



Stay in tune with your APIs





Vedran Cindrić

Full-stack developer
15 years of experience



Darko Blažević

Designer
15 years of experience



Tea Šakić

IOS developer
5 years of experience

For the past **10 years** we've worked together in our **development and design company** called Flip.



Flip is a kick-ass web development company from Croatia that creates awesome websites and mobile apps.

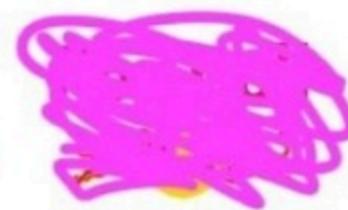
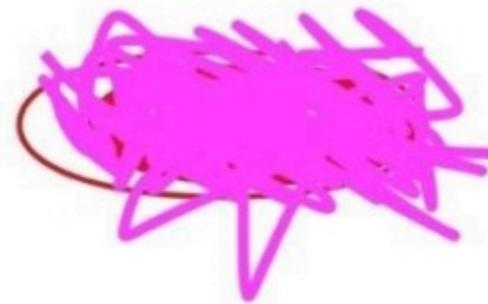
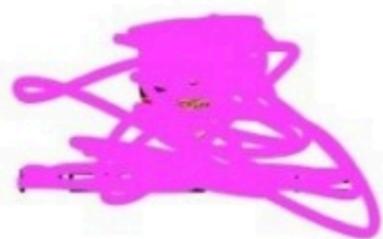
Founded
2011

Clients
100+

Projects
100+

Avg project budget
50 000 - 100 000 EUR

Primary markets
USA, Norway, Dubai



What do YOU USE EVERYDAY but don't know it?



Application programming interfaces (APIs) are used to **communicate** and **transfer information** back and forth between a **client** (website, app, IoT, watch, phone, car, game, tv...) and a **database**.

Working with APIs is oftentimes complicated, frustrating and confusing

In every stage of the API lifecycle a lot of time is spent on doing things like: **administration, writing documentation, providing support, debugging, monitoring** or **measuring**.



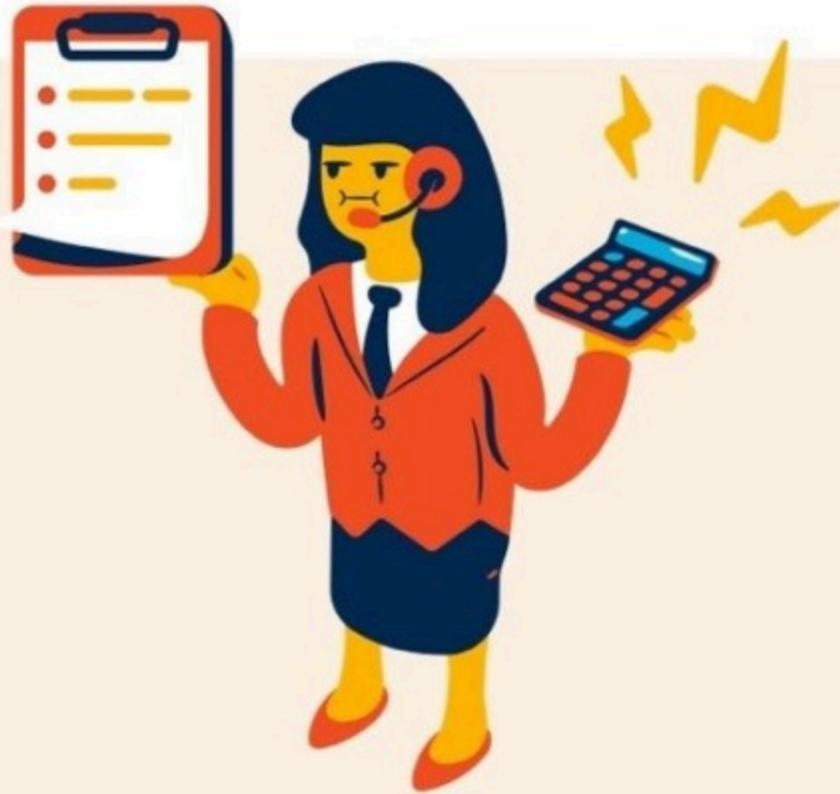
Solving these problems is **complex, time consuming** and **expensive**.



Every team, startup, small or large company is facing these problems on a **daily basis**.



There are **25 Million developers** around the world and according to a research by Evans Data Corporation from 2019, that number **will grow to 40 Million by 2030**.



Global cost of software development is **1.25T USD** per year.
312B USD from that is spent on **discovering** and **fixing problems**,
writing docs, **monitoring**, **providing support...**

- University of Cambridge, 2013



400B API calls are made
each month

- TechCrunch, 2018

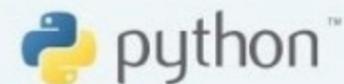


66% of developers expect
to use more APIs in 2020
than 2019

- RapidAPI developer survey, 2019

REST APIs have existed for **20+ years** and their popularity is **growing** around 30% year over year. Current products in the space are **focused only** on tracking code errors or manually writing pretty documentation.

