



Introduction to Blank Slate and the Beta Customer Program

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Blank Slate

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

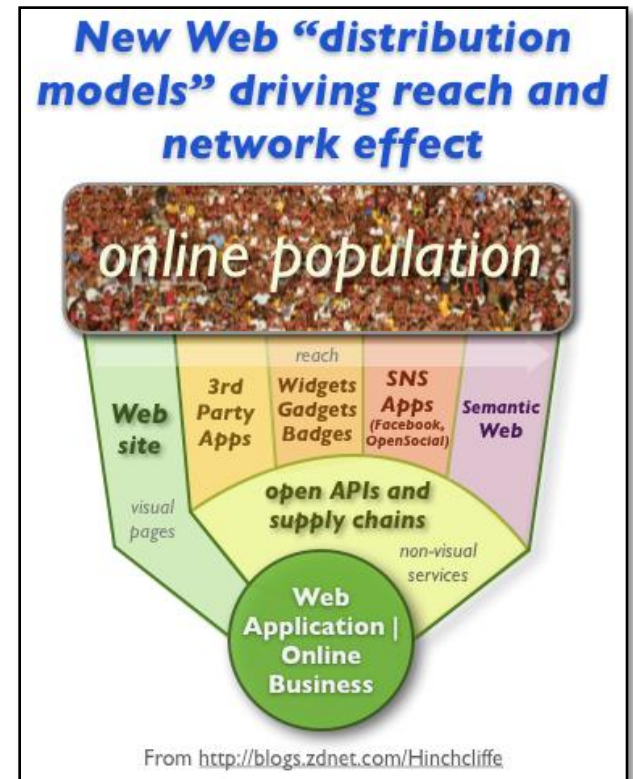
**In-Depth
Real-time
Analytics**

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

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

- Experienced entrepreneur and business leader. Previous startup usmoving.com acquired by subsidiary of Allied Van Lines in 2000.
- 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

Blank Slate

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

Blank Slate

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).

The screenshot shows the Blank Slate dashboard. At the top, it says "Blank Slate" and "You are logged in as ning@blankslate.com | Logout". Below that, it displays the API Key: "5c99b704-0b97-4cba-9681-84fd73f17e33". There are tabs for "Data", "Users", and "Payment". A "Create new Data Bin" button is visible. The main content area shows a list of applications. The first application is "My First App" (Demo Application), created on Oct 12, 2009 at 4:23:40 PM. It has two record sets: "My Record Set" (Hold my data for customers, Data Key: f874a2a6-20b2-412a-9909-123804f028d2, Sharing: Public for Writing) and "My Record Set 2" (Data Key: 5dfdb5b6-eb8a-4d7b-a67b-89fdbfbb7c51, Sharing: Private). The second application is "Contact Application" (Best user feedback tool ever!).

We offer a lightweight dashboard to manage APIs.

The image shows two overlapping dialog boxes. The top one is titled "Use this Record Set" and contains a list of "Data Create APIs" with "Copy URI" buttons and "Create Record" labels. The bottom one is titled "Set sharing for this record set" and contains radio button options for sharing: "Private", "Public for reading", "Public for writing", and "Public for reading and writing". Each option has a brief description of what it allows. A "Set it" button is at the bottom.

Example - A form Built Using the Blank Slate Form Submit API

Any HTML Form

*Indicates required field

Your contact information (NOT Published)

*Name:

*Email:

*Phone:

Company information

* Company Name:

Street Address:

One line of code creates place to submit, manage, and retrieve data

```
31 <body>
32 <br/>
33 <!-- [listing] -->
34 <form method="post" action="http://platform.blankslate.com/blankslate/rest/api/0dd5b65d-695f-4b47-bb58-b11c7c223a17/record/create.htm" id="b
35 <h1 class="westfairheader">
36 
37
38 </h1>
39 <h1 class="form_title"><a name="top"><nbsp;</a>Westfair Business Lists - Commerical Developer Submission Form</h1>
40 <div id="form">
41 <p></p>
42 <h3 class="requiredField">*Indicates required field </h3>
43 <h4>Your contact information (NOT Published)</h4>
44 <dt>
45 <label for="respondent_name">*Name:</label>
46 </dt>
47 <dd>
48 <input name="respondent_name" type="text" class="required" id="respondent_name" value="" maxlength="40" />
49 </dd>
50 <dt>
51 <label for="respondent_email">*Email:</label>
52 </dt>
53 <dd>
54 <input name="respondent_email" type="text" class="required" id="respondent_email" value="" maxlength="40" />
55 </dd>
```


Blank Slate

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

Blank Slate

Built products to help design and validate platform

2009

May

Decision|Ads

July

E 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

We're offering NY PHP members the opportunity for to join the Blank Slate customer beta program.

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



If you're interested in the Blank Slate Beta Customer Program, or want more information, please email ning@blankslate.com