

Project reference number:

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Project title: The Missing Entrepreneurs: Promoting capacity building of Missing Entrepreneurs for inclusive digital entrepreneurship and digital transformation of businesses



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BUSINESS DEV PHASE	TOOL	OBJECTIVE	DESCRIPTION	PRICE	1ST SKILL ACQUIRED	2ND SKILL ACQUIRED	3RD SKILL ACQUIRED	DIFFICULTY LEVEL
Ideation	Padlet	Collaboration board	A cloud-hosted online collaboration bulletin board that allows the user to design the bulletin board in real time.	Free	Creativity / Creative Thinking	Teamwork	Project and operations management	Basic
Ideation	Trello	Manage projects	A visual tool for organizing work and life that allows to converse with a team related to a specific project.	Free	Project and operations management	Teamwork	Creativity / Creative Thinking	Basic
Ideation	Miro	Collaborative whiteboard	An online collaborative software that is defined as a digital and visual whiteboard for collaboration between teams.	Free	Creativity / Creative Thinking	Teamwork	Project and operations management	Intermediate
Ideation	Mindmeister	Mindmapping	A tool that allows the user to create mind maps online. The tool is commonly used for teaching and learning.	4,99 Euros/month	Creativity / Creative Thinking	Teamwork	Project and operations management	Basic
Ideation	Adobe Fresco	Drawing and painting	A drawing and painting program that allow artists to develop their creativity.	Free	Creativity / Creative Thinking	Prototyping	Graphic design	Advanced
Ideation	Ideafly	Brainstorming	A tool for brainstorming new ideas, organising them, voting, annotating, and connecting ideas.	Free	Creativity / Creative Thinking	Teamwork	Product service development	Basic
Ideation	Popplet	Mindmapping	A tool to create cooperative mindmaps.	\$1.99/month or \$19,99/year	Creativity / Creative Thinking	Teamwork	Product service development	Basic
Minimum Viable Product (MVP)	Figma	Creator of graphics design	A web-based graphics editing and user interface design app. It can be used to do all kinds of graphic design work.	Free to \$45/month	Product service development	Prototyping	Creativity / Creative Thinking	Intermediate
Minimum Viable Product (MVP)	Bubble	Creator of web applications	A visual programming language, a no-code development platform and an application platform as a service, that enables non-technical people to build web applications without needing to type code.	Free to \$475/month	Product service development	Prototyping	Web development	Intermediate
Minimum Viable Product (MVP)	Balsamiq	UI Design tool	A web-based user interface design tool for creating wireframes that allows designers to arrange pre-built widgets using a drag-and-drop WYSIWYG editor	\$9/month	Product service development	Graphic design	Prototyping	Basic
Minimum Viable Product (MVP)	Thunkable	App builder	A no-code platform that lets users build native mobile apps for any operating system without writing a single line of code	Free to \$167/month	Web development	Graphic design	Prototyping	Intermediate
Minimum Viable Product (MVP)	Justinmind	App prototyping	A prototyping and wireframing tool for the creation of high-fidelity prototypes of web and mobile apps.	Free to \$19 per/month	Prototyping	Web development	Product validation	Intermediate
Minimum Viable Product (MVP)	MockFlow	Collaborative mockup creation	An online wireframe software for designers planning, building and sharing work.	Free to 16\$/month	Prototyping	Creativity / Creative Thinking	Teamwork	Intermediate
Minimum Viable Product (MVP)	Framer	Design prototyping	A mobile-based prototyping tool which helps designers draw, build layouts, incorporate components and create interactive designs.	Free to 19€/month	Prototyping	Creativity / Creative Thinking	Graphic design	Intermediate
Minimum Viable Product (MVP)	SimilarWeb	Examine online traffic	A tool that estimates the total amount of traffic different websites get. It can be used to see competitors' top traffic sources.	Free	Data analytics	Market analytics	Digital marketing	Advanced
Minimum Viable Product (MVP)	Unicorn Platform	Website builder	A SaaS software developed to create landing pages from scratch	Free to 28\$/month	Web development	Graphic design		Basic
Minimum Viable Product (MVP)	Google Form	Survey tool	A free tool to collect information from users through customised quizzes or surveys.	Free	Market analytics	Data analytics	Product validation	Basic
Minimum Viable Product (MVP)	Mopinion	Online feedback forms	It enables its users to create customisable online feedback forms and trigger them based on rules such as mouse movement, time on page, exit intent and much more.	€199/month	Market analytics	Data analytics	Product validation	Advanced
Minimum Viable Product (MVP)	Usersnap	Feedback platform	It provides visual and annotated feedback via screenshots of the current browser content to close the gap between reporting web problems and fixing them.	From \$9/month	Product validation	Market analytics	Data analytics	Advanced
Minimum Viable Product (MVP)	Hotjar	Study online user behaviour	All-in-one visual analytics tool that allows the user to get inside the mind of your client.	Free to \$389/month	Market analytics	Data analytics	Product validation	Advanced
Product Launch	Namerobot	Generate Names	Website that helps people to find the best name for their activity	Free	Creativity / Creative Thinking			Basic
Product Launch	Product Hunt	Exchange opinions' community	It is a community that have the objective to showcase new products/MVPs and start-ups.	Free	Product service development	Product validation	Market analytics	Basic
Product Launch	Google Workspace	Productivity and collaboration tool	Collaboration platform designed to help businesses of all sizes create custom business emails, record meetings, and reserve conference rooms.	Basic tools for free	Project and operations management	Teamwork		Basic
Product Launch	UMSO	Create Website	This platform enables to create, edit and publish websites without programming or design skills.	25\$ / month	Web development	Content creation		Intermediate

