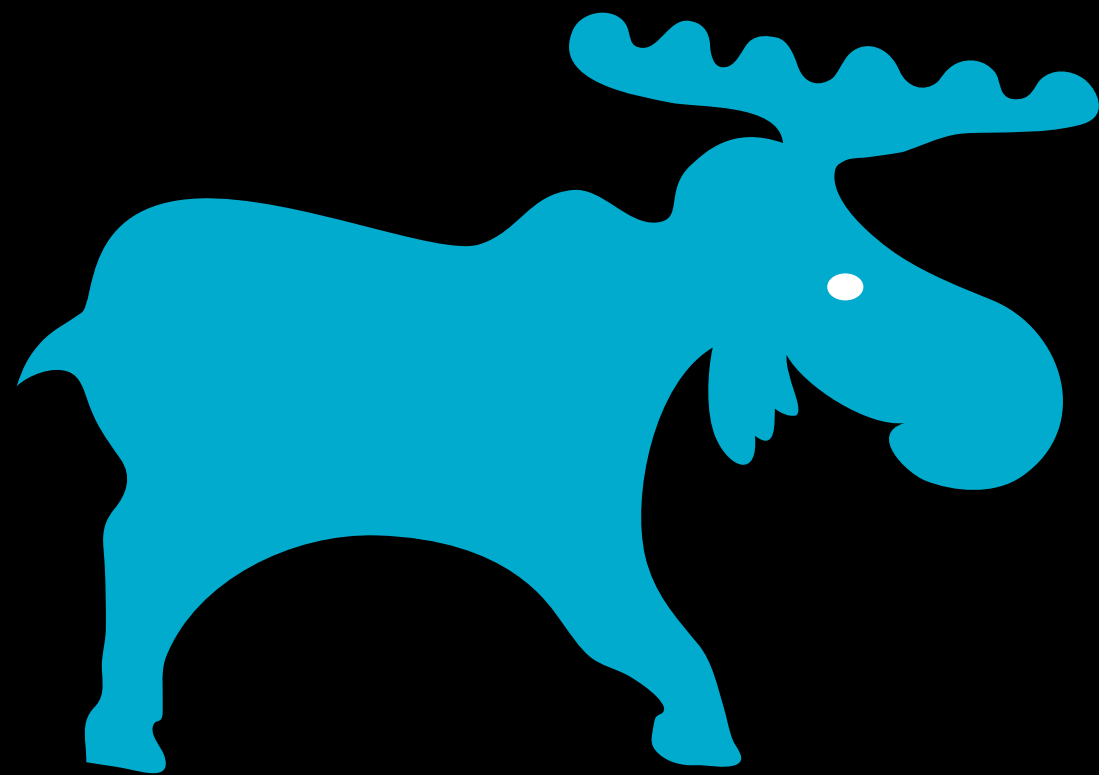






**”The Talky Project”**





**46elks**





**46 *elks***





# **7 key learnings 5 years**



**#1**

**Building an API  
company is hard**



# #1. THE API PRODUCT

- **Your API should:**
  - **Work.**
  - **According to specs.**
- **Prototype. Then improve.**
- **When in doubt, leave it out.**



**Ok, lots of tech stuff.  
But that's details!**





# #1. THE API COMPANY

- **Efficient team.**
- **Customers.**
- **Sales? Marketing? Strategy?**
- **Billing? Usage reports?** 🤔
- **Time. Persistence.** 💰 👔 😡





**#2**

**Developers  
need time**



# 10 MONTHS LATER

Accounts: **500+**

Customers: **1**

Revenue: **100 kr**



What do you do?

**Pivot!**



What we should  
have done?

