Comprehensive report on digital tools that can support digital entrepreneurship and digital transformation of business

THE
MISSING
ENTREPRENEURS

This report has been developed by:

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Document details

Reference IO:	IO2-Training modules on practical online tools for digital entrepreneurship and digital transformation of businesses
IO Leader:	P0 – Amaris France SAS
Project Title:	Promoting capacity building of Missing Entrepreneurs for inclusive digital entrepreneurship and digital transformation of businesses
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Contents

1. Introduction

The Intellectual Output (IO) 3 of the Missing Entrepreneurs Project is focused on the development of Training modules on practical online tools for digital entrepreneurship and digital transformation of businesses. It focuses on existing digital tools to support the acquisition of practical skills for digital entrepreneurship and digital business transformation.

The tasks leading to the development of this IO are as follows:

- IO3: Activity 1 (A1) - Desk research on digital tools that can support digital entrepreneurship and digital transformation of business.
- IO3: Activity 2 (A2) - Elaboration of training pills (maximum a 1h training) for each of the relevant tools identified in the IO3:A1.
- IO3: Activity 3 (A3) - Elaboration of "how to do" video tutorials available in all partner languages.

Therefore, this Comprehensive Report is a final part of the first activity of this IO, gathering the results of the desk research on digital tools that can support digital entrepreneurship and digital transformation of business was carried out. It includes information on different sets of digital tools that support entrepreneurs at different stages of carrying out the business:

I. When starting the business:
   o Ideation Tools.
   o Minimum Viable Product (MVP) Tools.
   o Launch Tools.
   o e-Commerce and SaaS tools related to digital business models and schemes.
   o Business plan and analytics tools.
II. For effective digital management and transformation of business:
   o Communication tools.
   o Project management tools.
   o Invoicing, accounting, and payroll tools.
   o Marketing and branding tools.

2. Methodology

Given the strict relation between analytical phases and their results of the Intellectual Output 2 and Intellectual Output 3, the desk research was carried out jointly, yet the gathered results were used in different ways following the objectives of each of IOs.

2.1 Aims

The aims of the analytical phase within IO2 and IO3 are as follows:

- Define the best type of platform and functionalities for setting up "European Academy on Inclusive Digital Entrepreneurship".

- Identify the digital tools that can support digital entrepreneurship and digital transformation of business.

- Identify e-learnings and tutorials on how to use these digital tools and how we could exploit them within "European Academy on Inclusive Digital Entrepreneurship".

- Determine for which digital tools there is a need to create new training pills or adjust existing e-Leaning options into user-friendly training pills and video tutorials.

2.2 Activities

To accomplish the indicated aims, Amaris – the Coordinator of IO3, together with BRI – IO2 Leader, prepared brief guidelines for desk research of:

- Existing good practices on training platforms and e-Learning options related to them (**IO2: Activity 1**);

- Digital tools that can support digital entrepreneurship and digital transformation of business and related e-Learning/guidelines/video tutorials, etc. (**IO3: Activity 1**).

In the guidelines the suggested structure of the analysis of digital tools was provided for all partners. During the desk research the partners were indicated to pay attention to:

- Free or low-cost tools, in particular that are useful for small companies and independent entrepreneurs, and costs are not a barrier to their use.

- E-learnings / tutorials / guidelines produced by Erasmus projects (Erasmus Project Result Platform) as those are available for re-use and we would not have IPR problems to adapt them to our context.

Once carried out the desk research results, the Coordinator of IO3 – Amaris prepared this comprehensive report gathering all tools into one document that will serve for further developments such as:

- Definition of optimal training platform and e-learning options to accommodate the "European Academy on Inclusive Digital Entrepreneurship".
- Definition of the trainings structure and training pills to be developed.

2.3 Areas of work

The existing tools to be studied cover the following areas of knowledge are:

Ideation Tools, Minimum Viable Product (MVP) Tools, Launch Tools, e-Commerce and SaaS tools related to digital business models and schemes, Business plan and analytics tools, Project management tools; Invoicing, accounting, and payroll tools; Branding tools and Communication and Marketing tools,

which can allow to use/learn the following skills:

Design thinking/Creativity, Product service development, Operations management, Project management, Web development, Digital marketing (Branding, Logistics, Distribution), Product service development, Business networking, Data analytics, Communication and Finance.

The allocation of the work areas among the consortium was as follows:

No	Area	Skills related	Partner responsible
I.	Ideation Tools	• Design thinking/Creativity • Product service development	die Berater
II.	Minimum Viable Product (MVP) Tools	• Design thinking/Creativity • Product service development	EGInA
III.	Launch Tools	• Product service development c. • Operations management • Project management • Web development	Amaris
	e-Commerce and SaaS tools related to digital business models and schemes	• Operations management • Project management • Digital marketing (Branding, Logistics, Distribution) • Product service development	
IV.	Business plan and analytics tools	• Business networking • Data analytics	APSU
V.	Project management tools	• Project management • Communication • Finance	CSI

		• Operations management	
	Invoicing, accounting, and payroll tools	• Finance • Operations management • Project management	
VI.	Branding tools Communication / Marketing tools	• Communication BRI • Web development • Digital marketing (Branding, Logistics, Distribution) • Social media management • Business networking	

3. List of digital tools

The following sections expose useful digital tools for carrying out the business. The tools are categorised for different phase of setting up digital business as well as for effective digital management and transformation of business. In some categories, some tools can be repeated given their multiple uses.

I. **When starting the business:**

II. **For effective digital management and transformation of business:**

3.1 Ideation Tools

3.1.1 Padlet

Objectives

Padlet is a cloud-hosted online collaboration bulletin board. It allows you to design the bulletin board in real time.

Overview of the tool

Padlet is a kind of digital pinboard. It allows to place images, texts, drawings, links and more. It provides various templates to get started, and it's a great way to start collaborative work. For example, the app allows you to create digital pinboards and start live chats. The content is always up to date, and every change made on different computers can be seen live.

Functionalities

You have sign up first to get started. And once you logged in you just create a "new padlet" first. On your padlet you can add notes, where you can add text, pictures, links and more. You can customize the title, layout, as well as private settings. You can share your Tablet via Link or QR Code.

Open-source

No.

Pricing/Cost

- Basic Version: 0 €; with 3 padlets; 25 MB/upload
- Pro Version: 10€/month; 96€/year; unlimited padlets; 250 MB/upload

Languages

Arabic, Bulgarian, Chinese (simplified), Chinese (traditional), Croatian, Czech, Danish, Estonian, German, Greek, English (US), English (UK), Finnish, Filipino, French, Hebrew, Hungarian, Indonesian, Italian, Japanese, Korean, Latvian, Malay, Dutch, Norwegian, Polish, Portuguese, Russian, Romanian, Slovenian, Serbian, Spanish, Swedish, Thai, Turkish, Ukrainian, Vietnamese

Website

http://www.padlet.com

Owner

Nitesh Goel and Pranav Piyush

Skills required for its use

12

Basic computer skills.

Competences acquired using the tool

Encouraging for more creativity

Experience in working with people online – teamwork

Usability level (difficulty level)

The tool is easy to use. It is perfect for beginners, who have basic computer and internet skills, as well as for professionals, who be more creative on the padlet.

Target users

- companies/teams that want to work creatively together
- education: teachers, students and learning groups

Links to tutorials/training/guidelines/video

https://www.youtube.com/padlet

Contact person

There is no contact person but a contact form that needs to be submitted online. It's also possible to contact them via mail.

hello@padlet.com
https://de.padlet.com/contact-us

3.1.2 Trello

Objectives

Trello is an online project management tool that visualizes the tasks of a group project and helps to keep everything organized, meet deadlines on time and provides everyone with the information they need.