Product Launch	Joomla!	Create Website and Applications	Content Management System (CMS) designed to help both novice users and expert developers to build websites and applications.	Free	Web development	Content creation	Prototyping	Intermediate
Product Launch	Weblium	Create Website	Easy tool that allows people to create a modern landing page in a very short time for free.	Free	Web development	Content creation		Intermediate
Product Launch	PageCloud	Create Website	An intuitive platform to design, build, and launch website or online store.	From 24\$ / month	Web development	Content creation	e-Commerce	Intermediate
Product Launch	WordPress	Create Website & more	Open-source software that permits to create a websites, blogs, or app.	Free	Web development	Content creation		Intermediate
Digital business models - e-Commerce	Xcart	E-Commerce	A licensed, open-source eCommerce platform that presents itself as the ideal solution for any online store looking for full control over its software.	Free	e-Commerce	Digital marketing	Project and operations management	Intermediate
Digital business models - e-Commerce	Shopify	E-Commerce	A subscription-based software that allows anyone to set up an online store and sell their products.	From \$29/month	e-Commerce	Digital marketing	Project and operations management	Intermediate
Digital business models - e-Commerce	Ecwid	Online Store	It enables small businesses to easily add online stores to their existing sites	Free	e-Commerce	Digital marketing	Project and operations management	Intermediate
Digital business models - e-Commerce	Gumroad	Digital Marketplace	Self-publishing digital marketplace platform to sell digital services such as books, memberships, courses and other digital services.	Free + 5% + 0.3\$ per sale	e-Commerce	Digital marketing	Project and operations management	Intermediate
Digital business models - e-Commerce	Zentail	Centrally manage orders	A listing automation platform for multichannel sellers looking to accelerate growth and simplify ecommerce.	\$499/month	e-Commerce	Digital marketing	Project and operations management	Advanced
Digital business models - e-Commerce	eBay	E-Commerce	A multinational e-commerce corporation that facilitates consumer-to-consumer and business-to-consumer sales through its website.	Free + additional fee on items sold	e-Commerce	Digital marketing	Project and operations management	Intermediate
Digital business models - e-Commerce	Etsy	E-Commerce	A global online marketplace, where people come together to make, sell, buy, and collect unique or vintage items.	Free + 4% + 0.20\$ per item sold	e-Commerce	Digital marketing	Project and operations management	Intermediate
Digital business models - e-Commerce	Amazon	E-Commerce	A multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.	\$0.99 /item sold + additional selling fees	e-Commerce	Digital marketing	Project and operations management	Intermediate
Digital business models - e-Commerce	AliExpress	E-Commerce	It facilitates small businesses to sell to customers all over the world to increase the visibility of products	Free + 5-8% fee per item sold	e-Commerce	Digital marketing	Project and operations management	Intermediate
Digital business models - e-Commerce	Bonanza	E-Commerce	Online marketplace for buying and selling items in every category.	Free + 3.5% fee per item sold	e-Commerce	Digital marketing	Project and operations management	Intermediate
Business plan and analytics	Linkedin	Professional Social Media Network	World's largest professional network, with 756 million users in more than 200 countries and territories around the world.	Free + Premium Version	Networking	Communication	Teamwork	Basic
Business plan and analytics	Hootsuite	Social Media Management	Platform used to manage online brands and to submit messages to a variety of social media services. It also includes services such as social analytics, audience engagement and team collaboration.	Free + Premium Version	Social media management	Digital marketing	Data analytics	Basic
Business plan and analytics	Google My Business	Google Promotional Service	A free tool that lets one manage how her/his local business is displayed on Google products like Maps and Search.	Free	Digital marketing	Data analytics	Communication	Basic
Business plan and analytics	Tableau	Data Visualization	A free interactive tool for data visualization from simple data to complex data.	Free + Premium Versions	Data analytics			Advanced
Business plan and analytics	Enloop	Create Business Plans	Online business plan writing and financial forecasting app	From 19.95\$	Project and operations management	Finances	Data analytics	Intermediate
Business plan and analytics	Splunk	Data Visualization and Data Management	A software platform that can be used to search, analyse and visualize the machine-generated data gathered from anywhere.	1800\$ / annual	Data analytics			Advanced
Business plan and analytics	LivePlan	Business Plans and Financial Performance	A business planning software that intends to provide business planning, cash forecasting, and financial performance tracking for small businesses and start-ups.	From 15\$ / month (billed annually)	Project and operations management	Finances	Data analytics	Basic
Business plan and analytics	Apache Superset	Data Visualization	An open-source software cloud-native application for data exploration and data visualization able to handle big data.	Free	Data analytics	Market analytics		Intermediate
Business plan and analytics	Qlik Sense	Data Visualization	A complete data analysis platform that has a one-of-a-kind associative analytics engine, sophisticated AI and high-performance cloud platform	From 30\$ /user/month	Data analytics	Market analytics		Intermediate
Project management	Trello	Manage projects	This tool allows to converse with a team related to a specific project. It is a visual tool for organizing work and life	Free	Project and operations management	Teamwork		Basic
Project management	Monday	Manage projects	Cloud-based Work OS, where teams create workflow apps in minutes to run their processes, projects, and everyday work.	Free	Project and operations management	Teamwork		Intermediate
Project management	nTask	Task & Project Management	A cloud-based task management tool that enable collaboration with team members, task management, meeting scheduling and more	Free	Project and operations management	Teamwork		Intermediate
Project management	ClickUp	Manage projects and team	An app that replace all tasks, docs, chat, goals and more for project management. It brings the team together to plan, track, and collaborate on any project.	Free	Project and operations management	Teamwork		Basic
Project management	Asana	Task & Project Management	A task and project management software platform for teams.	Free	Project and operations management	Teamwork		Intermediate
Invoicing, accounting, and payroll	Stripe	Payment Software	A technology company that builds economic infrastructure (such as online payment processing solution) for the internet.	1.4% + €0.25 for European cards	Finances	Project and operations management		Intermediate
Invoicing, accounting, and payroll	Waveapps	Accounting software	Useful to create accounting reports, create and send invoices, manage personal finances.	FREE (Accounting & Invoicing), PAY (Payments)	Finances	Project and operations management		Intermediate

