44 TOOLS TO GROW YOUR STARTUP

Shradha Sharma

Axure

Before launching any product or service, the first step taken is to develop a scaled-down functional version of it to test and validate it. You can gain valuable insights that can help better the design. Axure RP is a powerful software tool that allows you to plan, prototype, and handoff to developers.

This tool documents all issues that arise when developing a wireframe, diagrams, or customer journeys and makes it possible to share it with all relevant parties easily. You can use sketch resources to build interactions, import SVG, and use animation to develop viable designs. Axure Cloud makes it possible to streamline your design workflows. Share sketch artboards and get feedback on your screen with this tool.

PRICE

Starting from
$29/user/month

WEBSITE

Axure.com

FREE TRIAL

Yes

InVision

This is one of the most popular prototyping tools. InVision software integrates many features which makes it a platform to transform your ideas into live prototypes.

It is used for creating mobile apps, websites, and other interactive digital prototypes. It helps transform static designs to prototypes that give a real-life experience to its users with the incorporation of interactive features like gestures for transition, animations, and adding hotspots to the screen layout. You can upload any JPG, PNG, PDF, or GIF files for prototyping, and it works with all design tools.

It is easy to share your prototype with others and collaborate, communicate, and receive feedback with ease and efficiency. Your prototype can be either opened in a browser, downloaded to a mobile, or shared in real-time through the use of LiveShare.

PRICE

Starts from $13/month

WEBSITE

Invisionapp.com

FREE TRIAL

Yes

Proto.io

Every business is using apps to connect with its customers. Proto.io is a platform that allows you to develop fully-interactive and high-fidelity app prototypes. These look and work exactly as you had conceptualized it. The best thing is this requires absolutely no coding.

Design your prototype with readily available UI elements for both iOS and Android. It is even possible to upload designs developed in Sketch or Photoshop. Make your design more interactive by adding touch or mouse events for web and mobile prototypes. Use automated screen transitions or timeline features to animate any layers.

Get a preview of your prototype on either a web or mobile device. You can easily share your prototype with anyone with a click and get comments and feedback instantly.

PRICE

Starts from $24/month

WEBSITE

Proto.io

FREE TRIAL

Yes

SEMrush

SEMrush integrates many functionalities, which makes it a popular digital marketing tool. Track website position, do a site audit and get recommendations to improve your website's performance. Monitor and advance the performance of your content marketing strategies with this tool.

Get valuable insights into your competitor's strategies like keywords, advertising budget, ad copy, and landing pages. Do backlink analysis, domain-versus-domain comparisons, analyse keyword difficulty, traffic analytics, and more.

The PPC keyword tool and Ad builder is a boon for developing PPC campaigns for your marketing. Understand your competitor's social media strategies. Schedule the posts for five different social networks easily with this tool.

PRICE

Starts from $99

WEBSITE

Semrush.com

FREE TRIAL

Yes

Ahrefs

If you are serious about growing your search traffic, then Ahrefs is your go-to tool. Research your competitor's keywords and find out the amount of traffic driven by each keyword. Learn about their top pages which give them the most traffic. The content gap feature allows you to discover new keywords your competitors rank for but you don't.

This SEO tool allows you to audit your backlink profile to identify the ones which are hampering your SEO ranking. Discover new linking opportunities from your competitors. Ahrefs now has a site audit tool to help in technical SEO. It also has a keyword research feature that helps you identify good keywords and content ideas for your business. Learn if your competitors are using paid advertising and details of keywords they are bidding on. All Ahrefs tools operate based on the most exhaustive and complete online database in the industry.

| PRICE

Starts from $99

| WEBSITE

Ahrefs.com

| FREE TRIAL

Yes

Google Search Console

Google Search Console is a free service offered by Google. It gives you insights about your site's presence on Google search results pages. You can use the search console to check if your site is being found and crawled by Google crawlers. Using the insights, you can fix any indexing problems and even request new or updated content on your site to be re-indexed. Submit sitemaps and URLs to fix indexing problems.

Get data about how often your site gets shown on Google search and for which keywords. You can get alerts about indexing, spam, or other issues on your site. It also shows which sites link to your website. Testing and monitoring of AMP pages, mobile usability and rich content like structure data, jobs, recipes, etc., is possible with this tool. This is a very useful tool to improve the overall performance of your site on Google search.

