Our team

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Our inspiration

- The diversity of information systems has given rise to many interoperability issues
- We kept running into scenarios where applications and/or websites needed to “communicate”
- Data aggregation
  - Price comparison engines
- Data exchange
  - Own resources
  - External resources

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Our idea

- The short description: “Open source API generator platform with linked data extensions”
- OK, but what does this mean?
  1. Our product is software
  2. It will enable people and organizations to build robust and functional APIs for their applications/ data sources
  3. Freemium business model
Technical stuff

* Actual tag cloud of our 1st round ennovation 2011 proposal

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The bottom line

Create a “language” for your applications

- What does this mean?
  - Add data import/export capabilities in multiple formats (+semantics)

- To whom?
  - To other applications
  - To web sites (aggregators/harvesters/price comparison engines/digital libraries/...)

- Why?
  - Interoperability
  - Data exchange

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Competition

- Who are our competitors?
  - Similar projects: FRAPI, OpenAPI, Tonic, ...
  - Scrapers: Mozenda, WebHarvest, Visual Web Ripper (competitive only for search/ export APIs)

- How do we differ?
  - User friendly HTML 5 implementation
  - Application distributed with custom plugins for popular protocols/ software packages
  - Data source integrity check layer
  - Linked data extensions
  - Freemium business model

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- 1\textsuperscript{st} round: submission of our proposal (mostly technical information)
- 2\textsuperscript{nd} round: submission of business plan
- 3\textsuperscript{rd} round (final): presentation of our idea in front of a panel of judges

\textit{what we gained}

- Put ourselves and our idea to the test $\rightarrow$ Great experience
- Forced us to think things through and work on aspects we had neglected (the business aspect)
Our advice

- Think **big** (innovation) and **wide** (global audience)
- Do not over- or underestimate the innovative value of your idea; do not expect to conceive the wheel in order to submit to a competition...
- Include “business” people in your team (as members or advisors)
- Submit a complete proposal (as much as possible)
  - Name, logo, catchphrase….. - Consistency
  -Appearances matter
- **Go for it!**

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Thank you very much for your attention!