**Kept focus!**





**#3**

**Metrics is  
important**



# BAD METRICS

Accounts: **500+**

Customers: **1**

Revenue: **100 kr**



# BETTER METRICS

Developers: **25**

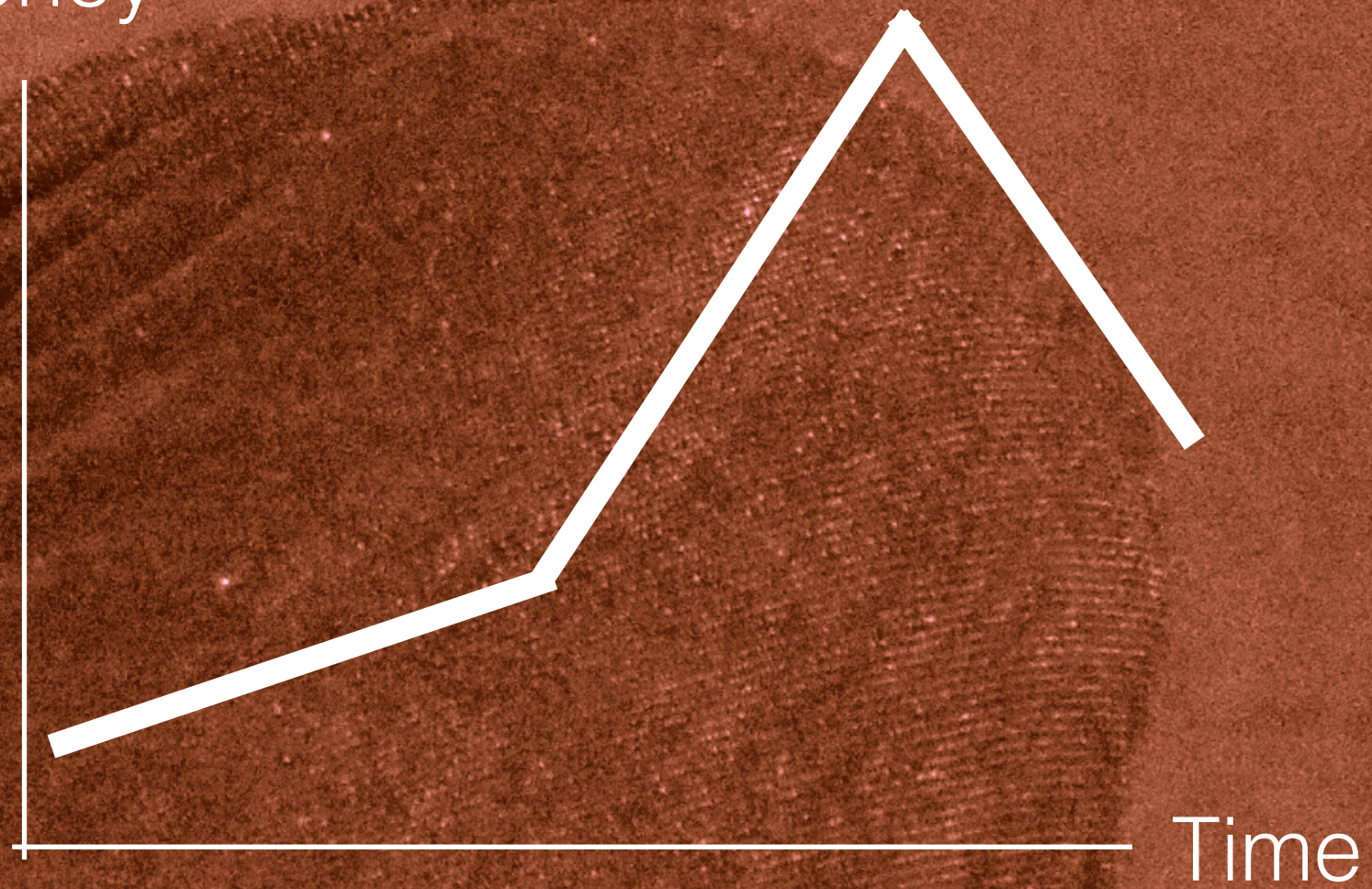
Customers: **1**

Revenue: **100 kr**



# REVENUE

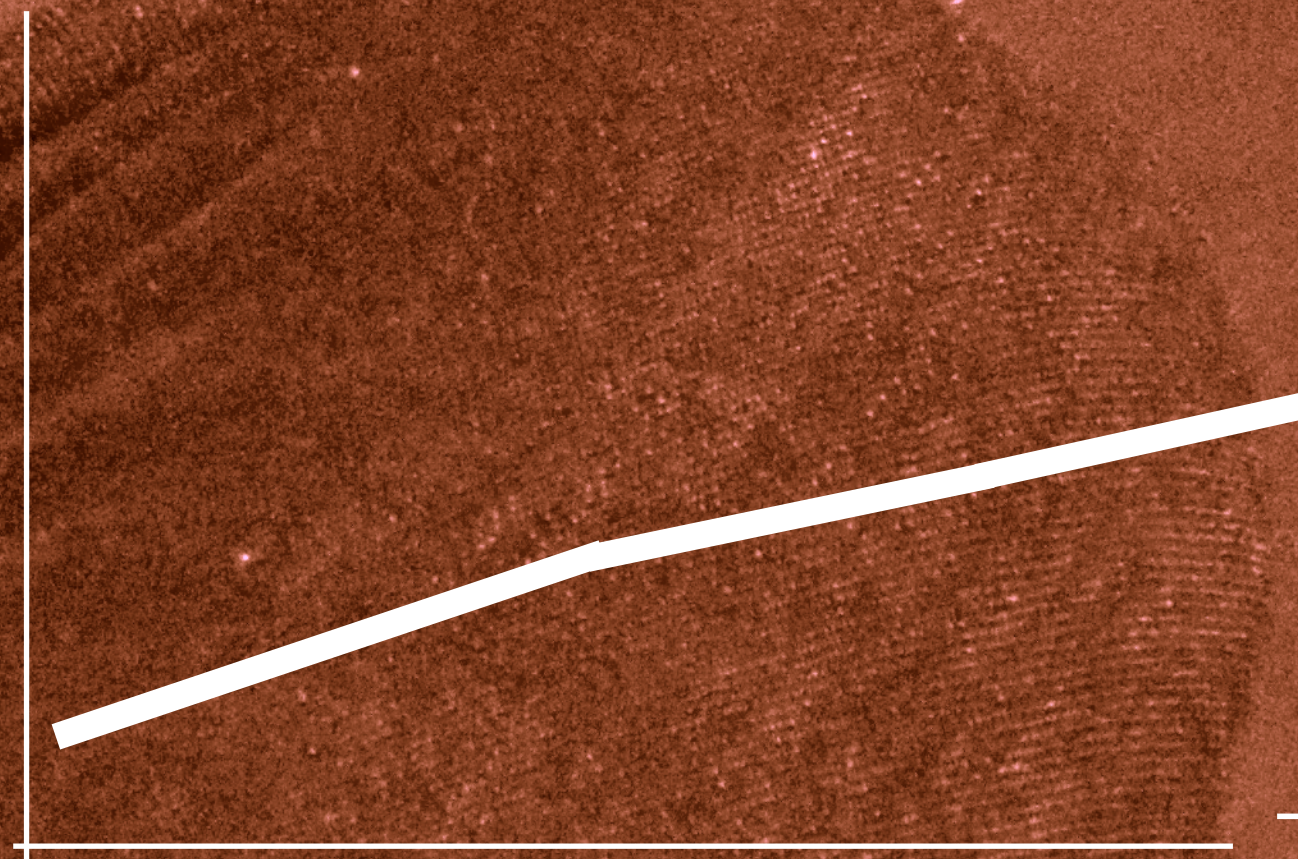
Money





# RECURRING REVENUE

Money



Time



OUR KEY METRIC

**2 EUR per week  
for 7 weeks**





**#4**

**Get to know  
your co-founder**

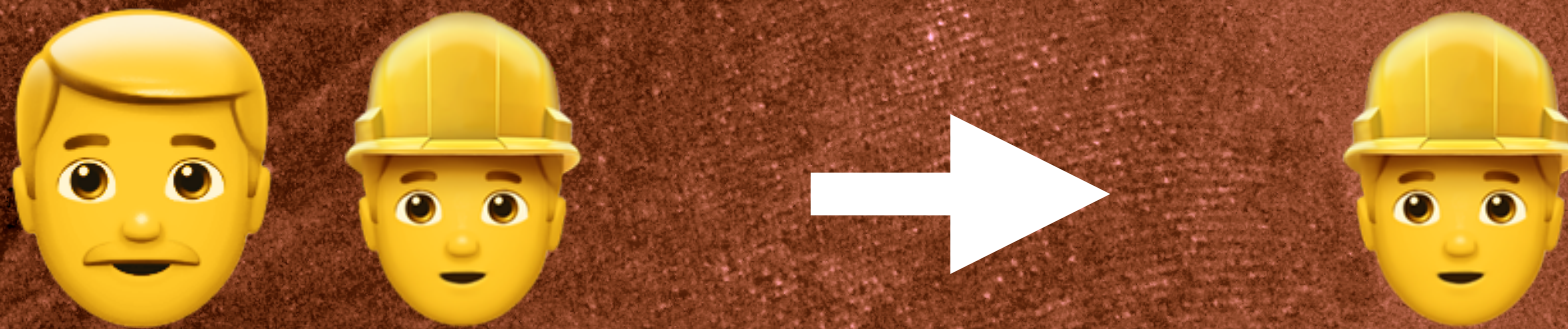


# #4. CO-FOUNDERS

- **Who decides?**
- **What's the vision?**
- **Core values?**



# #4. CO-FOUNDERS







**#5**

**Trust your  
convictions**



JAN 2014

**-400 000 SEK**  
**in loans**

**Happy customers!**



JUN 2014

**2.6 MSEK**  
**of investments**

**We can keep going!** 😊





**#6**

**Hire your future  
leaders**



# #6. HIRE LEADERS

**Recruited:**

**7**

**Still around:**

**4**



# #6. HIRE LEADERS

**a) I want to do this!**

**b) I accept the task**





**#7**

**Don't loose  
hope**



# #7. DON'T LOOSE HOPE!

## **2011**

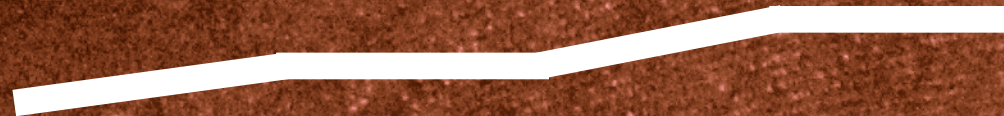
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100 kr