Overview of the tool

The tools are used to plan and organize project workflows. Trello creates a visual board with the tasks spread out on cards, those are organized in columns, each time a task is completed it is shifted to the right until it reaches the last column where all the finished projects are located. Each card can be assigned to one or more people and additional to-do lists and notes can be added to furthermore document the workflow and communicate details to make sure everyone who works on the task has all the information they need and a stress-free team organization is ensured.

Functionalities

- Workpackage coordination
- Organising the board in lists and cards
- Use a Timeline view for project planning
- Calendar helps with time management
- Table view connects work across boards
- See board stats with Dashboard
- Manage deadlines
- Provide and track feedback
- Assign tasks and hand off work
- Connect work across apps

Open-source

No

Pricing/Cost

- Free 0USD
- Standard 5USD / month
- Premium 10USD / Month

Languages

Czech, German, English, Spanish, French, Italian, Hungarian, Dutch, Norwegian Bokmål, Polish, Portuguese, Finland, Swedish, Vietnamese, Turkish, Russian, Ukrainian, Thai language, Chinese, Japanese

Website

https://trello.com/

Owner

Atlassian. Pty Ltd

Skills required for its use

Basic handling of text and graphics, programs, reading

Competences acquired using the tool

Time management, organizing, teamwork

Usability level (difficulty level)

The tool can be used by beginners due to its easy usability.

Target users

project teams, project coordinators

Links to tutorials/training/guidelines/video

https://trello.com/en/guide

Contact person

https://trello.com/de/contact#/

3.1.3 Miro

Objectives

Miro is an online collaboration whiteboard-platform that makes exchanging content within a group easier and keep everything in one place.

Overview of the tool

Miro is an online collaborative whiteboard platform which can be used to brainstorm and exchange ideas in a team. The tool provides a blank page that can be filled with text boxes, pictures, videos and links. The content can then be scaled, re-arranged in various ways and all the content is kept in one place.

The service's strong point is that it can be used by several participants simultaneously. One person can add ideas while someone else adds comments and re-arranges the content.

The tool is widely used for pre-production processes and can be used during webinars or video conferences to add an interactive element.

Functionalities

You don't have to create a Miro account to join a board of someone else. But if you are the one who wants to create and share the board, an account is necessary. You can see the cursor of all of the other members, who are working on the board. You can hide their cursors too. You have sticky notes that you can put on the board and create something like a mind map or diagram.

You can zoom in, zoom out or create a map that focuses on a certain area of the board. You can choose different colours for the notes and text. There are elements that you can upload to your board like Icons or images. Miro board is directly connected to the Google image search, which makes it easy to include pictures from the internet.

Open-source

No

Pricing/Cost

Free Version: 0$

Pro Version: 8$

Languages

English, German, Spanish, French

Website

www.miro.com

Owner

Miro

Skills required for its use

Basic computer skills

Competences acquired using the tool

Brainstorming, visualization of ideas, teamwork

Usability level (difficulty level)

Miro can easily be learned and used with little effort required.

Target users

Companies/teams that want to work creatively together regardless of time and place

Links to tutorials/training/guidelines/video

https://www.youtube.com/channel/UCfhGfgBKDcFI74bBJ9yjLDQ

Contact person

https://miro.com/contact/sales/?lead_source=Contacts

3.1.4 Mindmeister

Objectives

Mindmeister is an online mind-mapping tool that lets you easily create and edit very simple or unique and creative mind maps.

Overview of the tool

Mindmeister creates mind maps online. The tool is commonly used for teaching and learning. The easy usability of the software gives you the freedom to concentrate on the topics that need to be visualize rather than the software itself. All you need to remember are 2 shortcuts that let you create new branches as well as new sub-categories. The advantages to a traditional mind map on paper are that the content can easily be changed and color coded, additionally emojis or even videos can be included. Every boring mind map can be turned into a visually pleasing masterpiece in a fun and easy way. Another interesting feature turns the mind map into a presentation.

Functionalities

Mindmeister is a great tool for collaborative brainstorming. Multimedia attachments can be added as well as task management. The finished mind map can be turned into a presentation

Every mind map can be customized with different designs. A history view is also included.

Open-source

No, web-based, iOS, Android

Pricing/Cost

- Basic (up to 3 mind maps): Free,
- Personal (for individuals): 4,99 Euros/month,
- Pro (for teams): 8,25 Euros/month

Languages

English, German, Danish, Dutch, French, Italian, Japanese, Korean, Portuguese, Russian and Spanish

Website

https://www.mindmeister.com

Owner

MeisterLabs GmbH

Skills required for its use

Basic handling of graphics programs

Competences acquired using the tool

Visualization of topics

Usability level (difficulty level)

Mindmaster can be mastered rather quickly, even beginners will get used to the tool in no time.

Target users

Teams which want to collaborate in real-time and coordinate tasks

Links to tutorials/training/guidelines/video

https://support.mindmeister.com/hc/en-us/categories/200177647-Using-MindMeister

Contact person

https://support.mindmeister.com/hc/en-us/requests/new

3.1.5 Adobe Fresco

Fr Adobe Fresco

Objectives

Adobe Fresco allow artists to develop their creativity.

Overview of the tool

Adobe Fresco is a drawing and painting program. You can start with a free trial and upgrade to a paid version. It is perfect for artists, but also for people who like to be creative. This software is developed for painting and sketching purposes.

Functionalities

Fresco is a software in which you can experiment with your drawings. A grid helps to position one's illustrations precisely. The different brushes are also one of the features of Fresco. And the tools that you use the most, you can also arrange yourself.

Although you paint digitally, you can still use a natural watercolour or oil look for your drawings. If you have connected your Creative Cloud account, Adobe Fresco automatically synchronizes your documents. The documents can be saved and further processed in other Adobe programs such as Illustrator or Photoshop.

Open-source

No

Pricing/Cost

- Basic version: Free,
- Premium version (Tutorials, more brushes, 100GB storage space): 11,99 Euros/month

Languages

English, French, German, Japanese, Brazilian Portuguese, Danish, Dutch, Finnish, Italian, Norwegian, Spanish, Swedish, Korean, Simplified Chinese, Traditional Chinese, Czech, Polish, Russian, Turkish

Website

https://www.adobe.com/at/products/fresco.html

Owner

Adobe Inc.

Skills required for its use

Basic drawing and computer skills

Competences acquired using the tool

Boost creativity

Usability level (difficulty level)

Adobe software are more often used by professionals, because the user design is a bit complex. Therefore, also Adobe Fresco is not easy to use for beginners, it's better for those who are already comfortable in their computer skills.

Target users

The software is aimed for new as well as experienced artists.

Links to tutorials/training/guidelines/video

- https://www.youtube.com/watch?v=hmcTp-GLkQ4
- https://helpx.adobe.com/de/fresco/user-guide.html?topic=/de/de/fresco/morehelp/introduction.ug.js

Contact person

This is only visible and available after you are logged in:
https://adminconsole.adobe.com/support

There's not a single contact person but a general support:
https://helpx.adobe.com/at/contact.html?step=SPRK

3.1.6 Idealflip

Objectives

Idealflip lets you create online sticky notes as a team and edit them.

Overview of the tool

The tool helps you and your team to brainstorm new ideas, organise them, vote, annotate, and connect ideas.

Functionalities

First off there is a variety of colourful post its to choose from, which can be dragged onto the whiteboard. Each post it can be edited and manually grouped and connected either with preset or freehand drawn shapes.

Open-source

No

Pricing/Cost

- Personal account – Free
- Basic Account for a small team $9/user/ month
- Professional Account for larger teams $12/user/month

Languages

English

Website

https://ideaflip.com/

Owner

Biggerflip Ltd

Skills required for its use

Basic

Competences acquired using the tool

Teamwork and organization skills.

Usability level (difficulty level)

The tool can be used by everyone with basic computer skills.

Target users

The tool can be used by everyone, either for personal brainstorming or working on group projects.

