

Seedcamp and investors Xavier Niel, Tony Fadell, Peter Fenton, and Guillaume Cabane invest €1,3M in No-Code API technology, Blobr

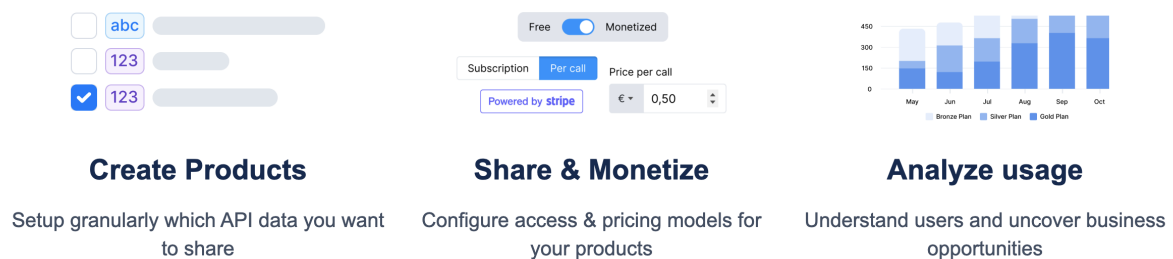
The Pre-Seed round led by Seedcamp with New Wave, Kima, and legendary business angels will accelerate the expansion of the disruptive no-code API management technology, Blobr

January 11, 2021 (PARIS) – Blobr, the company turning APIs into non-technical products, is proud to officially announce its pre-seed funding round of €1,3M led by Seedcamp, top tier European early-stage fund, and New Wave, Pia d'Iribarne and Jean de la Rochebrochard's new fund. Entrepreneurs and investors from across the globe joining this round paint the potential lying in the data-exchange market and Blobr: Xavier Niel (CEO of Iliad), Peter Fenton (Benchmark) Tony Fadell (Former right-hand of Steve Jobs and leading iPod division at Apple), Guillaume Cabane (Former Apple, Segment and Drift), Nicolas Dessaigne (CEO of Algolia), Jonathan Widawski (CEO of Maze), Amirhossein Malekzadeh (Former CEO of Logmatic), Gabriel-James Safar (Former CEO of Madumbo).

« We are thrilled to have such legendary entrepreneurs and investors joining our vision to make B2B data exchange fluid for a smarter world. », comments Alexandre Airvault, co-founder and CEO of Blobr. « Being one of the first investments of New Wave and raising the attention of visionary entrepreneurs from globally known funds confirms data-exchange is today's bustling business market. And that Blobr is a key actor in revolutionizing it! » This funding round will support Blobr in accelerating the expansion of its no-code technology to expose and

monetize data through APIs (*Application Programming Interface*).

A turnkey solution for product and business owners, Blobr has a unique no-code approach helping businesses develop their data-sharing capabilities while **reducing their costs by 50%, making their time-to-market 10 times faster and increasing API adoption by 15%** thanks to a better user experience for API users. The platform, available via monthly subscription, helps business owners customize **one unique API into multiple customized packages, monitor** the usage through analytics and **monetize them through a seamless Stripe connection**, without any coding skills.



Caption: Blobr 3-step process



Caption: API management without vs. with Blobr

“Companies should stop thinking of APIs as mere pipes and **start building them as products** to unleash their power: this means APIs should be **priced, customized and managed with a user-oriented mindset** and not only a Tech one. I built Blobr with my co-founder Alexandre Mai to

empower product and business owners to make data-sharing a profitable model, while reducing their dependence on Tech. I believe this approach is what will drive the data-exchange market to the next level.” said Alexandre Airvault, co-founder of Blobr.

Since its launch last June 2020, Blobr has onboarded dozens of clients like Azeptio, one of the leading consent management API on the market, to monetize and manage their API as a product with a seamless integration to Stripe. Any company wanting to develop their data-sharing capabilities can register to a Free Trial on Blobr’s website before January 31st, 2021: <https://www.blobr.io/>

About Blobr:

Blobr is the no-code API management technology to expose and monetize APIs, whose mission is to make B2B data exchange fluid for a smarter world. Launched in June 2020, Blobr has already helped dozens of companies share their data in a smarter way while reducing costs. The startup is part of the incubator Paris-Tech and aims to help companies around the world share their data in a smarter way. For more information, visit <https://www.blobr.io/>

About the funds:

Kima: <https://www.kimaventures.com/>

Seedcamp: <https://seedcamp.com/>

New Wave: <https://www.newwave.vc/>

About Stripe:

<https://stripe.com/>

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