# #7. DON'T LOOSE HOPE!

## 2012

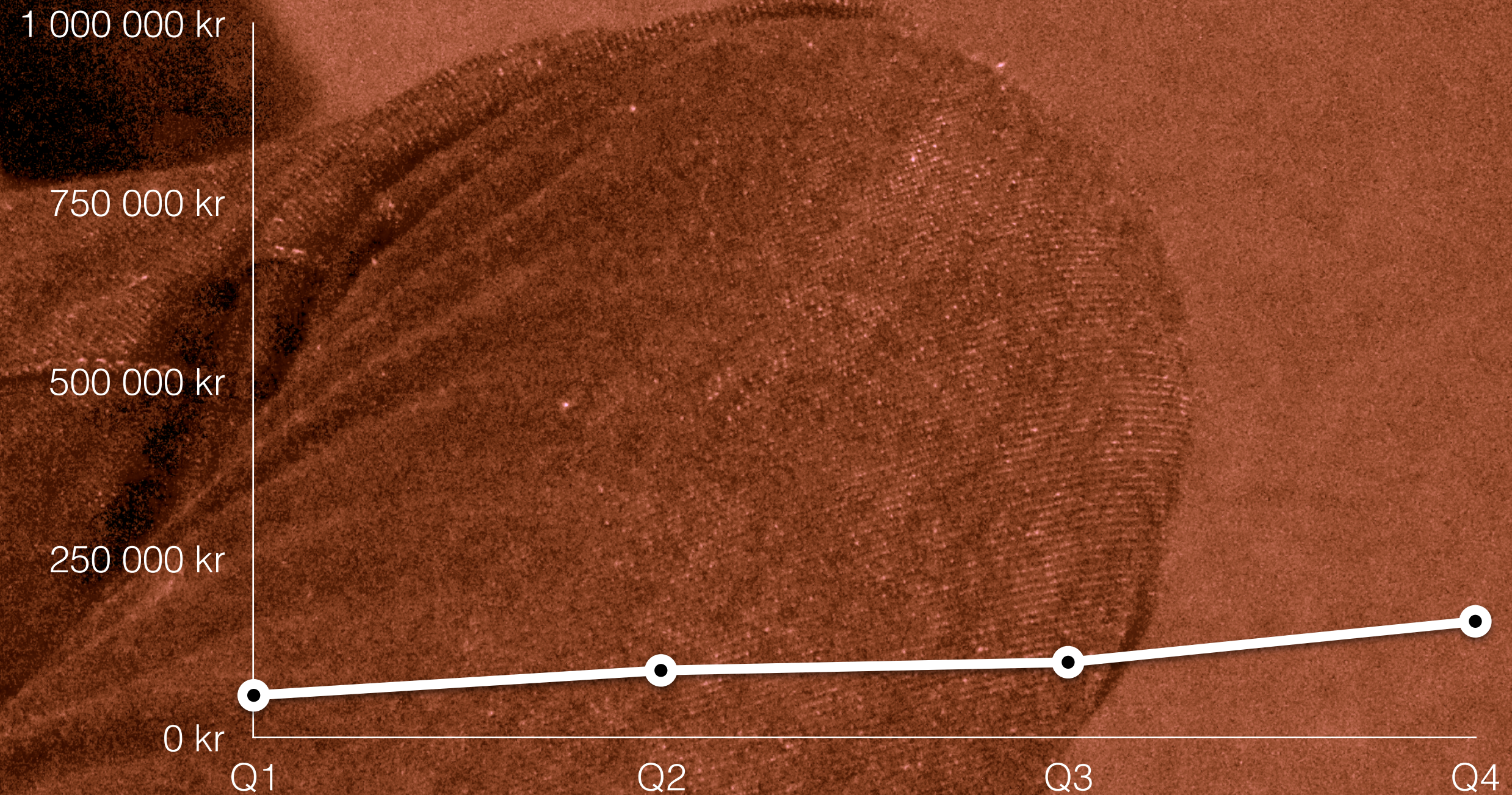


5000+ kr