Links to tutorials/training/guidelines/video

- https://www.youtube.com/watch?v=mTvgBmN0VD8
- https://www.youtube.com/watch?v=253sni5Q-08
- https://www.youtube.com/watch?v=BF4GLF4n9Ug

Contact person

https://ideaflip.com/

3.1.7 Popplet

Objectives

Popplet is a tool to create cooperative mindmaps.

Overview of the tool

The tool offers basic features to create mind maps. It is commonly used in the fields of design, genealogy, medicine and many more.

The great advantage is its simplicity, therefore it is the perfect tool to use during school lessons, since there isn't much explaining needed and the students can start on the assignments right away. Popplet comes in handy for language learning since any language can be added, lately popplet also included the non-Latin based script such as Arabic, Japanese, Korean and Hebrew.

Functionalities

The user is able to add text, photos or youtube videos.

Open-source

No

Pricing/Cost

- One popplet- free
- Account for 1 month – $1.99/month or $19,99/year
- Group or school accounts – contact the company for pricing

Languages

English

Website

https://www.popplet.com/

Owner

Notion

Skills required for its use

Basic computer and internet skills.

Competences acquired using the tool

The tool helps you to stay organized and learn to structure information wisely.

Usability level (difficulty level)

The tool is very intuitive and can be learned in minutes without great knowledge or preparation.

Target users

The software is aimed at students and can be used during school lessons, due to its simple usability.

Links to tutorials/training/guidelines/video

- https://www.youtube.com/watch?v=v8N6lbC_VCk
- https://www.youtube.com/watch?v=HdGbELqaIYk
- https://www.youtube.com/watch?v=Sub6r-iny58

Contact person

https://www.popplet.com/support/

3.2 Minimum Viable Product (MVP) Tools

3.2.1 Figma

Objectives

Figma connects everyone in the design process so teams can deliver better products, faster.

Figma is a web-based graphics editing and user interface design app. You can use it to do all kinds of graphic design work from wireframing websites, designing mobile app interfaces, prototyping designs, crafting social media posts, and everything in between.

Overview of the tool

Figma works in a browser, making it extremely available and simple. Cloud Storage is yet another benefit of using Figma is simple files organization. Any unsaved file is automatically moved to drafts.One of the main features of this tool is collaboration: several users can work on a project at the same time. Another collaborative feature of Figma is commenting. You can simply leave a comment right in the file, so your team can discuss the project remotely.

Functionalities

Figma features an efficient workflow combined with intuitive design and prototyping tools, including:
- A modern **pen tool** that allows drawing in any direction with Vector Networks.
- **Arc tool** that allows to make instant arc designs
- **OpenType** to easily customize fonts
- **Auto Layout**
- **Buttons** can **resize** with their text and lists can rearrange themselves when items are moved around.
- **Plugins** such as: Stock imagery, flow diagrams, color accessibility, charts, icons.

Open-source

No

Pricing/Cost

- **Free**: Unlimited files in drafts, unlimited viewers and commenters, unlimited editors on 3 team files, 1 team project, 30-day version history, unlimited cloud storage
- **$12** per editor/month - Billed annually or $15 month-to-month: Everything in Starter, unlimited projects, custom file/user permissions, invite-only private projects, shareable team libraries
- **$45** per editor/month - annual billing only: Org-wide design systems, design system analytics, branching workflows (beta), enterprise IP/data management, centralized admin and billing, SSO + advanced security, Auto-provisioning via SCI

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Languages

English

Website

www.figma.com

Owner

Figma, Inc

Skills required for its use

Basic digital skills; design fundamentals

Competences acquired using the tool

Create and share prototypes, create libraries. Figma is an easy and quick tool that will help the learner acquire knowledge and skills to design, build, and export files for animation and prototyping.

Usability level (difficulty level)

Medium

Target users

- Beginner web/app designers who focus on collaboration
- Users who have a strong theoretical knowledge and want to develop their idea (website or platform)

Links to tutorials/training/guidelines/video

- Figma official Youtube channel: https://www.youtube.com/c/Figmadesign
- Learn Figma for UX/UI Design master course: https://www.youtube.com/playlist?list=PLFW6ct83_wC_N-IrrU60lH4G0dV6u1B4n
- The Figma 2021 Crash Course by Example: https://www.youtube.com/watch?v=Gu1so3pz4bA&ab_channel=DesignCourse"

Contact person

https://www.figma.com/contact/

3.2.2 Bubble

.bubble

Objectives

Bubble is a visual programming language, a no-code development platform and an application platform as a service, developed by Bubble Group, that enables non-technical people to build web applications without needing to type code. Instead, users draw the interface by dragging and dropping elements onto a page and defining workflows to control the logic. Bubble's vision is to make hand-coding for web applications largely obsolete.

Overview of the tool

Bubble offers a powerful point-and-click web editor and cloud hosting platform that allows users to build fully customizable web applications and workflows, ranging from simple prototypes to complex marketplaces, SaaS products, and more.

Bubble.io gives you the ability to translate ideas as web applications without writing traditional code, maintaining virtual infrastructure, or thinking much about anything technical.

Functionalities

You can build most apps on Bubble, including:
- Staffing solutions
- Internal dashboards
- Customer support portals for physical businesses
- Customer or employee management systems
- Marketplace-type solutions for any industry
- Brokerage portals
- Invoicing and/or scheduling software

It offers:
- Layout design
- Deployment and hosting
- Tracking of CPU usage, page views, real-time workflows
- Collaboration space

A large pre-built API collection
- Serverless hosting
- Codeless logic builder
- Cloud Code, timers, and event handlers
- Email and push notification support
- Team-driven development

Open-source

No

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Pricing/Cost

- **Free**: Core platform features, Bubble branding, Community support
- **$25/month Personal**: Core platform + API, Custom domain, Email support ...
- **$115/month Professional**: 3 units of server capacity, 2 application editors, 2 development versions...
- **$475/month Production**: 10 units of server capacity, 15 application editors, 20 development versions...

Languages

English

Website

www.bubble.io

Owner

Bubble Group Inc

Skills required for its use

Basic to medium digital skills; the platform is intuitive, so no coding skills are needed. It might help to know about:
-visual design, user experience design and design of application structures
-learning how to structure your database to enable you to read, modify and write data
-cloud architecture and front-end development

Competences acquired using the tool

- User interface (UI) and application structure
- Designing the Database
- Displaying data in the UI
- Connecting up some plugins (OAuth, Google Analytics)

Usability level (difficulty level)

Medium

Target users

Users who have a strong theoretical knowledge and want to develop their idea - websites or platforms.
People who have little or no UI experience and coding skills and want to easily design an app/website.

Links to tutorials/training/guidelines/video

Bubble official youtube channel: https://www.youtube.com/channel/UCWFbU0Nvdgq-aPku9noxEwQ

Bubble beginner's guide:
https://www.youtube.com/playlist?list=PLCXsjZf1gLSLaF_7ZH0nyvwnmS4JHEgXN

In-Depth Bubble.io Tutorial: How to Build ANY Type of App Without Code on Bubble: https://www.youtube.com/watch?v=6OKVj1A9OcY&ab_channel=CoachingNoCodeApps

Bubble Academy. Link to videos, manual and coaching: https://bubble.io/academy

Get started with Bubble in 10 days: https://bubble.io/blog/get-started/

Contact person

https://bubble.io/contact

3.2.3 Balsamiq

Objectives

Balsamiq Cloud is a web-based user interface design tool for creating wireframes (sometimes called mock-ups or low-fidelity prototypes). You can use it to generate digital sketches of your idea or concept for an application or website, to facilitate discussion and understanding before any code is written.

It allows designers to arrange pre-built widgets using a drag-and-drop WYSIWYG editor. The application is offered in a desktop version as well as a plug-in for Google Drive, Confluence and JIRA.
Balsamiq can be used for idea visualisation, to create a mock-up even before the final idea is delivered.