PRICE

Free

WEBSITE

Search.google.com/search-console/

FREE TRIAL

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Moz

Moz is an SEO tool that integrates several features that make it very popular among SEO specialists.

You can now do site audits to identify technical SEO issues, check the performance of your target keywords, and do a backlink analysis of your site all in one place. Use the insights to improve and optimize the overall SEO of your site.

Make use of Moz's keyword research tool to discover target keywords along with difficulty scores. Search result page analysis and competitor research are also possible. Identify new opportunities to target keywords your competitors are ranking for. Moz also gives you access to metrics like spam score, page authority, and domain authority of any website. With Moz, it is possible to create custom reports, schedule, and send them to your clients or stakeholders to share valuable SEO information.

PRICE

Starting from $99

WEBSITE

Moz.com

FREE TRIAL

Yes

Google Keyword Planner

Keyword Planner is a free keyword research tool brought to you by Google. It is an extremely popular tool and is especially useful if you are running Google Ad campaigns.

The process of finding the right keyword for your business can get really simple with this tool. Search for a word or phrase related to your product or service. This tool will help you discover the most appropriate keywords for your business.

You can get insights into how many times a particular keyword is searched and the trend for the searches over time. It also gives you the estimated bid amount so that you can plan your advertising budget. Download the keyword list or share it easily.

PRICE	WEBSITE
Free	Keyword Planner

FREE TRIAL

Yes

KWFinder

KWFinder is an excellent keyword research tool that is brought to you by Mangools. This tool's simple interface makes it easy for even newbies to use it.

Find the appropriate keywords especially the long-tail ones with exact search volumes and SEO difficulty for each keyword. Do a competitor analysis of the keywords your competitors are ranking for and identify new keywords you can rank for.

It also gives you access to historical search volumes, long-term trends, seasonal keywords and so on to help you create relevant content that will boost your organic traffic. Another added feature is that you can find location-specific long-tail keywords that will help you rank on local searches.

| PRICE

Starts from $29.90/month

| WEBSITE

Kwfinder.com

| FREE TRIAL

Yes

Buffer

If you are looking to grow your audience and engagement on social media, then Buffer is a tool you cannot afford to ignore.

This tool gives you a simple dashboard from which you can plan, create, and publish content for Facebook, Instagram, Twitter, Pinterest, and LinkedIn now all in one place. Create a publishing schedule for each platform and customise the posts for each social network. You can also view all the posts that are scheduled on each of your social media platforms at once.

Measure the performance of your social media posts, and get insights that will help you increase the reach, engagement, and conversions for your posts. Lastly, Buffer offers you the convenience of creating and sharing fully customisable reports of all your social media platforms.

| PRICE

Starts from $15/month

| WEBSITE

Buffer.com

| FREE TRIAL

Yes

BuzzSumo

Content is the cornerstone of any digital marketing strategy. Now you can identify which content works and which does not with ease.

The BuzzSumo platform has four major components which are discovery, research, influencers, and monitoring. Explore and discover infinite ideas to create content that will get you more likes, shares, and links. This program crawls the web and social media platforms to identify top-performing content for any niche. Use these data insights to create content that works.

Identify influencers in your niche and use them to take your marketing to the next level. BuzzSumo helps you track comments and trends and respond easily to them. Now you can enhance your content marketing efforts using all these insights and metrics provided by BuzzSumo.

PRICE
Starts from $99/month

WEBSITE
buzzsumo.com

FREE TRIAL
Yes

Google Analytics

Google Analytics is a popular analysis tool given by Google to track the actions of visitors when they arrive on the website. Its comprehensive dashboard presents important metrics in one place for better understanding of your website and app users. Customise the dashboard to see the data that matters for your business.

Monitor how your marketing campaigns are performing both paid and organic. Google's machine learning gives in-depth and relevant results so that you can take your marketing to the next level. Use these insights and fine-tune your marketing campaigns to reach the relevant target audience.

Make use of Google Analytics to get better ROI from your campaigns. Get data from other Google services by integrating them with analytics.

PRICE	WEBSITE
Free	analytics.google.com

FREE TRIAL

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Screaming Frog

Screaming Frog is a leading website crawler for Windows, Mac, iOS, and Ubuntu. If you are looking for a reliable technical analytical tool, your search ends here. Its SEO spider tool can crawl websites efficiently and gather and analyze key data in real-time. This helps you make optimum data-based SEO decisions.