# #7. DON'T LOOSE HOPE!

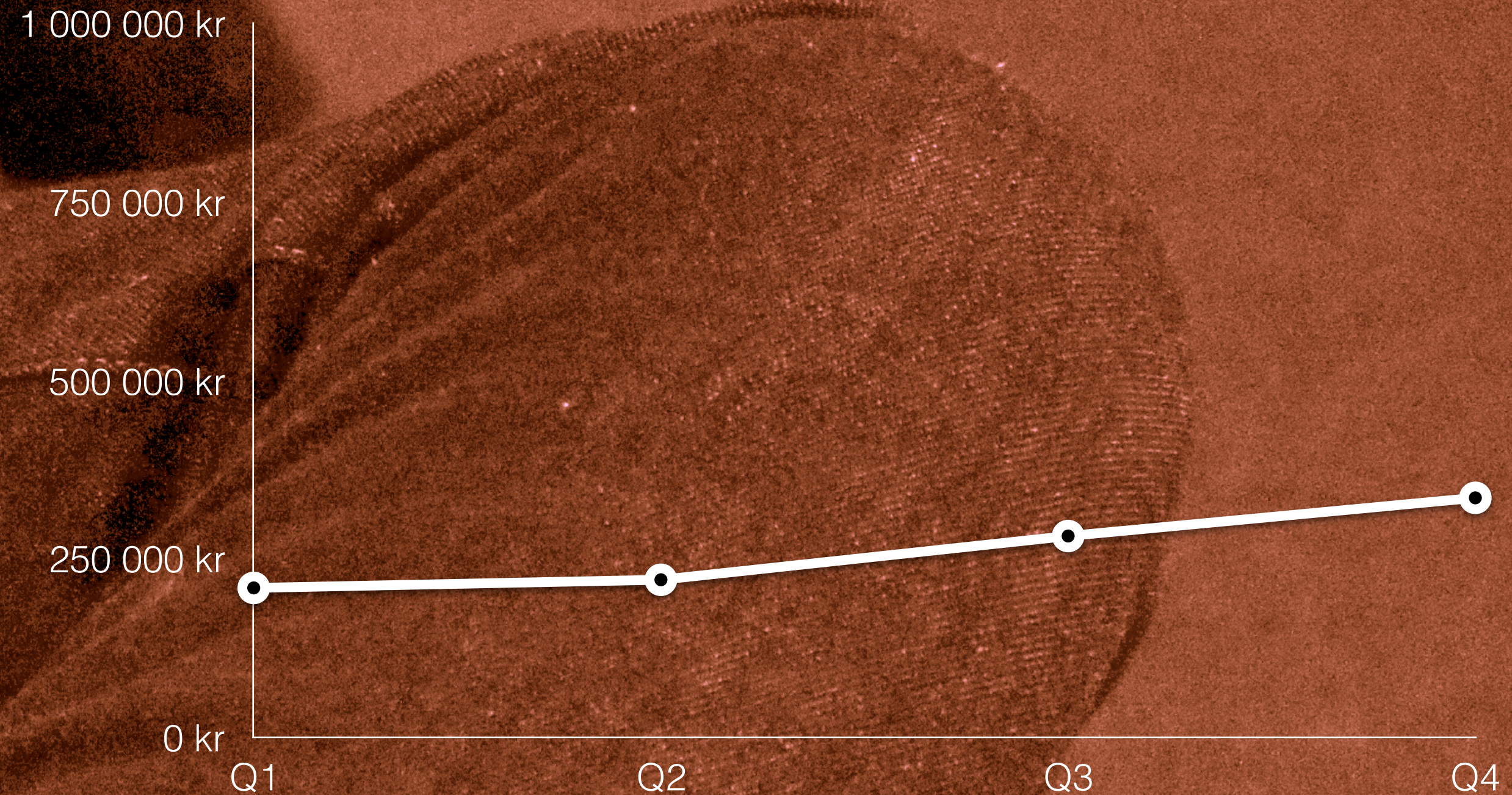
## 2013





# #7. DON'T LOOSE HOPE!