Treble is a package that can be installed on any API using one of the supported platforms:

The PHP logo, consisting of the lowercase letters 'php' in a white, sans-serif font inside a blue oval.The RAILS logo, featuring the word 'RAILS' in a bold, red, sans-serif font with a red arc above the letters.The Microsoft .NET logo, showing a blue 'M' icon followed by the text 'Microsoft .NET'.The Python logo, featuring the two snakes (one blue, one yellow) followed by the word 'python' in a lowercase, sans-serif font.The Laravel logo, showing a red outline of a house-like shape followed by the word 'laravel' in a lowercase, sans-serif font.

Out of the box Treble gives you:

- ✓ Real-time API monitoring
- ✓ Logging and error tracking
- ✓ Automatically generated documentation
- ✓ API analytics, testing tools and a quality score of your API



Setting up Treble is **super easy** and takes **less than 2 minutes** for an average developer

Treble is very good at understanding your APIs

- ✓ detect the location of your users
- ✓ provide device and app details
- ✓ detect authentication
- ✓ mask sensitive data before leaving your API
- ✓ measure load times and response sizes
- ✓ detect problems and anomalies
- ✓ group similar endpoints together
- ✓ detect the API version
- ✓ detect and transform dynamic URL parts



New Tab x +
 trebble.com

Find projects, endpoints or requests...

3sixtyfactory

https://3sixtyfactory.com/api/ | ID: VixWAjdVlelWr47j

Members: VC TS S E PG

Dashboard Endpoints Problems Documentation Score Test Settings

Requests (10 248) Filters: Off

POST 8 minutes ago

v2/files/upload

Status code	Device	Location	Load time
200	Android	Kongsberg, Viken, Norway	91.27ms

```
{
  "file_name": "2020-10-29-20-15-55-321.jpg",
  "order_number": "nIsYVh460G",
  "storage_folder": "3hrMgi0WD1V8NzAz8Jy",
  "user_id": "1400"
}
```

POST 8 minutes ago

v2/orders/uploaded

Status code	Device	Location	Load time
200	Android	Kongsberg, Viken, Norway	79.32ms

```
{
  "order_number": "nIsYVh460G"
}
```

Summary

76

Treble score

Endpoints 11

Requests 10 248

Problems 13

New Tab x +
 trebble.com

Find projects, endpoints or requests...

DwellSnap

https://test.dwellsnap.com/api/v1/ | ID: hwtRQcUdQ9r

Members: VC TS

auth/register

Request Params URL Auth Documentation Headers

```
1 {
2   "password": "xxxxxx",
3   "email": "test@example.com"
4 }
```

Response Data Documentation Headers

```
1 {
2   "status": true,
3   "message": "Request was a success",
4   "user": {
5     "name": "",
6     "first_name": "",
7     "last_name": "",
8     "email": "test@example.com",
9     "date_of_birth": "",
10    "phone_number": "",
11    "gender": "male",
12    "avatar": "https://test.dwellsnap.com/images/128x128/default-user.jpg",
13    "progress": 25,
14    "is_onboarded": true,
15    "uid": "b37652f8-848d-46fd-a939-2c22ab45000b"
16  }
17 }
```

Summary

Requested	2020-10-02 14:26:00
Response code	200
Request format	application/json
Authenticated	yes
Problems	no
API version	v1
Device	iOS
Load time	88.51ms
Response size	335B

New Tab x +
 trebble.com

Find projects, endpoints or requests...

golfr.io

https://golfr.io/api/v1/ | ID: LmE7HFN0x0w

Members: VC TS

Dashboard Endpoints Problems Documentation **Score** Test Settings

17

Performance

100

Security

100

Quality

76

Total

0-49 50-74 75-100

Real customers are using Treble on real projects EVERY DAY

30

real-life projects in
the past 9 months



GOLFR.