It is a feature-rich tool that allows you to find broken links, analyze titles and metadata, and generate XML sitemaps. You can also audit redirects, find duplicate content, check the site architecture, integrate with Google Analytics, Search Console, and PageSpeed Insights and more. Its myriad of features makes it a very popular tool among SEO enthusiasts and specialists alike.

PRICE

£119 to 149/licence/year

WEBSITE

screamingfrog.co.uk/seo-spider

FREE TRIAL

Yes

Shopify

Screaming Frog is a leading website crawler for Windows, Mac, iOS, and Ubuntu. If you are looking for a reliable technical analytical tool, your search ends here. Its SEO spider tool can crawl websites efficiently and gather and analyse key data in real-time. This helps you make optimum data-based SEO decisions.

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| PRICE

£119 to 149/licence/year

| WEBSITE

screamingfrog.co. uk/seo-spider

| FREE TRIAL

Yes

WooCommerce

WooCommerce is one of the most popular e-commerce platforms that can be easily integrated with WordPress. Create and manage your online store easily with WooCommerce.

Sell physical or digital products on this platform. It has gateways integrated like PayPal, BACS, and cash on delivery for accepting payments. Set up shipping preferences, automate tax calculation based on customer's shipping address, keep track of your store inventory with this tool.

WooCommerce allows the integration of many extensions that make it possible to create a personal database for all marketing campaigns. Its 30-day money-back guarantee, active customer support, and safe and secure online payment make it a very popular platform among businesses.

| PRICE

Free

| WEBSITE

woocommerce.com

| FREE TRIAL

Yes

Weebly

Weebly is a popular software that gives you free access to a website builder. Make use of its customizable designs and tools to build your online store and showcase your products. It has an easy to use drag-and-drop feature which even a person with no experience in designing can easily use.

This tool optimizes your site for SEO so that search engines can easily discover it. Analytics are of immense importance to any business, and this tool offers you important insights about how your e-commerce store is performing. Manage and track your inventory with advanced tools. Weebly's shipping tool makes it easy to send products to both domestic and international destinations.

It has an app for mobile and tablet so that you can manage your store from anywhere.

PRICE

Basic free, other plans starting from $5/month

FREE TRIAL

Yes

WEBSITE

weebly.com

PayPal

PayPal is a widely used online payment portal for businesses and individuals worldwide. Set up an account in a matter of 1 to 2 days, and start selling and receiving payments online. PayPal offers many features like straightforward pricing which makes it attractive to both businesses and customers.

It offers customers a secure and easy mode of doing shopping transactions. It does not share financial details with anyone. With PayPal, businesses can receive payments from 200+ markets through a single account via credit or debit cards to digital wallets. Its seller protection and fraud tools make every transaction secure.

It offers customised partner solutions for creating e-commerce websites, financial management, or a marketplace for selling.

PRICE

2.5%* + Fixed fee (INR 3)

WEBSITE

Paypal.com

FREE TRIAL

No

Stripe

Stripe is a fully integrated payment platform for business. Whether you want to receive payments, receive subscriptions, or set up a marketplace, Stripe can do this for you. It can support you in receiving both online and in-person payments.

Stripe integrates the latest technologies to create a platform that is constantly improved to provide better usability. You can create customized checkout experiences that work on all browsers and devices. It gives you the facility to accept all major debit and credit cards.

The prices and process charges can also be displayed now in more than 135+ currencies to help customers make payments. With Stripe you can receive payments from an iOS app, Android app, or mobile websites easily. Other attractive features of Stripe are its fraud monitoring and dispute handling systems.

PRICE

Starts from 2%

WEBSITE

stripe.com

FREE TRIAL

No

Instamojo

Instamojo is a popular payment gateway that has reach all over India. The Instamojo payment gateway is mainly built for small and medium enterprises. Developers can make use of the integration services and APIs of Instamojo to install this payment gateway in very less time so that businesses can start using the service.

It supports100+ payment methods making it easier for customers to make payments according to their preference. You don't need a website to receive payments, create a payment link which you can share and collect payments. Instamojo allows you to track sales, get customer insights and analyze payment gateway analytics to get valuable data. Another plus is that there are no set up costs or hidden costs involved.

