

Top 50 Vendors Used by Startups

Thanks for checking out [VendorStack's](#) first list, "The Top 50 Vendors Used by Startups." We compiled this list after interviewing around 100 startup founders from around the world. The startups ranged greatly: some had 2 to 200+ person headcounts; others were in the consumer internet to medtech device spaces; we had startups from San Francisco to New York to London.

Our objective is to provide [enterprise founders, executives, product managers, engineers, and looky-loos](#) a quick cheat sheet on what vendors their peers have chosen with their budgets.

Now, a few important disclaimers:

NOT PERFECT

Our objective was to present a good snapshot of what was popular within the startup community. As we expand our data set, we expect this list to become increasingly comprehensive and accurate. If you are a vendor and you feel like you've been slighted by our list, apologies from the VendorStack team. Please contact us at vendors@vendorstack.com and we'll get back to you shortly. Thanks!

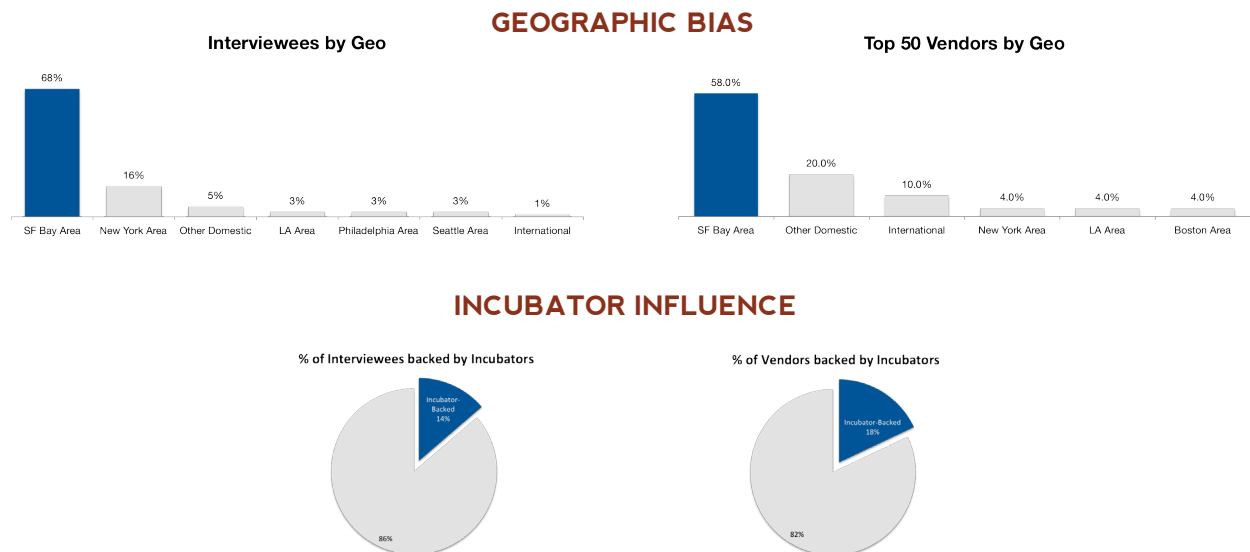
WEST COAST BIAS

We're based out of San Francisco, CA and many of the startups we talked to were down the street. With this geographic proximity, the results were also skewed towards SF Bay Area vendors, particularly those who are backed by some of the more popular incubators like YCombinator, 500 Startups, and AngelPad.

MISSING SOME CATEGORIES

We realized as we were interviewing the startups that law firms, for example, while an important and expensive vendor for all startups, were not particularly diverse in its variety. For this reason, we took lawyers off this infographic (although they are all found on vendorstack.com). We also took out payroll providers and banks for the same reason.

Some interesting insights from the survey include:



MOST POPULAR 10 VENDORS (sorted alphabetically)

1. Amazon Web Services
2. Dropbox
3. Github
4. GoDaddy
5. Google Analytics
6. Google Apps for Business
7. Heroku
8. Intuit Quickbooks
9. Mailchimp
10. Salesforce CRM

MOST CONTENTIOUS CATEGORIES (sorted alphabetically)

1. **Analytics**
(Flurry, Google, KISSmetrics, Mixpanel, Optimizely)
2. **Hosting**
(AWS, Linode, Rackspace, Softlayer)
3. **Live Chat/Customer Service**
(Desk.com, Olark, UserVoice)
4. **Payment Processing**
(Authorize.net, Braintree, Stripe)
5. **Project Management/Task Management**
(Asana, JIRA, Pivotal Tracker)

TOP 50 VENDORS USED BY STARTUPS (sorted by taxonomy then alphabetically)

BUSINESS & LEGAL

Authorize.net
Braintree
Expensify
InDinero
Intuit Quickbooks
Stripe

CREATIVE

99Designs
Balsamiq

HUMAN RESOURCES

TriNet

IT OPERATIONS & DEVELOPMENT

10Gen
Amazon Web Services
eLance
Github
GoDaddy
Heroku
Jira

Linode
oDesk
Pingdom
Pivotal Tracker
Rackspace
SendGrid
Softlayer
Testflight
Urban Airship

OFFICE OPERATIONS

GoToMeeting
Grasshopper
Join.me
RingCentral
Skype

PRODUCTIVITY TOOLS

Asana
Dropbox
Google Apps for Business
HelloFax
HipChat

SALES & MARKETING

Desk.com
Flurry
Google Analytics
KISSmetrics
LinkedIn
Magento
Mailchimp
Mixpanel
Olark
Optimizely
Salesforce CRM
Shopify
Survey Monkey
Tapjoy
UserVoice

VendorStack would like to thank the executives from the following companies for participating in our survey. We have removed a few other names at the request of the company.

1DocWay
AdTonik
Airbrite
Apptentive
Bazooka Search
BeMyCity.com
Bill.com
BillFloat
Bombfell
ChoicePass
Claritics
Clover
Coliloquy
Comingle
CommonBond
Crocodoc
Crowd Jewel
DigitalScirocco
Digneo
Doostang
Downsize
Fable Labs
FranchiseHelp
GoRecess
Gratafy

Grubwithus
Gyrobike
InDinero
Karma Goat
Keen.io
KISSmetrics
LanguageMate
Le Tote
LeanLaunchLab
Lex Machina
LOLApps
Lookmazing
Maven
Meeteor
Motion Math
MunkyFun
MXHero
MyEnergy
National Hall
Okta
oLyfe
Orbiion
Pangia
ParkWhiz
pledge4good

Presence Learning
Qualtrics
Reconnect
Redpark Product Development
Regalii
Renterra
Ridejoy
RolePoint
Sano
Serious Business
Shopco
SOMARK
Spitball Entertainment
Spotwag
Startup Grind
Stypi
TapGreet
Tapisto
Untangle
Upstart Mobile
UserVoice
Vidora
Virtgood
Virtrue
WaterSmart

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