Functionalities

- Data Linking
- Desktop Interface
- Drag & Drop; Drag & Drop Editor
- Feedback Management
- Suitable For Mobile and websites
- Mockup Creation
- Presentation Tools
- Prototype Creation
- Revision History
- Software Prototyping
- Templates
- UI Prototyping
- UX Prototyping
- Usability Testing
- Version Control
- Wireframe Creation

Open-source

No

Pricing/Cost

- **$9**/month: 2 projects
- **$49**/month: 20 projects
- **$199**/month: 200 projects

Languages

English

Website

www.balsamiq.com

Owner

Balsamiq Studios, LLC

Skills required for its use

Basic digital skills.

Competences acquired using the tool

The user will be able to sketch an idea and start a prototype to facilitate discussion before writing any code; Balsamiq helps acquire basic UI and UX design knowledge

Usability level (difficulty level)

Medium

Target users

Users who have a strong theoretical knowledge and want to develop their idea – websites Balsamiq is a perfect first UX tool for students or anyone interested in getting into UX.

Links to tutorials/training/guidelines/video

Introduction to User Interface Design Through Wireframes: https://balsamiq.com/learn/courses/intro-to-ui-design/

Articles on tips and guidelines:

- https://balsamiq.com/learn/articles/#/
- https://balsamiq.com/learn/resources/

Tutorials: https://balsamiq.com/tutorials/

Free online UI Wireframing and Design classes: https://balsamiq.com/learn/courses/

Balsamiq official YouTube channel: https://www.youtube.com/c/balsamiq

Contact person

https://balsamiq.com/support/#/

3.2.4 Tkunkable

Objectives

Thunkable is a no-code platform that lets users build native mobile apps for any operating system without writing a single line of code. Designers, developers and builders can create a powerful app in weeks, not months, and publish it directly to the app store, play store and web.

Overview of the tool

On Thunkable, anyone can easily design beautiful apps, program powerful functionality with drag & drop blocks, and upload apps to the Google Play Store and Apple's App Store. You can also build web apps, which are apps that you don't need to download and can be directly accessed online.

Functionalities

- App creation through intuitive drag and drop coloured blocks, which make building an app easy for beginners
- Animations and templates available

Open-source

No

Pricing/Cost

- **$0** limited functions
- **$13/month** Starter
- **$38/month** Pro
- **$167/month** Business
- **Enterprises**: contact them. Bring Thunkable to your team with discounted team licenses, advanced integrations, collaboration capabilities, and more.

Languages

English

Website

www.thunkable.com

Owner

Thunkable, Inc

Skills required for its use

Basic digital skills, basic knowledge of UI design.

Competences acquired using the tool

Users will be able to dive into digital creation without the need to acquire technical expertise.

Usability level (difficulty level)

Medium

Target users

App newbies who have no coding knowledge and want to intuitively develop an app.

Links to tutorials/training/guidelines/video

Thunkable official Youtube channel: https://www.youtube.com/c/Thunkable

Contact person

hello@thunkable.com

3.2.5 Justinmind

JUSTINMIND

Objectives

Justinmind is a prototyping and wireframing tool for the creation of high-fidelity prototypes of web and mobile apps. It's known for its ability to render realistic versions of a finished product as well offering collaboration, interaction and design features. Overall, it's grown into one of the most popular prototyping tools in the industry.

Software prototypes and wireframes created with Justinmind can be shared on the cloud and simulated with mobile devices.

The prototyping tool also generates HTML for entire prototypes.

Overview of the tool

Justinmind is a great and highly efficient wireframe tool for web and mobile apps. It is an all-in-one tool and can be used for websites, iOS, and Android. It is a highly customizable tool and does not require any coding. Even if you lack technical knowledge in this field you can use this tool with ease. Software prototypes and wireframes created with Justinmind can be shared on the cloud and simulated with mobile devices.

The prototyping tool also generates HTML for entire prototypes.

Functionalities

The program creates high-fidelity prototypes, a step before the first version of a mobile app or website is coded. The prototype can be used for showreels and testing purposes. Justinmind can be used to simulate webs and mobile apps without any coding, thus allowing non-programmers to be involved in the project.

- **UI Design**: the prototyping tool allows designers to create interfaces with a drag and drop system. Justinmind has several UI Kits pre-installed with the option of importing brand new ones.
- **Web interaction design**: with a wide array of triggers and actions, Justinmind makes it possible to add interaction to prototypes at any level needed from basic microinteractions to elaborate and impactful animations.
- **Mobile app gestures design**: mobile app prototypes can have interactions according to real hand gestures that can be later on tested via the Justinmind app. Designers can also create any mobile app while using device emulators.
- **Forms design**: forms can be made fully interactive and use real data for realistic simulation of the product.
- **Data visualization in grids and tables**: the tool makes it possible to import data into the prototype and visualize it in grids or tables. The data can be stored and used in different ways, in different screens.

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- **Share and get feedback**: prototypes can be made public and shared with a URL. Designers can invite reviewers and developers in, leave comments and manage their users.
- **Developer handoff**: Justinmind has the ability to invite developers and have them review prototypes in a "developer mode" where the specifications and technical details are made clear and assets are retrievable.
- **User testing**: Justinmind is fully integrated with the most popular user testing tools like Hotjar, UserTesting, UserZoom, CrazyEgg, Validately and Clicktale.
- **The Justinmind mobile app**: once prototypes are shared on the cloud, they become accessible via the mobile app. This makes it possible to experience and test the prototypes on a real device.

Open-source

No

Pricing/Cost

Free: UI and UX design for unlimited projects, screens and viewers. It includes Free features such as:
- Unlimited projects and viewers
- Vector design
- Prototyping and animation
- Interactive input forms
- Export to png, jpg, svg
- Slices
- Design templates

Standard - $9 per user/month: Advanced interaction design for individuals and teams. Billed annually or $14 month-to-month. It includes Free features plus:
- Rich web interactions
- Advanced mobile gestures
- Advanced collaboration
- Simulate on mobile devices
- Data simulation
- Multi-user account
- Remove Justinmind branding
- Cloud storage: unlimited

Professional - $19 per user/month: Co-edition and advanced sharing options to enhance teamwork. It included standard features plus:
- Co-editing
- Shared UI libraries
- Export to documents and HTML
- JIRA and AzureDevops integration
- Templates and masters
- Requirements management

- User flows

Enterprise: Collaborate on your internal servers and take full control. It includes professional features plus:
- Collaboration on your own servers
- Repositories and roles
- LDAP and SAML Integration
- Multiple administration accounts

Languages

English

Website

https://www.justinmind.com/home-a

Owner

Justinmind

Skills required for its use

- Basic digital skills
- Basic UI and UX Design knowledge
- Basic prototyping knowledge

Competences acquired using the tool

- Website Prototyping
- Prototype simulation
- Prototype sharing and feedback collection

Usability level (difficulty level)

Medium

Target users

Early users who want to develop an idea-prototype on web or mobile. The drag-and-drop features make it easy to use

Links to tutorials/training/guidelines/video

- Community support: https://www.justinmind.com/community/
- Justinmind learning centre: https://www.justinmind.com/support/
- Justinmind YT channel: https://www.youtube.com/c/Justinmind_prototyping_tool

Contact person

https://www.justinmind.com/contact

3.2.6 MockFlow

Objectives

MockFlow is an online wireframe software for designers planning, building and sharing work. MockFlow provides users with a large library of mockup components, icons, stickers and other shapes to quickly and efficiently build clean looking interface mockups.

MockFlow makes real-time design collaboration easy with its built in sharing feature and team chat.

Overview of the tool

MockFlow provides users with a large library of mockup components, icons, stickers and other shapes to quickly and efficiently build clean looking interface mockups.

