Introduction to Blank Slate and the Beta Customer Program

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Blank Slate is a web platform that offers a complete set of APIs for making, sharing, monetizing, and monitoring web applications.

- **Worry free application infrastructure**: Let the cloud do the heavy lifting
- **Sharing through APIs**: No need to build your own
- **In-Depth Real-time Analytics**: Know who’s doing what beyond just page views
APIs are proving to be a critical part of the web.

APIs enable applications to be shared, monitored and monetized in new ways. Twitter, Ebay, Amazon, and Google APIs have demonstrated this on the big stage. Now APIs are showing the same powerful effects in diverse communities across the web.

Blank Slate is a platform that extends the API into web app development and delivery itself. Blank Slate eases the development process, makes sharing and monetizing apps thru APIs a snap, and provides real-time analytics so people can see exactly how their applications are being used.
Blank Slate offers many business and technical benefits.

**Business Benefits**
- Focus on customers
- Speed to Market
- No capital expenditures
- Reduce skill set required to execute
- Complete Visibility
- Subscription pricing

**Technical Benefits**
- Focus on User Experience / UI Tier
- No infrastructure setup
- Work with any programming language and IDE
- No data modeling
Experienced Management Team

Kael Goodman (CEO) - www.linkedin.com/in/kaelgoodman
- Former Deputy Commissioner, CIO of the NYC Department of Correction and Probation where he brought his entrepreneurial energy to a conventional, large-scale technology environment
- B.A in Philosophy from Vassar College, and an MBA from The Anderson Graduate School of Management at UCLA

Ning Zhou (CTO) - www.linkedin.com/in/ningzhou
- Seasoned technologist specializing in design and delivery of complex software projects
- Former award winning IT Architect at IBM consulting, leading enterprise projects for fortune 100 companies such as Intel and Pfizer
- B.Sci. in Computer Science from Baylor University
The Blank Slate APIs cover typical web application needs.

**Data**
- Store, manage and secure your data (no data modeling needed)
- Add and search data quickly and easily
- Share your data with no coding

**Users**
- Store, manage and authenticate users
- Customize user profiles
- Full encryption through 256bit SSL
- Tie users to data for content level security

**Payments**
- Easy to use yet secure interface to PayPal and other payment gateways
- Track your transactions
- Tie payments to your applications

**Analytics**
- Gain real-time insight to deep application behavior
- Monitor the health and usage of your applications
Since Blank Slate uses APIs, developers can use any IDE (Eclipse, Dreamweaver, Visual Studio, notepad, whatever) and language they want (PHP, RoR, .Net, Java, etc).

We offer a lightweight dashboard to manage APIs.
Example - A form Built Using the Blank Slate Form Submit API

Any HTML Form

One line of code creates place to submit, manage, and retrieve data
We have been heads down building the platform and eating our own dog food. The Blank Slate Platform is stable and is supporting several revenue generating products.

Spent over a year of focused development on the platform

Built products to help design and validate platform

2009
May - DecisionAds
July - SellerAds
Aug - Blank Slate Business Directories
Sept - FeedbackSlider

Build Beta Customer Program and Iterate Through Feedback

We are here

Launch $$$
Blank Slate beta customers can be developers and/or business people -- and we're helping to match people with complementary skills.

**Blank Slate Beta Customer Program**

**Business People**
- Ideas
- Business Know-How

**Technology People**
- Ideas
- Development skills
Why join the beta customer program?

• Get your app going now
• Find people with complementary skill sets
• Get business and technical advice and support from Blank Slate

What do I get in the beta customer program?

• Free Account
• Developers Guide
• Reference Guide
• Community of developers

We’re offering NY PHP members the opportunity for to join the Blank Slate customer beta program.
If you’re interested in the Blank Slate Beta Customer Program, or want more information, please email ning@blankslate.com