
Awesome list of FREE tools Startups should be using

This is a curated list about tools for everything from productivity to hosting to development tools to designing. These tools are all digital i.e. either app, online service, or downloadable software. Most of them are either free or have limited free option that is enough for startups. Feel free to suggest and contribute in this list.

Tech

Git Repos

- GitHub - <https://github.com>
- BitBucket - <https://bitbucket.com>
- GitLab - <https://gitlab.com>
- Azure Repos - <https://azure.microsoft.com/en-us/products/devops/repos>
- Amazon AWS CodeCommit - <https://aws.amazon.com/codecommit/>

Cloud and Traditional Hosting:

- Amazon AWS (Free tier available) - <https://aws.amazon.com>
- Microsoft Azure (Free tier available) - <https://azure.microsoft.com>
- Google Cloud (Free tier available) - <https://cloud.google.com>
- Digital Ocean (Free tier available) - <https://digitalocean.com>
- Vultr (Paid plan) - <https://vultr.com>
- Heroku (Paid plan) - <https://www.heroku.com>
- BlueHost (Paid plan) - <https://www.bluehost.com>
- DreamHost (Paid plan) - <https://www.dreamhost.com>

Static Site Hosting:

- GitHub pages - <https://pages.github.com>
- Google FireBase - <https://firebase.google.com/products/hosting>
- Netlify - <https://www.netlify.com>
- Vercel - <https://vercel.com>
- Amazon S3 - <https://aws.amazon.com/s3/>
- Surge - <https://surge.sh>

DNS, CDN, & SSL:

- CloudFlare - <https://www.cloudflare.com/>
- CloudDNS - <https://cloudns.net/>
- Let's Encrypt - <https://letsencrypt.org/>

Site Performance Tools:

- Pingdom <http://tools.pingdom.com/fpt> pingdom.com - Website monitor
- Google Page Insight <https://developers.google.com/speed/pagespeed/insights>
- Web Page Performance Test - <http://www.webpagetest.org/>
- GTMetrix <http://gtmetrix.com/>

Web Scraping Tools

- Import.io - <https://www.import.io/>
- Web Hose - <https://webhose.io/scraping-tools>
- Dexi.io - <https://dexi.io/>
- Parse Hub - <https://www.parsehub.com/>
- 80Legs - <http://80legs.com/>
- Scraping Hub - <https://scrapinghub.com/>
- Scrapy - <https://scrapy.org/>
- Scraper - <https://chrome.google.com/webstore/detail/scraper/mbigbapnjcgaffohmbkdlecaccepngjd>
- Web Scraper - <https://chrome.google.com/webstore/detail/web-scraper/jnhgnonknehpejjnehehlkklipmbmhmn>
- Scraping API: <https://www.abstractapi.com/web-scraping-api>

Development IDE/Editors:

- Microsoft Visual Studio Code - <https://code.visualstudio.com/>
- Microsoft Visual Studio (IDE) - <https://www.visualstudio.com/>
- Sublime Text - <https://www.sublimetext.com/>
- WebStorm - <https://www.jetbrains.com/webstorm/>
- NetBeans - <http://netbeans.org/>
- Eclipse - <https://eclipse.org/>

Online Development Platforms/IDEs:

- VS Code for Web - <https://vscode.dev>
- CodeAnywhere - <https://codeanywhere.com>
- Cloud9 - <https://c9.io>
- Koding - <https://koding.com>
- Humanitec - <https://humanitec.com>

Development Playgrounds

- JSFiddle - <https://jsfiddle.net>
- Plunker - <https://plnkr.co/>
- CodePen - <http://codepen.io/>
- JSBin - <https://jsbin.com/>

Utilities:

- FileZilla - <https://filezilla-project.org/>
- Laragon - <https://laragon.org/>
- XAMPP - <https://www.apachefriends.org>
- WinScp - <https://winscp.net>
- Putty - <http://www.putty.org/>

Testing and Code Insights

- Sauce Labs - <https://saucelabs.com/>
- Code Climate - <https://codeclimate.com>