MockFlow makes real-time design collaboration easy with its built in sharing feature and team chat.

Functionalities

MockFlow includes a wide variety of features and capabilities such as wireframes, sitemap, annotations, design collaboration, style guides. In particular:

- Digital whiteboard for brainstorming UI

- Revision history system to keep track of UI iterations

- MockFlow allows you to map user experience workflows

- Pre-built UI packs are available

- Built-in communication suite to provide feedback, presentations and discussions on the work and designs developed

Open-source

No

Pricing/Cost

- **Free** – Includes 1 UI drawing project and 5 reviewers
- **$14/month** – Unlimited UI drawings and team collaboration
- **$16/month** - Design your product not just UI with design spaces that includes files, embeds and powerups.
- **Tailor-made** price and options

Languages

English

Website

https://mockflow.com/

Owner

Mockflow

Skills required for its use

Although it is suggested to start with basic knowledge of UI and UX design and use behaviour, the software is equipped with intuitive functionalities, such as a drag-and-drop editor, that will guide you through it, as well as tutorials, learning resources and examples.

Competences acquired using the tool

Through this tool users will be able to develop wireframes for a wide variety of projects, quickly build on and sketch potential ideas and projects to have them displayed.

Usability level (difficulty level)

Thanks to its intuitive features, Mockflow is characterized by a low-medium difficulty level. The tools are self-explanatory and users can easily tinker around to get familiarized with them.

Target users

Mockflow is a valuable tool for people who work on website design and mobile applications. It is the ideal online software solution not just for website designers, but also for decision-makers and stakeholders who want to put their ideas into a much more comprehensible mockup or wireframe to show to designers and vice versa. It is great for team collaboration.

Links to tutorials/training/guidelines/video

- Mockflow website video tutorials: https://support.mockflow.com/category/188-editor
- Mockflow blog: https://blog.mockflow.com/
- Mockflow youtube channel: https://www.youtube.com/channel/UCFMqG-j4_JnnA5VySEphuww/featured
- Tutorial 01: Basic Wireframe Tutorial using Mockflow: https://www.youtube.com/watch?v=fiy2VkQ5oVo&ab_channel=Dr.NuurAlifahRoslan

Contact person

Email: support@mockflow.com ; https://mockflow.com/apps/styleguide/

THE MISSING ENTREPRENEURS

Co-funded by the
Erasmus+ Programme
of the European Union

3.2.7 Framer

Framer

Objectives

Framer is a mobile-based prototyping tool which helps designers draw, build layouts, incorporate components and create interactive designs.

It can use real code to create a customised component. In spite of that, it works great as a standalone design tool.

Overview of the tool

Framer is a tool to design interactive high-fidelity prototypes for iOS, Android, desktop, or the web. It enables users to turn static mockups into interactive prototypes and to experiment quickly with dynamic, native-feeling animations and interactions. Framer integrates with design tools, exports smoothly to mobile devices, and is powered by the language of the modern web, Javascript.

Framer isn't device specific. It can be used to prototype web/desktop apps, but the software for Androids also, iPhones, tablets, watches. It also matches with other product creator tools like sketch or photoshop.

Functionalities

Framer allows the creation of real UI interactions; it natively supports several tools that help you prototype quickly:

- **Scroll** lets you set a fixed frame and the frame can scrool through long contents inside a frame
- **Page** lets you easily create a carosel by linking multiple contents.
- **Tabs** auto creates tabs as you link contents
- **Override** is one of the features that makes Framer reputable for. Any properties of the component instance can be overridden.
- You can thus create customised plugins
- **Preview panel** allows you to visualise your developments in real time as you update them. You can create a QR code to share with other
- **Additional packages** can be installed, so pre-built components are avilable, simplifying the building process
- **Framework** can import production codes into a component on the canvas to design with
- **Customisation options** using Javascript or HTML; CSS
- It is possible to import your designs from Figma into Framer for protoyping

Open-source

No

Pricing/Cost

- **Free**: Unlimited viewers; Up to 2 editors; Up to 3 projects

40

- **19€/month**: Everything in Free; Unlimited projects; Custom templates and fonts, Unbranded share links; Private share links; Private embeds
- **Custom**: Everything in Pro; Enterprise SSO; Custom security; Shared fonts; Onboarding support; Dedicated enterprise support channel; Centralized billing; Multi-team management; Password protected share links

Languages

English

Website

www.framer.com

Owner

Framer

Skills required for its use

Although not essential, basic coding skills may be a plus when using Framer: through Javascript, HTML and CSS language you can customise components. If you do not know coding, Framer is not the best option, however you can benefit from using the package store.

Competences acquired using the tool

With framer users will be able to concretely sketch project and product ideas, building prototypes and mockups that can be easily shared with stakeholders and general audience.

Usability level (difficulty level)

Framer can be categorised as low-medium difficulty level, depending on whether users plan on using coding or not. Even without coding, you can benefit from using the package store.

Target users

Optimal for people who are in the user research or testing, quality product validation

Links to tutorials/training/guidelines/video

- Framer community https://www.framer.com/community/
- Get feedback and quick help with your projects in our online communities, or attend a meetup to learn Framer with fellow prototypers in person.
  - Framer support and guide: https://www.framer.com/support/
  - Framer Youtube channel: https://www.youtube.com/c/FramerDesign
  - Framer team handbook: https://www.framer.com/blog/posts/framer-team-handbook/

Contact person

Framer's contact section: https://www.framer.com/support/contact/

3.2.8 SimilarWeb

Objectives

SimilarWeb is a tool that estimates the total amount of traffic different websites get. It allows you to see competitors' top traffic sources, broken down into six major categories, including referring sites, social traffic, and top search keywords.

Overview of the tool

If you want to run a successful business, you need to build a profound understanding of your market segment. For this you should get an exact picture of your competitors. Which players are active in the market environment, how many visitors do they register on their website and what are their most important traffic sources?

SimilarWeb is recommendable tool for competitive intelligence. There is an open and free basic version of SimilarWeb with which you can get a good first impression of the functional range of the tool. For a well-founded CI analysis, one should therefore think about a PRO account.

SimilarWeb uses data from four sources to calculate their data set:

1. Data from millions of anonymous users of apps, browser plug-ins and desktop extensions
2. Data from global and local Internet Service Providers (ISPs)
3. Data measured from traffic from selected websites and intended for specialized estimation algorithms
4. Data from numerous crawlers searching the entire web

Functionalities

- Competitor websites analysis
- Similar websites / e-commerce, operating in the same market
- Indexing and traffic analysis of similar websites
- New market players analysis
- Opportunity to find partners
- Website ranking analysis
- Blog with articles and guidelines

Open-source

No

Pricing/Cost

- **Free**
- For enterprises – talk to a consultant for the price

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Languages

English, Japanese, French, Chinese, German, Russian

Website

www.similarweb.com

Owner

Similarweb

Skills required for its use

- SEO and SEM
- Marketing (Consumer and business buyer behaviour)
- Data analysis

Competences acquired using the tool

- To analyze and segment audiences.
- To generate digital specialized content.
- To observe the behavior of the target you have defined and their interaction with websites of your competition.

Usability level (difficulty level)

High

Target users

Advanced users who already created an e-commerce.

Links to tutorials/training/guidelines/video

- Official Similarweb YouTube channel and tutorials: https://www.youtube.com/user/SimilarWeb
- Complete Guide to Creating a High Impact SEO Strategy: https://www.similarweb.com/corp/blog/marketing/seo/complete-guide-for-a-high-impact-seo-strategy/

Contact person

https://www.similarweb.com/corp/contact/

3.2.9 Unicorn Platform

UNICORN PLATFORM

Objectives

Unicorn Platform is a simple website builder for startups. You do not need to be a coder or designer to create a beautiful landing page for your SaaS, mobile or desktop app, Chrome Extension or any other startup.