PRICE

Starts from 2% + 3 Rs

WEBSITE

instamojo.com

FREE TRIAL

No

Razorpay

Razorpay is a payment solution provider for businesses. It offers payment products that make accepting, processing, and making payments easy and fast. Integrate payment gateways on your website, develop custom payment pages, and create payment links which are shareable.

It offers customers the option of 100+ payment modes including credit/debit cards, net banking, UPI, wallets and so on.

It gives 24x7 support to address your concerns. Get real-time data with the Razorpay dashboard and track all your payments and disbursements. Being PCI DSS level 1 compliant, it offers you enough security. Automation of NEFT/RTGS/IMPS bank transfers, collecting recurring payments, managing the marketplace, and sharing invoices with customers is possible.

PRICE

Starts at 2%

WEBSITE

Razorpay.com

FREE TRIAL

No

FreshBooks

FreshBooks is an invoicing and accounting solution specially developed for small businesses. What makes it attractive is its ease of use. Create professional-looking invoices using FreshBooks. You can easily automate all routine tasks like invoicing, tracking expenses, time management, follow up with clients, etc. As Freshbooks is cloud-based, you can access all information securely from any device like desktop, tablet, or phone.

Connect easily with all major apps out there like Shopify, Stripe, G Suite, etc. It has a robust support team that is available to answer all your questions at all times.

PRICE

Starts from $7.50/month

WEBSITE

Freshbooks.com

FREE TRIAL

Yes

WaveApps

Waveapps is a popular financial software for entrepreneurs. It gives you a clear understanding of your income and expenses at all times. Get started with this software in no time and track your finances from anywhere. Connect multiple bank accounts and credit cards so that your transactions are reflected in your bookkeeping.

Keep track of the financial health of your business with in-depth reports that show month-to-month or year-to-comparisons of cash flows. It makes tax calculation and disbursement easy as it keeps all your incomes, expenses, payments and invoices organized in one place. Waveapps takes the security of your financial information very seriously, and therefore uses physical and electronic protection. It is PCI Level-1 certified and is secure in handing all credit and bank account information.

PRICE

Free

WEBSITE

Waveapps.com

FREE TRIAL

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Unbounce

Websites are good for creating an online digital business presence, but if you want conversions, landing pages are your best bet. Unbounce is a popular landing page builder. With Unbounce, you can design and optimize attractive landing pages that will prompt your visitors to take action.

Its easy drag-and-drop features in the page builder allow you to develop the exact page you want. Make use of the 100+ ready templates to save time and energy on creating the perfectly optimized landing page. It provides you the option to A/B test your landing pages and experiment with message, design, and forms to come up with templates that work. You can also customize your landing pages using optional JavaScript and CSS to customize functionality and appearance.

PRICE

Starting from $79/month

WEBSITE

Unbounce.com

FREE TRIAL

Yes

Instapage

All ad clicks do not turn into conversions, and we all know this. Instapage offers you the perfect solution for this. Your ad clicks can be turned into actual conversions with Instapage's post-click automation feature. Get up to 400% more conversions by giving people clicking on your ads a personalized post-click landing page experience. Instapage customers have noticed a conversion rate of 16% which is higher than industry standards.

This tool allows the automation of the visualization and ad mapping of ads to relevant post-click experiences. You can decide how many personalized page experiences are needed and connect ads to the appropriate experiences. Create customized pages and scale it by reusing these page blocks for other pages. Instapage can be integrated with 40+ platforms seamlessly.

PRICE

Starting from $149/month

WEBSITE

Instapage.com

FREE TRIAL

Yes

LaunchRock

LaunchRock is a site builder that can help you build a launch site in a matter of minutes and start acquiring customers even before the actual launch. Design attractive webpages with LaunchRock's page builder. It provides you all the necessary tools to get your page off the ground with absolutely no need for coding.