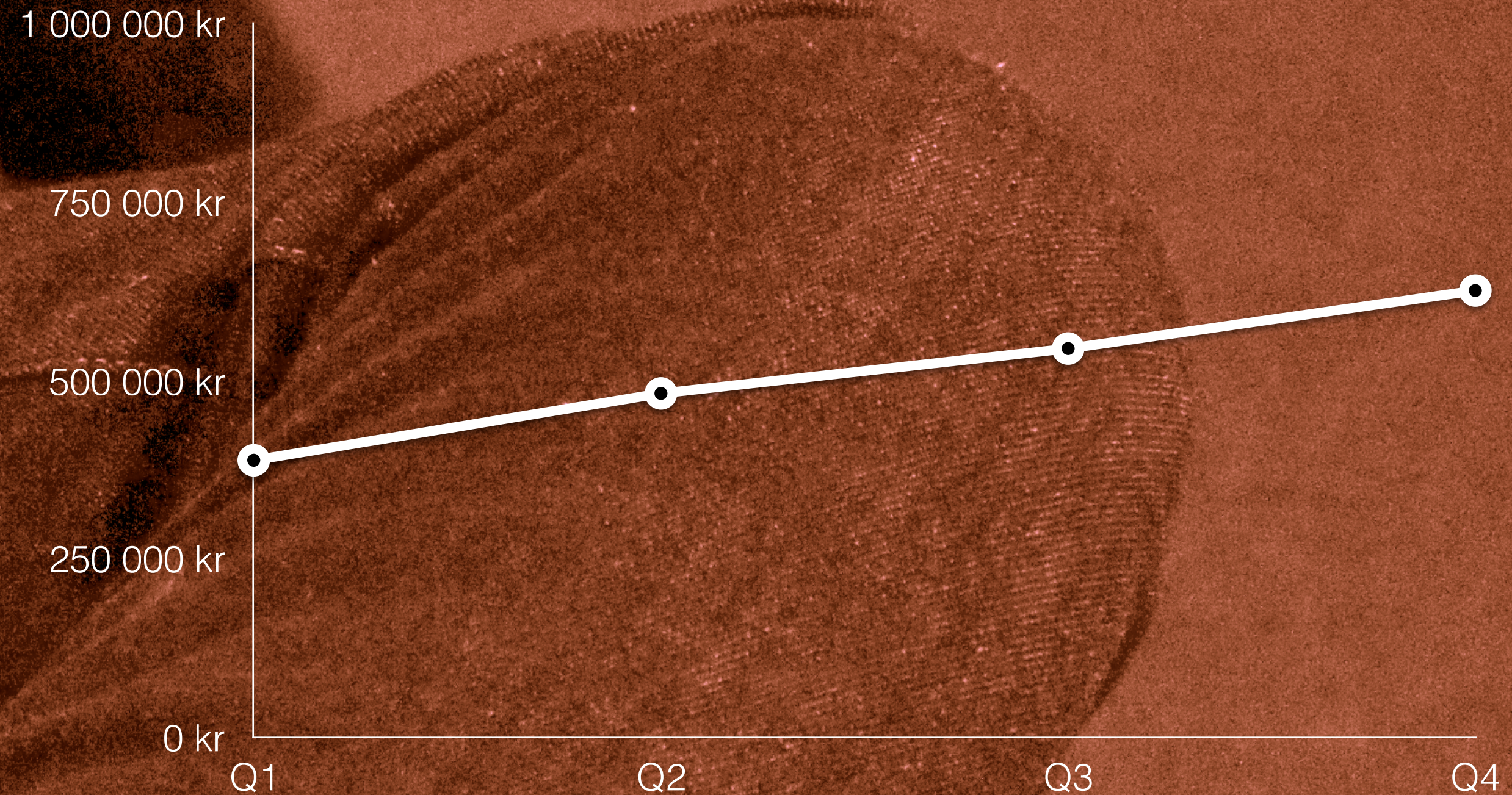
## 2014





# #7. DON'T LOOSE HOPE!

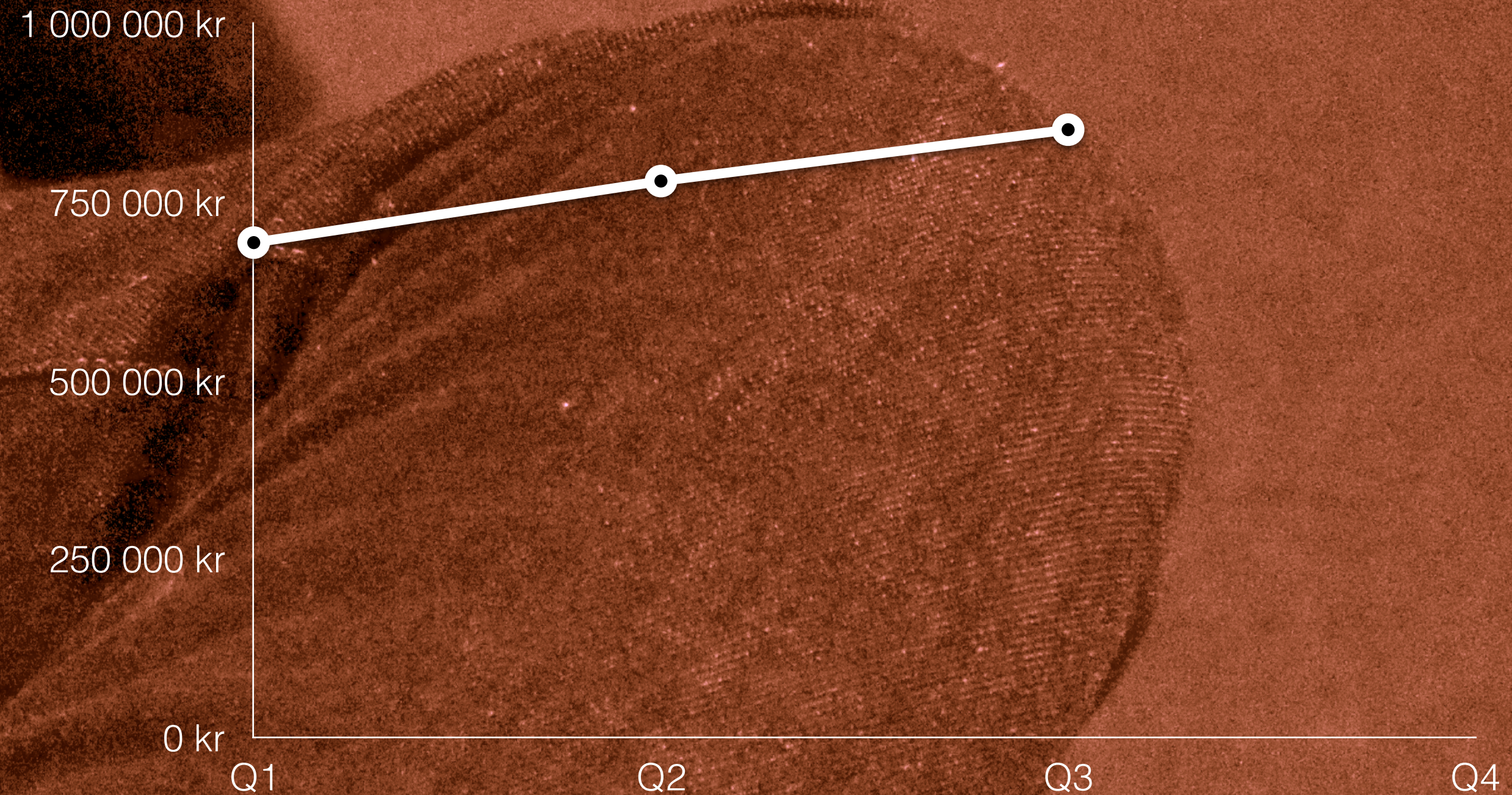
## 2015





# #7. DON'T LOOSE HOPE!

## 2016





Two minutes of  
questions?

**@johannesl**