Overview of the tool

Unicorn Platform – is a typical SaaS software developed to create landing pages from scratch. It helps to promote and introduce mobile apps, other SaaS solutions, startups, and more. Users are able to not only build creative landing pages but also keep their visitors engaged with the help of different integration capabilities. Also, the software delivers clean HTML or CSS code with every new template.

Functionalities

- Drag and drop Builder
- Form Integration
- Dynamic Text Replacement (DTR). It allows advertisers to dynamically insert keywords into their ads and landing pages, based on the audience, to make them more relevant.
- Custom Domain, a unique branded name that identifies a website
- Files Download
- Page templates available
- HTML Customisation available

Open-source

No

Pricing/Cost

- **Free** Lurker: trying.
- **$8/month** Maker: for aspiring makers who have some experience.
- **$18/month** Startup: for serious projects who need a reliable website.
- **$28/month** Business: You have many projects which need a nice website.

Languages

English

Website

www.unicornplatform.com

Owner

Unicorn Platform

Skills required for its use

Basic digital skills, in particular basic Web marketing knowledge.

Competences acquired using the tool

The user will be able to create intuitive and responsive web pages, engaging users, with no coding skills.

Usability level (difficulty level)

Medium

Target users

Intermediate users who have a business idea and are developing a website/e-commerce

Links to tutorials/training/guidelines/video

Unicorn Platform official Youtube channel:

- https://www.youtube.com/channel/UCEGhKlAvQqoVEq8o7Wk3Zmw
- https://www.youtube.com/watch?v=zp6BwSnRRU8&ab_channel=DamianFallon
- https://www.youtube.com/watch?v=bEqi6Uvfw5E&ab_channel=DamianFallon

Contact person

https://help.unicornplatform.com/en/

Overview of the tool

Google Forms is a free survey tool that is part of G Suite, Google's comprehensive office suite.

Google Forms allows you to collect information from users through customised quizzes or surveys. You can then link the information to a spreadsheet in Sheets to automatically record responses. The spreadsheet then populates with the answers from the quiz or survey in real time. This makes Google Forms one of the easiest ways to save data directly into a spreadsheet.

With Google Forms you can launch surveys, create registration forms or quizzes with a simple online form. You can share your Google Forms by email, via a direct link or on social media and ask everyone to participate.

Since Google Forms is an online tool, you can share forms and collaborate with multiple people on the same Google Form in real time.

Google forms can be embedded in websites for user feedback.

Functionalities

Google Forms allows users to create surveys and questionnaires, registration forms. It creates automatic reports with charts and graphics. Forms can be embedded in websites. Additional functionalities are: menu search, the possibility to display questions in random order, limiting answers to once per person, shorter URLs, customised themes, automatic generation of answer suggestions when creating forms, and an 'Upload file' option for users answering questions that require them to share content or files from their computer or Google Drive; Intelligent response validation' is able to detect text entry in form fields to identify what is written and ask the user to correct the information if it has been entered incorrectly.

Open-source

No

Pricing/Cost

- **Free**
- **Business** from $6 per user per month

Languages

Arabic, Bulgarian, Catalan, Chinese (Simplified), Chinese (Traditional), Croatian, Czech, Danish, Dutch, English, Filipino, Finnish, French, German, Greek, Hebrew, Hindi, Hungarian, Indonesian,

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Italian, Japanese, Korean, Latvian, Lithuanian, Norwegian, Polish, Portuguese (Brazil), Portuguese (Portugal), Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Thai, Turkish, Ukrainian, and Vietnamese.

Website

https://docs.google.com/forms/u/0/

Owner

Google

Skills required for its use

- Very basic digital skills
- Communication skills
- Basic Data analytics skills

Competences acquired using the tool

Through Google Forms users can easily gather data of all kinds and have them analysed.

Usability level (difficulty level)

Low

Target users

Users who want to get feedback on a product/website/app

Links to tutorials/training/guidelines/video

- https://www.youtube.com/watch?v=HLXDiIDI9YU&ab_channel=In30Minutes
- https://www.youtube.com/watch?v=BtoOHhA3aPQ&ab_channel=Simpletivity
- https://www.youtube.com/watch?v=mqa9Ouoecp0&ab_channel=C.J.Shields
- https://www.youtube.com/watch?v=gadFMZjRpf4&ab_channel=TechnologyCentral
- https://www.youtube.com/watch?v=wKshCtScWXI&ab_channel=KristenS

Contact person

https://support.google.com/a/users/answer/9991170?hl=en

3.2.11 Mopinion

mopinion

Objectives

Mopinion is an all-in-one user feedback platform that helps digital enterprises listen, understand, and act across all digital touchpoints (web, mobile, and email). Mopinion enables its users to create customisable online feedback forms (including various CX metrics such as NPS, CES, and CSAT) and trigger them based on rules such as mouse movement, time on page, exit intent and much more. It also includes comprehensive visualisation in customisable dashboards as well as text analysis and smart labeling capabilities. To act upon feedback or collaborate among members of your digital team, users can make use of proactive alerts, role-based views and connect to PM tools such as Trello or Asana.

Overview of the tool

This tool allows you to:
- Collect user feedback: Capture feedback in real-time with our intuitive feedback forms and advanced triggering rules.
- Visualize and analyze: Comprehensive visualization and analysis of open text and scores. Explore the story behind your feedback data.
- Improve and engage: Discuss feedback with your team, assign automated exports, create reports and enable proactive communication.

Functionalities

- Collection and analysis of feedback from websites, mobile apps and email campaigns in real-time.
- Building, designing and configuration of feedback form.
- Option of tailoring user feedback forms to specific groups of online visitors.
- Collaboration space

Open-source

No

Pricing/Cost

- **$199**/month: For scaling businesses looking to professionalise their online VoC program
- **$499**/month: For mid-sized businesses looking to continuously drive engagement.
- **Demo** for enterprises: For enterprise businesses looking for a customised plan and support.

Languages

English

Website

www.mopinion.com

Owner

Mopinion

Skills required for its use

- Management
- Business strategy
- Marketing (Consumer and business buyer behaviour)
- Data analytics

Competences acquired using the tool

Users will be able to identify the issues related to their specific business ideas gathering real-time feedback from clients, improve internal Knowledge Management system and improve customer experience.

Usability level (difficulty level)

High

Target users

Advanced users who already developed an e-commerce/website or use digital tools for the promotion of their business, looking for a precise and continuous feedback from customers.

Links to tutorials/training/guidelines/video

- Mopinion YouTube official channel:
  - https://www.youtube.com/watch?v=wm6JH3JHzA4&ab_channel=Mopinion-All-in-OneUserFeedbackSoftware
  - https://www.youtube.com/channel/UCpGn6Y7LNGe-BAk5hBm53-Q/videos

- Webinars: https://mopinion.com/webinars/

Contact person

https://mopinion.com/es/empresa/contacto/

Objectives

Usersnap provides visual and annotated feedback via screenshots of the current browser content to close the gap between reporting web problems and fixing them. It unifies communication between all parties involved in the process, including the end users.

Overview of the tool

Usersnap provides a feedback platform that helps software companies (SaaS) build better products and services by collecting actionable user feedback and sharing it with stakeholders.

Whether working in a software (SaaS) company, a software development/agency, or in an e-commerce company, the Usersnap feedback platform provides the right feedback collectors for:

- Customer feedback
- Quality assurance/testing with visual feedback (screen recordings and screenshots)
- Processing User Acceptance Testing or Beta testing
- Gathering feature requests
- Channeling user requests for your customer success team.