LaunchRock's email capture tools allow you to connect with customers pre-launch. Begin building your email list and start engaging with your customers through surveys, newsletters and more. Create an audience for your product or service and get a powerful launch. Which marketer does not know the importance of analytics? This tool helps you find the fastest-growing segment in your customer base, and marry the right segment of customers with the right aspect of the product launch. LaunchRock has now moved to startups.com

PRICE

Starting from $20.75/month

WEBSITE

Launchrock.com

FREE TRIAL

Yes

Sharetribe

If you are someone who is looking to build a professional marketplace business, then check out Sharetribe marketplace software. You can easily launch your fully functional marketplace in one day without any code.Create a website with Sharetribe and earn from onboarding vendors who sell or rent anything from goods to services on your marketplace. If you want to add additional advanced features, you can do that with the help of Sharetribe's experts.

Sharetribe allows users to create profiles, list their products or services, interact with one another, and make online payments. Go ensures that your marketplace provides a good website experience to both marketplace owners and vendors alike. Control and track what happens in your marketplace with user-friendly features of Sharetribe Go.

PRICE

Starting from $79/month

WEBSITE

Sharetribe.com

FREE TRIAL

Yes

SurveyMonkey

Customers are the lifeline of a business, and it will serve you in good stead to learn about their likes and dislikes and preferences. If you are customer-centric, then SurveyMonkey is the tool for you. Surveys are one of the best ways of finding out whether you are meeting customer expectations. It offers you many survey types to meet your specific needs. From customer satisfaction, market research to concept testing, you have forms for all these and more. Gain insights from surveys and fine-tune products or services to delight your customers.

SurveyMonkey is committed to maintaining the privacy of both organisational and personal data which makes it a trusted tool to use. It has been accredited with many certifications and follows some of the best practices which makes it one of the best tools for research and feedback out there.

PRICE

Starting from ₨ 1550/user/month

FREE TRIAL

No
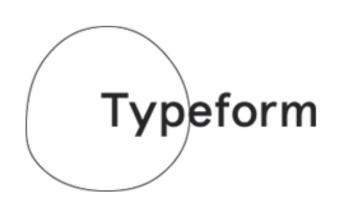
WEBSITE

Surveymonkey.com

Typeform

All of us know how important customers are to a business. This is the reason why businesses try to learn what their customers want. Surveys, forms, polls, quizzes, etc., are all used to get information and feedback from customers.

Typeform brings to you an attractive and professional interface that will keep the audience engaged. Incorporate images, GIFs, and videos to make your forms more attractive. If offers different options suitable to every stage of the buyer's journey. You can see all changes in real-time with Typeform's Live Preview. It also offers you analytics to give insights. Embedding of the type forms is possible on your websites. It has in-built Google sheets and MailChimp integrations.

PRICE

Starting from $35/month

WEBSITE

Typeform.com

FREE TRIAL

No

SoGoSurvey

Customer feedback platforms have upped their game with the focus now being on giving a good customer experience along with information collection.

SoGoSurvey is a customer experience platform that offers you multiple survey designs, 27 methods of distribution, data analytics, and reporting. You can easily integrate APIs with your CRM system and automatically collect feedback with this tool. It is one of the secure and leading online survey tools.

SoGoSurvey allows automation and streamlining of workflows through integration with Salesforce, Zapier, Google Analytics, and other such platforms. It offers you instant alerts about parameters that are important to you such as a low rating or failure to meet a quota, etc.

| PRICE

Starting from $25/month

| WEBSITE

Sogosurvey.com

| FREE TRIAL

Yes

Boomerang for Gmail

Want more control over when you send and receive emails? You can easily do this now with Boomerang. With this tool, write mails when you are free and schedule them to be sent at your preferred time. You can now declutter your inbox with the archiving feature. Click on the Boomerang button when a mail is open and specify when you want to see it next.

Have a cleaner inbox but at the same time have access to all your important emails when you need it. An important element of email marketing is the follow up. Set a reminder and follow up if no one replies or even otherwise so that you don't forget this important step. Boomerang can be used both on iOS and Android so that you can access your email service even on the go.

| PRICE

Starting from $4.99 per month

| WEBSITE

Boomeranggmail.com

| FREE TRIAL

Yes

ActiveCampaign

ActiveCampaign integrates tools for email marketing, marketing automation, sales CRM, and messaging in an all-in-one platform.

Create attractive and personalised emails with this tool. Broadcast emails, triggered emails based on-site visits or engagement, or welcome emails, make use of the appropriate one for your campaign and audience. Set up email automation. Scheduling is possible even according to the date and time.

