



Is your app right for the Slack Marketplace?

Not every Slack app needs to be a Marketplace app. The Marketplace gives your app reach and credibility, but it comes with commitments. This self-assessment helps you evaluate whether your app is ready.

1 USE CASE FIT

Does your app belong on the Marketplace?

Does your app solve a problem other companies have too?

- **Yes** - Common workflow (incident response, standups, etc.) means demand exists beyond your org.
- **No** - Specific to internal processes. Marketplace probably isn't the right fit.
- **Not sure** - Would a dev at another company say "I need that too"? If one already has, that's your answer.

Would your app work without access to your company's internal systems?

- **Yes** - Marketplace apps need to work for any team that installs them.
- **Third-party** - Integrating with Jira, GitHub, Salesforce, etc. is fine.
- **No** - Requires your internal stack. That's a custom workspace app, not a Marketplace app.

Is there an existing Marketplace app that does what yours does?

- **Yes, but different** - A genuine differentiator means there's room for you.
- **Yes, same** - Near-clones without differentiation may not be accepted.
- **No** - Exciting! Validate demand first — talk to potential users.

Strong candidate

All boxes checked. Review official requirements and start submission.

Getting there

Marketplace potential with gaps. See next steps below.

Not the right fit

That's OK! Your app is still valuable as a internal custom tool.

If you're "getting there," focus on these in order:

1. Build your install flow so other workspaces can authorize your app
2. Get at least 5 active workspace installs
3. Set up your support page and privacy policy
4. Review the [official requirements](#) before submitting

2 TECHNICAL READINESS

Multi-tenant data

- Per-workspace data storage without cross-contamination
- Separate credentials for each installing workspace
- Privacy respected across workspaces (A can't see B's data)

Install flow

- Standard auth flow any workspace can use
- Each workspace gets its own secure credentials
- Tested with a workspace that isn't your own
- At least 5 active workspace installs

Permissions

- Every permission has a clear, current use case
- No permissions for features you plan to build later
- Can explain each permission in one sentence

Token safety

- User tokens only used for the authorizing user
- Bot tokens for app-level actions only
- No over-retention or cross-operation sharing
- Tokens invalidated on revoke or deactivation

3 TECHNICAL READINESS

Professional support

- Public support page with contact form or email
- Team member monitoring and responding within 2 business days
- No account required to request help

Privacy policy

- What data is collected
- How data is used
- Data retention period
- Access, transfer, and deletion process
- Contact method for data requests

Feature-complete & stable

- Core functionality works reliably
- Graceful error handling (no silent failures)
- Clean uninstall flow (credentials revoked)
- Tested with real users outside your workspace

Ongoing maintenance

- Listing updated when pricing or features change
- New security features adopted as released
- Resubmit for review on significant changes
- Contact details kept current and responsive