Essential features and benefits:

- Versatile feedback use cases are provided on one platform
- Screen recordings: resolve tricky issues even faster
- In-browser screenshots: you'll get a screenshot of what your users see
- Visual bug tracking: tracking bugs and website errors gets super easy & fast
- Additional extensions for Chrome & Firefox
- JavaScript error recording: Track and log client-side JavaScript errors and XHR logs
- Collaborate & communicate: invite your team and discuss user feedback together.
- Share with your stakeholders: Integrate with 2,000 solutions (Jira, Asana, Azure DevOps, ..)
- Closing the loop: Reply your customers on each feedback request

Functionalities

- Visual feedback
- It allows a website owner/app to get direct feedback:
- Users can report a bug, give general feedback, sign up for a beta test, contact the support team.
- Feature request from users, they can add attachments. It is possible to notify the user when the new feature is released.

Open-source

No

Pricing/Cost

50

- **FREE trial**: 15 days free
- **$9/month** BASIC: 2 team members & 1 feedback project
- **$69/month** STARTUP: 10 & 3
- **$129/month** COMPANY: 15 & 10
- **$249/month** PREMIUM: 25 & 25
- **$949 or more/month** ENTERPRISE PLAN with specific needs

Languages

English

Website

www.usersnap.com

Owner

Usersnap

Skills required for its use

- Management
- Business strategy
- Marketing (Consumer and business buyer behaviour)

Competences acquired using the tool

Users will be able to identify the issues related to their specific business ideas gathering real-time feedback from clients, improve internal Knowledge Management system and improve customer experience.

Usability level (difficulty level)

High

Target users

Advanced users who already developed an e-commerce/website or use digital tools for the promotion of their business, looking for a precise and continuous feedback from customers.

Links to tutorials/training/guidelines/video

- Webinar: https://usersnap.com/webinars
- Video tutorials: https://www.youtube.com/c/Usersnap
- Usersnap Youtube channel: https://www.youtube.com/c/Usersnap

Contact person

https://usersnap.com/contact

3.2.13 Hotjar

hotjar

Objectives

Hotjar is a powerful tool that reveals the online behaviour and voice of your users. By combining both Analysis and Feedback tools, Hotjar gives you the 'big picture' of how to improve your site's user experience and performance/conversion rates.

Overview of the tool

Hotjar is an all-in-one visual analytics tool that allows you to get inside the mind of your users. This is not magic, but user experience, i.e. the study of the experience that users have when purchasing a product or service online. With Hotjar you can literally spy on the actions that users perform on your site: clicks, taps, scrolls, mouse movements. You will see how visitors move between your pages, where they linger, what information they skip, where they leave the session or at what step they leave your conversion funnel. This information is very valuable as it will allow you to optimise your digital strategy and save time, resources and money.

In addition, you can use heat maps to understand the hot and cold spots on your site, which will allow you to place the messages you want to communicate in the right place, according to their priority. This way, you can guide users as they navigate in the right direction, without the risk of losing them on the conversion path.

You can also carry out A/B tests, for example to see which Call to Action (CTA) converts the most, or which colour leads to more users clicking on a button. In short, you will be able to fine-tune your strategy, ensuring that your potential customers find the right messages in the right places.

The information you gather from your tests will be very useful: you will be able to improve the navigation experience of your site and create a customer journey that will allow you to increase your lead generation and sales. By putting the user at the centre of your design, you will be able to tailor the perfect marketing strategy for them

Functionalities

Quick overview of the main features of the tool and their benefits:

- **Visitor clickmaps:** Much like CrazyEgg offers, these heatmaps let you see exactly what your visitors are clicking on (and is often quite different than you may expect). These give you great insights for knowing which elements on your pages need improving most or making more or less prominent.

- **Visitor recordings:** These let you discover exactly what visitors do on your website, including mouse movements and how far they scroll. The recordings are often very revealing, and help you understand which parts of your website that visitors are most often having problems with, and their typical journey.

- **Feedback polls:** This polls feature is similar to the Qualaroo tool, and takes the form of a single question in the bottom right corner of your website. This is one of the most

simple yet powerful parts of the tool, and is excellent for gathering very insightful quick feedback on specific pages of your website.

- **Form analytics:** Google Analytics can't easily help you with this part – this feature reveals exactly which fields on your forms that visitors most often abandon on. Very important for using on your sign-up forms and checkout pages, the insights from this are vital for improving completion rates of your forms.

- **Funnel analytics:** This feature helps you understand exactly how well your checkout or signup flows are performing, and the drop off rate of your visitors between each page of the flow. This helps you discover which pages in your funnel need improving first.

- **Visitor Surveys:** It also includes a survey tool every bit as good as SurveyMonkey.com. Use it to find out in-depth feedback from your visitors, and exactly what they think of your website content and your offerings, and get feedback on how they would improve it.

- **Incoming Feedback**: This simple but effective tool allows visitors to leave ratings of your pages and website elements, and allows them to easily take and send screenshots of what they are having issues with or what they are loving.

Open-source

No

Pricing/Cost

- **Free** BASIC: A simple way to get started with Hotjar
- **$39/month** PLUS: For small teams needing more insights
- **$99/month** BUSINESS: For growing companies and websites
- **$389/month** SCALE: For the largest companies and websites

Languages

English

Website

www.hotjar.com

Owner

Hotjar Ltd

Skills required for its use

- Management
- Business strategy
- Marketing (Consumer and business buyer behaviour)
- Digital marketing
- Problem solving
- Web analytics

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Competences acquired using the tool

- Clear identification of business goals and marketing campaigns achievements.
- Monitoring of traffic source, conversion rate, bounce rate

Usability level (difficulty level)

High

Target users

- Advanced users who have developed a website and want to analyse and improve customer experience.
- Web analysts

Links to tutorials/training/guidelines/video

- Hotjar official Youtube channel: https://www.youtube.com/c/HotjarInsights
- Guides: https://www.hotjar.com/guides/; https://help.hotjar.com/hc/en-us/articles/360000799813-Introduction-to-Hotjar-Demo

Contact person

https://help.hotjar.com/hc/en-us/requests/new

3.3 Launch Tools

3.3.1 Namerobot

Namerobot

Objectives

NameRobot is a website that helps people to find the best name for their activity such as company names, brand and product names, blog and domain names, project or event names. The naming machine uses AI to find the most suitable name based on the inputs of the user. It also compares the suggested name with other yet-existing names to verify if copyright or registered trademark exist. It is a solution for all name finding needs. It can be used to improve the efficiency, to inspire or simply for protection.

Overview of the tool

NameRobot is the do-it-yourself way to find a new name. Anyone can find a name quickly and easily, whether it is for a company, a product, or another project. NameRobot's company name generators are sophisticated and powerful naming tools that helps finding and checking creative name ideas for business or brand. It is based on sophisticated grammatical rules for accurate and individual results. It is a name-finding machine which eliminates all the tedious work with finding a name. It is very easy to use - it requires to enter few related words, and several name suggestions are presented.

Functionalities

NameRobot has several functionalities that allow its users to get to a good name: from collecting initial ideas to domain and trademark checks and is available online 24/7.

Open source

No.

Pricing/Cost

Most of the platform functions can be used for free. Among them:

- a. Business Name Generator With Mythical/Cute/Colour/Exotic Words
- b. Bizarre Business Names
- c. Check App Name Availability
- d. Domain Name Search Tool
- e. Name Generator With Random/Creative/Fantasy Words
- f. Word Merger Generator
- g. Mythical/Exotic/Melodic/Fantasy/Random Animal/ Random First Name/ City & Country Name Generator
- h. Random Name Abbreviations
- i. Name Mixes For Teams

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of the European Union

j. Anagram Solver

The premium version offers additional tools, higher query limits and extra functions.

Premium version costs $29.00/month with possibility to cancel at any time.

Languages

English and German.

Website

www.namerobot.com

Owner

Private company – NameRobot GmbH (Germany).

Skills required for its use

Basic computer skills. The tool is adaptable for beginner, advanced and professional name finders.