Its email designer has drag and drop feature making it user-friendly. Create beautiful campaigns in a matter of minutes. Use the segment and dynamic content feature to customise emails to reach the right audience. Track your email's performance, split test your campaigns, and improve the open rate, clicks, and conversions.

PRICE

Starting from $9/month

WEBSITE

Activecampaign.com

FREE TRIAL

Yes

Bubbl.us

Any product or service starts as an idea in somebody's imagination. To bring the ideas to life you need to first chart it down. Bubbl.us is a popular visual thinking tool to structure information. You can better understand the concept, remember, and come up with new ideas. Graphical representation of your ideas brings about better clarity about the connection between different processes.

Bubbl.us provides an easy and fun way to brainstorm ideas. There is nothing to download as it web-based. The mind map can be saved as an image and shared with others for feedback. It has a colorful and engaging representation and can be shown as a presentation with one click.

| PRICE

Basic free, other plans starting from $4.91/month

| FREE TRIAL

No

| WEBSITE

Bubbl.us

Mindomo

It is easier to achieve your goals when you have a clear understanding of the ideas and plans. Mindomo with its mind maps, concept maps, outlines, and Gantt charts makes it easier than ever to visually represent your concepts. Mind mapping can be used for everything and can help improve efficiency and productivity. You can avoid important tasks from being sidelined when you have it all charted down. Understand the bigger picture with mind maps by connecting the dots and understand the flow.

This tool allows you to collaborate and share your ideas with other people. Develop the skill of brainstorming, questioning, analyzing, idea generation, problem-solving and research using Mindomo. It is available as a freemium tool or a free mobile app for iPad and Android. It also offers a 30-day money-back guarantee.

PRICE

Starting from €6/month

WEBSITE

Mindomo.com

FREE TRIAL

No

HubSpot CRM

HubSpot CRM is free software that offers tools for everyone from sales leaders, customer service teams to business owners. We all understand that once the customer enters your funnel you need to actively work to take him down the funnel. Stay updated in real-time with what is happening in your sales process with a visual dashboard from HubSpot. With this easy to use CRM, you need not manually update reports. You have all the sales data to track the flow of sales activities at your fingertips.

What makes this CRM attractive is that you can include users, data, and up to 1,000,000 contacts for an unlimited period. Other features like email tracking and notifications, prospect tracking, meeting scheduling, and live chats makes it a tool you cannot do without. Ramp up your sales and marketing with HubSpot CRM.

PRICE

Free

WEBSITE

Hubspot.com/products/crm

FREE TRIAL

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Salesforce

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PRICE

Starting from $25/user/month

WEBSITE

Salesforce.com

FREE TRIAL

Yes

Zoho

Zoho is one of the popular customer relationship management systems in the market today. It has serviced 150,000 businesses across 180 countries. Create personalised customer experience at every stage of the sales funnel.

Design and automate your processes to connect the sales and support team and give clarity to every team member.

Zoho provides an interactive dashboard which helps analyse each business interaction and transaction in depth. Customers can access your knowledge resources, chat with support, raise tickets and do many more functions either through the website or mobile app. Its AI-based voice assistant helps predict trends, suggest the best time to contact a customer, assess the customer response to an email and more.

PRICE

Rs 500/user/month

WEBSITE

Zoho.com

FREE TRIAL

Yes

Calendly

Simplify the process of scheduling meetings and appointments with customers and other parties with Calendly. Easily follow up without wasting time and effort. Set up this software, enter your availability preferences, and Calendly takes care of the rest.

Share the Calendly link through email or embed it on your website. People wanting an appointment can pick a time using your link, and an event is automatically added to your calendar.

Integrate it with Google, Outlook, Office 365 or iCloud calendar to avoid double booking. Also set buffer time between meetings. It supports one-on-one, round robin, and collective availability meetings. It works well with other automation programs like Zapier, GoToMeeting, Salesforce and so on.

| PRICE

Basic free, other plans starting from $8/user/month

| FREE TRIAL

Yes

| WEBSITE

Calendly.com

appointlet

Appointlet

Is your sales cycle becoming long due to unnecessary communication with customers? Appointlet is a tool that works to make the whole process easier and faster. Create customized appointment and booking pages.

