



BY MDI & FINCH

MDI ventures  
by Telkom Indonesia



From X2X to API  
Marketplace:

# The Emergence of API Based Platform to Crack SEA Fragmentation

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# Multiple global catalysts have driven the adoption of open API architecture

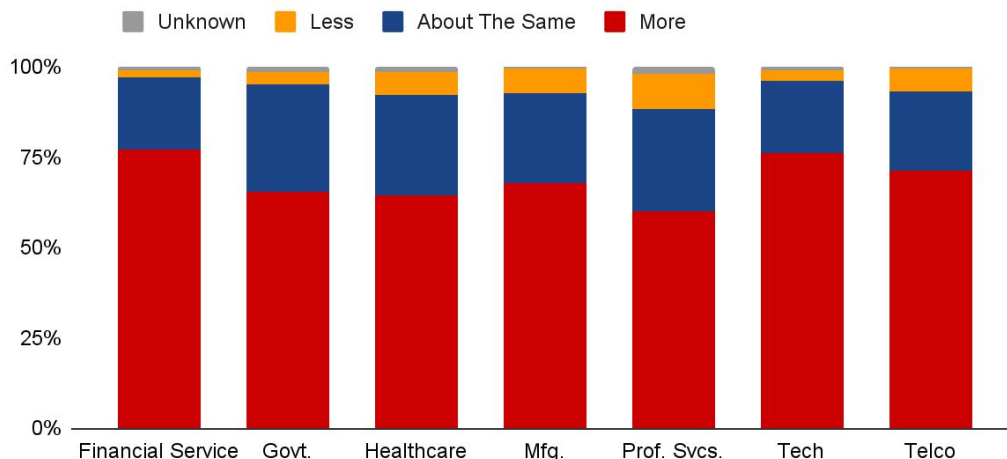
Leads to gradual changes on how  
each of the stakeholders interact  
with one another



# API usage is poised to grow even further across all industries

In part by the COVID-19 pandemic and the rise of remote work

Expected API Usage 2021



Source: RapidAI Developer Survey 2021 – API Adoption On the Rise Across All Industries

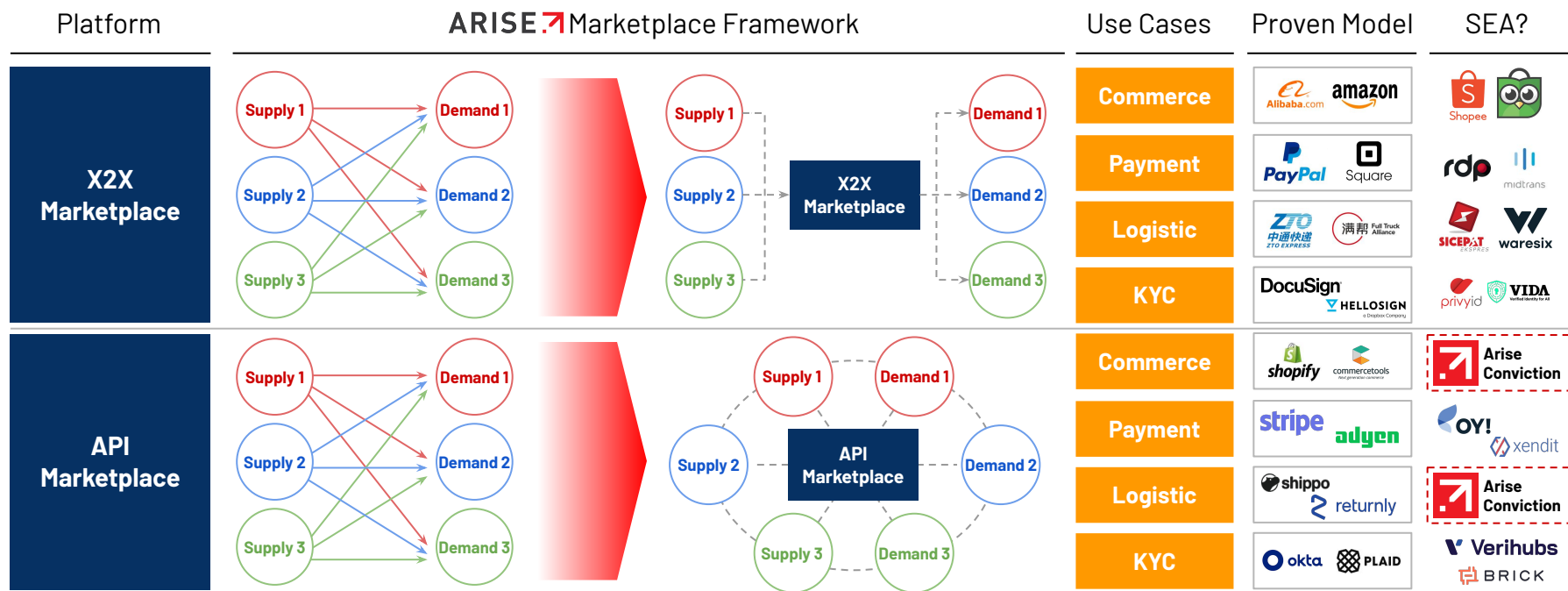


**Echoed by investors  
optimism, Stocks with  
API strategy have  
outpaced the broader  
tech sector in public  
markets within 2020**



# The Rise of API Marketplace in SEA will Take a Similar Path to Conventional Marketplace

Validated by Emerging Leaders That Already Got Backing From MDI and Other VCs with Gap in **#Logistic** and **#Commerce**, where **#AriseConviction** will be in the next coming year







# Enable SEA Next Gen Start-up Founders to Scale-up

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