Email Service for Developers

- SendInBlue - <https://www.sendinblue.com>
- MailGun - <http://www.mailgun.com> , <http://www.mailgun.com/google>
- SendGrid - <https://sendgrid.com>
- MailChimp - <https://mailchimp.com>
- Mandrill - <http://www.mandrill.com/>
- AWS SES - <https://aws.amazon.com/ses/>
- Mail Trap (for testing only) - <https://mailtrap.io/>

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- Email Validation API - <https://www.abstractapi.com/email-verification-validation-api>

Notification (Push, SMS etc) Service for Developers

- OneSignal - <https://onesignal.com>
- Pusher - <https://pusher.com>
- Twilio - <https://www.twilio.com>

Changelog

- Headway - <https://headwayapp.co/>

Business, Marketing, Sales, Finance

Idea Validation

- AreYouInterested - <https://areyouinterested.co/>
- SurveyWave - <http://surveywave.xyz/>

Content Management Systems (CMS):

- WordPress - <https://www.wordpress.org>
- Drupal - <https://www.drupal.com>
- Joomla - <https://www.joomla.org>

Ecommerce CMS:

- WooCommerce for WordPress - <https://www.woocommerce.com>
- Magento - <https://www.magento.com>
- OpenCart - <https://www.opencart.com>
- Prestashop - <https://www.prestashop.com>
- Shopify - <https://www.shopify.com>

Analytics:

- Google Analytics - <https://analytics.google.com>

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- New Relic <https://newrelic.com/>
 - Inspectlet <http://www.inspectlet.com/plans>
 - Zoom Analytics <http://zoomanalytics.co/>
 - LiveSession - <https://livesession.io/>
 - Amplitude - <https://amplitude.com/>

Accounting & Finance

- Wave Apps - <https://www.waveapps.com>

CRM:

- HubSpot CRM - <https://www.hubspot.com/products/crm>
- Capsule CRM - <https://capsulecrm.com>
- Insightly - <https://www.insightly.com>
- Bitrix24 (CRM version) - <https://www.bitrix24.com/tools/crm/>
- Google Contacts (can be used as lightweight CRM) - <http://contacts.google.com>

Team Chat

- Slack - <https://slack.com/>
- Microsoft Teams - <https://teams.microsoft.com/>
- Mattermost - <https://mattermost.com/>
- Rocket.Chat - <https://rocket.chat/>
- Twist - <https://twist.com/>

Customer Support/Live Chat:

- Zendesk Chat (formerly Zopim) - <https://www.zopim.com/>
- Olark - <https://www.olark.com/>
- Facebook Messenger - <https://web.facebook.com/business/products/messenger-for-business>
- WhatsApp for Business - <https://www.whatsapp.com/>

Social Media

- Facebook - <http://facebook.com>

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- Twitter - <http://twitter.com>
 - LinkedIn - <http://linkedin.com>
 - Instagram - <http://instagram.com>
 - Pinterest - <https://www.pinterest.com/>
 - YouTube - <http://youtube.com>

Sales & Marketing:

- HubSpot - <https://www.hubspot.com/>
 - Marketing: <https://www.hubspot.com/products/marketing>
 - Sales: <https://www.hubspot.com/products/sales>
- Website Grader by HubSpot <http://grader.com>
- Buffer App - <https://buffer.com>
- HootSuite - <https://hootsuite.com>
- TweetDeck - <https://tweetdeck.twitter.com>
- CrowdFire - <https://www.crowdfireapp.com>
- Ubersuggest - <http://ubersuggest.org/>
- Visual Website Optimizer - <https://visualwebsiteoptimizer.com/>
- Tweriod - <http://www.tweriod.com/>
- My Site Auditor - <http://mysiteauditor.com>
- Free traffic increase - <http://www.10khits.com/>
- WooBox - <http://woobox.com/>
- Add Shoppers - <http://addshoppers.com>
- BuzzSumo - <http://buzzsumo.com/>
- Static html app - <https://statichtmlapp.com/>
- Hashtagify - <http://hashtagify.me/>
- Ritetag - <http://ritetag.com/>
- Tagboard - <https://tagboard.com/>
- Trendsmap - <http://trendsmap.com/>
- Shortstack - <http://www.shortstack.com>
- Post Planner - <http://www.postplanner.com/>
- Carousel Hero - <https://carouselhero.com/>
- Cello - <https://cello.so/>