Give prospects and customers the convenience of booking when they want to by sharing your booking pages with them. You can integrate your scheduling pages into your website, emails, and landing pages. Once customers book a time slot, it is automatically added to your and their calendar and avoids confusion.

Save 80% of the time spent in managing appointments and manual reminders. The simplicity and ease help customers prefer your brand over others and lead to greater conversions and sales.

PRICE

Basic free, other plans
starting from $8/user/month

FREE TRIAL

Yes

WEBSITE

Appointlet.com

Ideator

Ideator is the ideal networking platform for people looking to find co-founders or team members. Share and validate your ideas through this platform easily and get feedback. Connect with mentors and other innovators through Ideator. You can do a lot with this platform like increase engagement for your innovation and entrepreneurship programs, organize competitions, gather new ideas, collaborate and more.

It offers you a completely customizable platform in which you can add your logo, use custom colors, create a private or public community, etc. Analytics is of immense importance to gauge the success of any program. It offers an easily understandable dashboard where you can see all major analytics in one place. Get real-time inputs into your program and innovate and fine-tune it for greater profitability.

| PRICE

NA

| FREE TRIAL

Yes

| WEBSITE

Ideator.com

Pitch Deck

Creating a compelling presentation to pitch your business idea is no mean task. It might be just the thing that can get investors to invest in your business idea or not.

Pitch deck is a popular platform that is built mainly for businesses. Stop using outdated methods to create your business presentations. Work with Pitch Deck to come up with presentations that show your brand personality. Transform static designs into interactive presentations.

Connect and collaborate and build presentations with a team in real-time. Pitch, track, and sell with this integrated platform. Gain behavioral insights via presentation tracking and make personalized follow up plans for final conversion.

PRICE

$42/month

WEBSITE

Pitchdeck.io

FREE TRIAL

Yes

UserTesting

To create great experiences for your customers, you first need to know what your customers want. Connect and get valuable feedback from your customers about your products, apps, messages, etc., with the UserTesting tool.

UserTesting has a varied panel from which you can choose your target audience for audience testing. You can also connect with your audience to get feedback. Use self-guided videos of customers interacting with your products, website or app to gain valuable insights. Make the required changes and validate your products before the final launch. Use analytics to know about the performance.

PRICE

NA

WEBSITE

Usertesting.com

FREE TRIAL

Yes

Validately

User testing is important for any product out there. But when you go about it the wrong way, you can spend more time on things like recruiting test participants or end up using tools that are not giving you the proper results.

Validately is a comprehensive tool that makes user research easy and efficient. It offers a testing platform, recruiting services, and automatic reporting. Just provide the test criteria, and Validately searches participants, sets up the tools, makes payments and more. You can test prototypes, apps, and websites on desktop and mobile. It offers you different options for receiving feedback like record think-aloud studies, capture video and audio and participants complete tasks, or get surveys filled. Get automated reports easily and share them with your teams so that everyone is aware of the findings.

PRICE	WEBSITE
Starting from $499/month	Validately.com

FREE TRIAL

Yes

ManyChat

ManyChat is a messenger marketing tool that has been designed for businesses. It aims to help businesses grow by allowing them to build relationships with their customers. You can sell products, nurture leads, get contact information, customer care, get feedback, and do many other things through this tool.

The big advantage of using this tool is its ease of use. According to ManyChat, you can build a bot in a matter of minutes. You can either use business-specific templates or simply use the drag and drop facility to build your bot. ManyChat connects easily with other tools like MailChimp, HubSpot, ConvertKit, or Zapier so that customers' can derive added benefit.

PRICE

Basic free, other plans starting from $10/month

WEBSITE

Manychat.com

FREE TRIAL

No

MobileMonkey

MobileMonkey is one of the best-integrated messenger marketing tools for businesses. Webchat, SMS, and Facebook messenger are some of the offerings from this platform. Though it offers all kinds of chat options, it is known for being the ideal tool for Facebook marketing. You can send notifications, updates, and offers through Facebook messenger. It has many advanced features like built-in lead magnets such as scan codes, landing pages, and buttons.

Segment audience, create conversion funnels, nurture leads through drip campaigns, auto-respond to Facebook comments, etc., are some of the advanced things you can do with this tool.

PRICE

Basic free, other plans starting from $9/month

WEBSITE

Mobilemonkey.com

FREE TRIAL

No