Invoicing, accounting, and payroll	Factorial	HR Management	Human Resources software that have many features such as payroll summary, HR reports, time tracking or time off manager.	€ 3/4 per employee / month	Finances	Project and operations management		Intermediate
Invoicing, accounting, and payroll	Sage	Accounting software	It helps drive business builders with a new generation of solutions to manage everything from money to people.	€ 10 - 25 / month (+ offers)	Finances	Project and operations management		Advanced
Branding	Canva	Graphic design	A graphic design platform used to create social media graphics, presentations, posters, documents, and other visual content.	Free	Graphic design	Creativity / Creative Thinking	Content creation	Basic
Branding	Miro	Collaborative whiteboard online	Online collaborative software that is defined as a digital and visual whiteboard for collaboration between teams.	Free	Project and operations management	Teamwork	Creativity / Creative Thinking	Basic
Branding	Photoshop	Graphics editor	A raster graphics editor developed and published by Adobe Inc. for Windows and macOS	19.99€/ month	Graphic design	Creativity / Creative Thinking	Content creation	Advanced
Branding	Adobe Illustrator	Create logos and icons	Vector graphics editor and design program developed and marketed by Adobe Inc.	24.19€/ month	Graphic design	Creativity / Creative Thinking	Digital marketing	Advanced
Communication / Marketing	Grammarly	Check grammar and spelling	Application or extension browsers that checks grammar, spelling, punctuation, sentence structure, or even style.	Free	Communication			Basic
Communication / Marketing	Buffer	Manage and schedule posts on social networks	Software application for the web and mobile, designed to manage accounts in social networks, by providing the means for a user to schedule posts as well as analyze their results and engage with their community.	Free	Social media management	Digital marketing		Basic
Communication / Marketing	Mailchimp	Newsletters platform	A marketing automation platform where companies and business can share email and advertising campaigns with customers and other stakeholders	Free	Digital marketing	Content creation		Intermediate
Communication / Marketing	Medium	Discussion website	Open platform where readers find dynamic thinking, and where expert and undiscovered voices can share their writing on any topic	Free	Communication			Basic
Communication / Marketing	Google Trends	Search analysis	Free tool where users can follow the evolution of the number of searches for a certain keyword or subject over time	Free	Data analytics	Market analytics	Digital marketing	Basic