Productivity, Management, Organization

Note-taking & Reading:

- Microsoft OneNote - <https://www.onenote.com> (part of MS Office - <https://www.office.com>)
- Google Keep - <https://keep.google.com>
- Pocket - <https://getpocket.com>

Documentation:

- Atlassian Confluence - <https://www.atlassian.com/software/confluence>
- Microsoft Word - <https://www.microsoft.com/en-us/microsoft-365/word> (part of MS Office - <https://www.office.com>)
- Google Docs - <https://docs.google.com/document/u/0/>
- Microsoft Excel - <https://www.microsoft.com/en-us/microsoft-365/excel> (part of MS Office - <https://www.office.com>)
- Google Sheets - <https://docs.google.com/spreadsheets/u/0/>

Storage:

- Microsoft OneDrive - <https://onedrive.com>
- Google Drive - <https://drive.google.com>
- Amazon S3 - <https://aws.amazon.com/pm/serv-s3/>

Project/Task Management:

- Todoist - <https://todoist.com>
- Microsoft Todo - <https://todo.microsoft.com> (Replacing Wunderlist)
- ActiveCollab - <https://activecollab.com>
- Teamwork - <https://teamwork.com>
- ClickUp - <https://clickup.com>
- Asana - <https://asana.com>
- Jira - <https://www.atlassian.com/software/jira>
- Trello - <https://trello.com>
- Airtable - <https://airtable.com>
- Basecamp - <https://basecamp.com>
- Wrike - <https://www.wrike.com>

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- Monday - <https://monday.com>
 - Meister Task - <https://meistertask.com>
 - Pivotal Tracker - <https://www.pivotaltracker.com>
 - Shortcut - <https://www.shortcut.com>

Attendance & Time Tracking:

- Toggl - <https://toggl.com>
- Jibble - <https://www.jibble.io>

Productivity Techniques

- Pomodoro Technique - https://en.wikipedia.org/wiki/Pomodoro_Technique
- GTD - <https://todoist.com/productivity-methods/getting-things-done>
- Eisenhower Matrix - <https://todoist.com/productivity-methods/eisenhower-matrix>

Graphics, Design, and Media

Video making:

- Biteable - <https://biteable.com>
- Powtoon - <https://www.powtoon.com>
- Animoto - <http://animoto.com/>
- Openshot - <https://www.openshot.org>
- Video captions - <https://subsvideo.com>

Stock Photos/Illustrations/Icons:

- Unsplash - <https://unsplash.com>
- Pexels - <https://www.pexels.com>
- Shopify Burst - <https://burst.shopify.com>
- Place Image (Stock photos generator) - <http://placeimg.com>
- Undraw - <https://undraw.co/illustrations>
- DrawKit - <https://www.drawkit.io>
- Excalidraw - <https://excalidraw.com>
- Icons8 - <https://icons8.com>
- Favicon Generator - <https://favicon.io>

Online Logo:

- Shopify Logo Maker - <https://www.shopify.com/tools/logo-maker>
- Logo Joy - <https://logojoy.com>
- Logaster - <https://www.logaster.com/>
- Cool Text - <http://cooltext.com/>
- Online Logo Maker 24 - <http://onlinelogomaker24.com>
- Free Logo Services - <http://freelogoservices.com>
- Graphic Springs - <http://graphicsprings.com>
- Design Mantic - <http://designmantic.com>
- Zillion Designs - <http://zilliondesigns.com>
- Logo Maker - <http://logomaker.com>

Designing & Editing:

- Pagemodo <http://www.pagemodo.com>
- Canva - <https://www.canva.com>
- Snappa - <https://snappa.com>
- Photoshop - <http://www.adobe.com/products/photoshop.html>
- Photoshop Express - <http://www.photoshop.com/tools>
- Pixlr - <https://pixlr.com/>
- Fotor - <http://www.fotor.com/>
- Create GIF - <http://gifbrewery.com/>
- Stamp creator - <http://www.speedystamps.co.uk/>
- Method Draw (SVG Editor) - <http://editor.method.ac>
- AConvert (Image to SVG Converter) - <https://www.aconvert.com/image/png-to-svg/>
- Image Compression and Optimization API - <https://www.abstractapi.com/image-processing-optimization-api>