autopix

2 million

API requests
processed



MOV

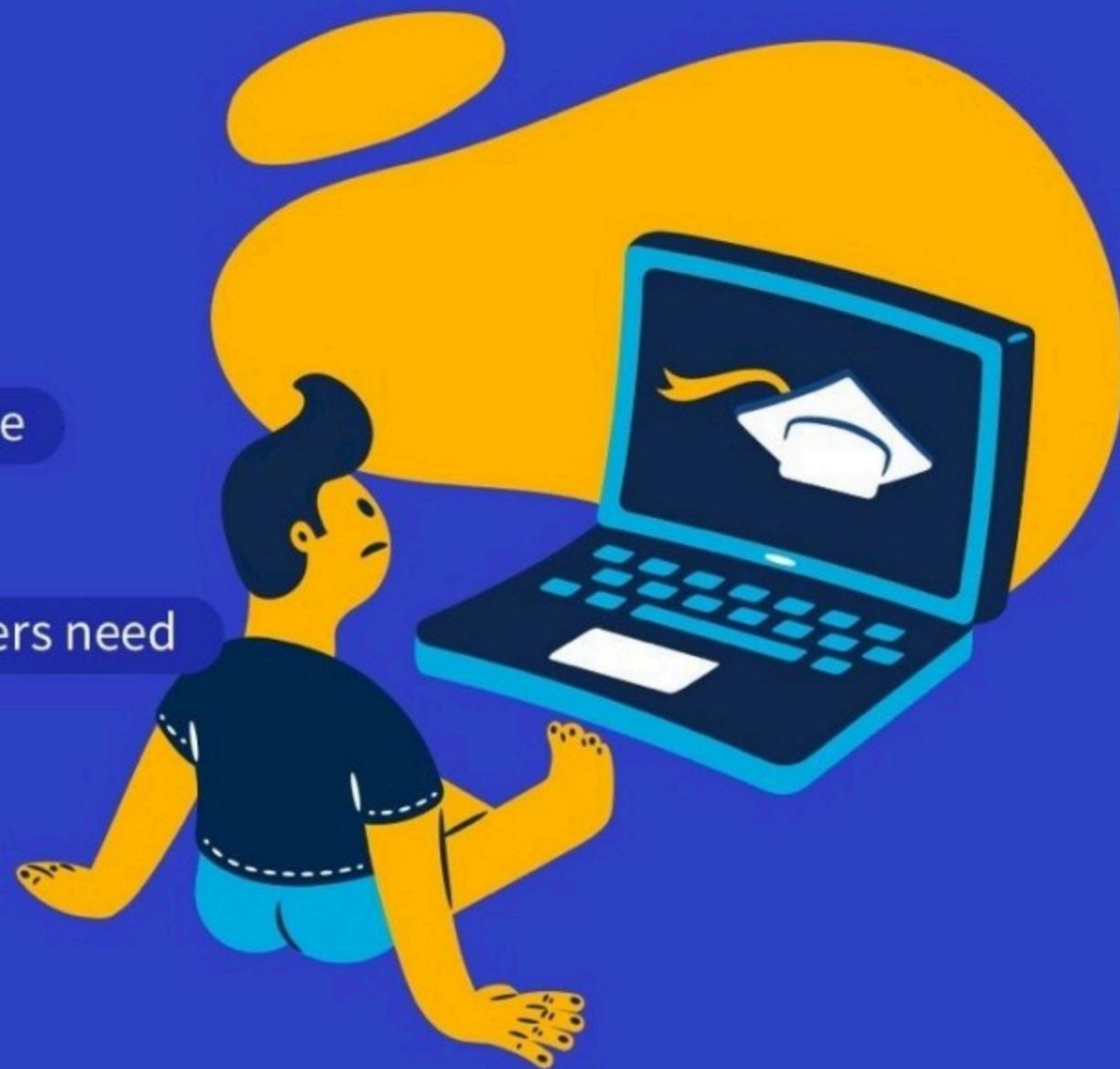
60

diverse beta users
worldwide



Treble vs. others

- ✓ The way APIs are developed and used is changing
- ✓ APIs not only process data but also control your experience
- ✓ APIs are used by diverse teams with different skill levels
- ✓ Existing tools and services simply don't offer what developers need
- ✓ Teams work remotely in different timezones
- ✓ APIs send more and more data back and forth





Treble

API Gateways

Bug Trackers

Documentation and testing

Real-time monitoring	Some and only partially	✗	✗
Automatically generated documentation	✗	✗	Provide tools to manually write/update docs
One-click testing	✗	✗	Allow you to test your APIs manually
Error tracking	Some and only partially	Code based error tracking only	✗
API analytics	Partially	✗	✗
Quality scoring	✗	✗	✗
Detection of devices, apps, locations	✗	✗	✗
IOS and Android apps	✗	✗	✗
Focused on real-life workflows	✗	✗	✗

All of these services combined still don't do what Treble does



SaaS business model



Pricing packages **from \$9 to thousands** of dollars



Volume based pricing: the number of API requests processed + retention period

Focus on **growth and developer adoption** first then enterprise market



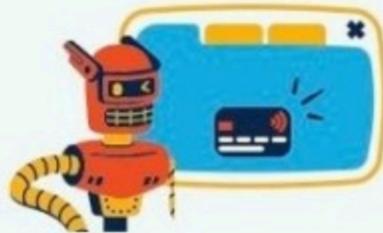
Bottom up go to market strategy targeting developers first

Community based marketing with a focus on Twitter, Reddit, LinkedIn



We have a lot of experience as developers so **we know what works** and we can produce valuable content

Pricing examples

 <p>Free</p>	 <p>Small</p>	 <p>Medium</p>	 <p>Large</p>	 <p>Enterprise</p>
<ul style="list-style-type: none">✓ All features✓ 10K requests✓ 7 day log retention	<ul style="list-style-type: none">✓ All features✓ 200K requests✓ 30 day log retention	<ul style="list-style-type: none">✓ All features✓ 1M requests✓ 45 day log retention	<ul style="list-style-type: none">✓ All features✓ 5M requests✓ 60 day log retention	<ul style="list-style-type: none">✓ All features✓ Custom requests✓ 90 day log retention
Free	\$50/mo	\$200/mo	\$500/mo	Custom

Investment opportunity

We are looking to raise **1.5 - 2 million EUR**