Competences acquired using the tool

NameRobot helps to develop name branding for entrepreneur. No specific skills are acquired using the tool.

Usability level (difficulty level)

The tool has a practical browser interface, accessible from anywhere without installation. It is intuitive and very easy to use.

Target users

Entrepreneurs, companies' managers, agencies as well as creatives will find helpful tips and the best recommendations.

Links to tutorials/training/guidelines/video

How to find new names for products and companies – NameRobot:
- *https://www.youtube.com/watch?v=MLcHlOaPDRM&t=9s*
- *https://www.youtube.com/user/NameRobot/videos*

Contact Person

https://www.namerobot.com/About/contact

3.3.2 Product Hunt

Product Hunt

Objectives

It is a community that have the objective to showcase new products/MVPs and start-ups. It is useful to assist the entrepreneur to launch a product or a start-up successfully. It is a place for product-loving enthusiasts to share and geek out about the latest mobile apps, websites, hardware projects, and tech creation.

Overview of the tool

Product Hunt is a community where users (entrepreneurs, creators, start-up founders) submit products, which are listed in a linear format by day, and then product other users (enthusiasts, geeks...) go to check out the best new products and vote for the best ones. The site includes a comments system and a voting system similar to Hacker News or Reddit. The products with the most votes rise to the top of each day's list. If the product is launched successfully on Product Hunt, it can get thousands of subscribers and customers, so the idea of the product is validated/confirmed. The platform gathers thousands of subscribers.

The site also includes a daily email list that sends out yesterday's top tech "hunts" (products) as well as a featured collection. A version of the digest is also available for games and books.

Functionalities

It allows to post, promote and share ideas/content with the community. A submission simply requires a product title, URL, and tagline. Products are organized into four categories:

- technology products (web apps, mobile apps, hardware products, etc.),
- games (PC, web, mobile apps),
- books and
- podcasts.

Also, there is a ship toolkit to helps makers and start-ups to build awesome products and engage with their audience.

Open source

No.

Pricing/Cost

- 7 days free trial
- Basic 0$: 1 project / 1 message per week
- Pro 79$: Unlimited projects / Unlimited messages
- Super Pro 249$: Unlimited projects / Unlimited messages / and more

Languages

English.

Website

www.producthunt.com

Application could be downloaded on Mobile Phone (iPhone & Android version).
https://www.producthunt.com/apps?ref=header_nav

Owner

In 2016, it was acquired by AngelList (American company focus on entrepreneurship and start-up activities and investments) (USA).

Skills required for its use

Basic computer skills.

Competences acquired using the tool

Product Hunt help start-ups to share, promote and validate products and technology. Its use can deepen market knowledge and/or test new ideas directly with market feedbacks.

Usability level (difficulty level)

The application is intuitive and easy to use.

Target users

The tool is adapted to all kind of entrepreneur and creators.

Links to tutorials/training/guidelines/video

- Product Hunt Blog: https://blog.producthunt.com/
- How to Launch on Product Hunt: https://blog.producthunt.com/how-to-launch-on-product-hunt-7c1843e06399
- How to post a product?: https://www.producthunt.com/protips
- Advice and answers from the Product Hunt Team: https://help.producthunt.com/en/

Contact Person

hello@producthunt.com

3.3.3 Google Workspace – G-Suite

Objectives

Google Workspace is a collaboration platform designed to help businesses of all sizes create custom business emails, record meetings, and reserve conference rooms. Key features of the platform include noise cancellation, in-domain live streaming, attendance tracking, compliance management, team messaging, voice/video conferencing, shared calendars, and more. It also lets administrators edit and share documents, spreadsheets, and slides across teams in real-time.

Overview of the tool

It was first launched in 2006 as Google Apps for Your Domain and rebranded as G Suite in 2016. Google Workspace consists of Gmail, Contacts, Calendar, Meet and Chat for communication; Currents for employee engagement; Drive for storage; and the Google Docs suite for content creation. An Admin Panel is provided for managing users and services.

Functionalities

Main features: Access Controls/Permissions; Archiving & Retention; Calendar Management; Collaboration Tools; Content Management; Document Management; Drag & Drop; Electronic Signature; Offline Access; Real Time Editing; Search/Filter; Task Management; Version Control; Video; Conferencing.

Open source

No.

Pricing/Cost

Google Workspace Individual is a new subscription option for individual small business owners. It has several premium features on top of Google Workspace, such as smart booking services, personalized email marketing, and pro video meetings. There are 3 main options for businesses (vary in terms of meeting participants, space etc.), and it is possible to request a 14-days free trial:

- Business Starter: 4,68€ per user per month.
- Business Standard: 9,36€ per user per month.
- Business Plus: 15,60€ per user per month.

Languages

Multi language.

Website

https://workspace.google.com/

Owner

Google (USA).

Skills required for its use

Basic computer skills.

Competences acquired using the tool

G-Suite includes online tools and features which help to organize business activities. Among them there are services such as email service, survey applications, online calendar, website creation and editing, communication software and video conferencing applications, etc.

Usability level (difficulty level)

The tool package is easy to use.

Target users

All business users.

Links to tutorials/training/guidelines/video

Official guidelines and tutorials:
- *https://workspace.google.com/intl/en_uk/training/* (Multilingues)
- *https://www.youtube.com/c/googleworkspace/videos* (in English)

Google Workspace Tutorial for Beginners | Introduction & Getting Started for Small Business [2021] - YouTube:
- *https://www.youtube.com/watch?v=jZjJ54ehgrM* (In English)

Contact Person

https://support.google.com/

3.3.4 UMSO

UMSO

Objectives

This platform enables to create, edit and publish websites without programming or design skills.

Overview of the tool

UMSO is a unique website builder that works like a designer would. To create a new website, the product owner will be asked about product, design and content preferences. Their generator algorithm will then create an initial website which can be further edited. Once the user is satisfied with the website, it can be published with a single click. It is ideal for SaaS businesses, mobile apps and other digital businesses looking for high quality websites and landing pages.

Functionalities

- Powerful Hosting: includes fast and reliable hosting for all UMSO websites.
- Multiple Pages: it is possible to add multiple sub-pages to the website. They will share the same design.
- Email Capture: it collects email addresses directly with UMSO Email Lists or integrate with a 3rd-party like Mail Chimp.
- Fully Responsive: the website is adapted for smartphones, tablets and desktop computers.
- HTTPS Included: It includes clean https for free for all sites via Let's Encrypt.
- Built-in Analytics: it offers server-side analytics for simple page views or more detailed insights on paid plans.
- Cookie Consent System Built in.

Open source

No.

Pricing/Cost

- UMSO pricing starts at $25.00 based on usage, per month. If selected an annual plan, it has reduced pricing.
    - Basic $25/month (1 published site).
    - Start-up $45/month (3 published site).
    - Business $75/month (5 published site).
- There is a free 14-day trial.

Languages

English and German.

Available feature to translate the created website into multiple language.

Website

www.umso.com

Owner

UMSO Software Inc. (USA)

Skills required for its use

Basic computer skills.

Competences acquired using the tool

It makes design simple website extremely easy and in a short time. Basic content creation skills will be acquired.

Usability level (difficulty level)

Easy to use.

Target users

Entrepreneurs and small businesses.

Links to tutorials/training/guidelines/video

Brief introduction-video tutorial
- *https://www.youtube.com/watch?v=MIJW3MvvkLA* (In English)
- *https://www.youtube.com/watch?v=9Le2l0-vNSc* (In French)

The best way to kick off your project
- https://www.umso.com/generator

Easy and powerful editor
- *https://www.umso.com/editor*

Multilingues sites

https://www.umso.com/multilingual-websites

Contact Person

https://www.umso.com/contact

3.3.5 Joomla!

Objectives

Content Management System (CMS) designed to help both novice users and expert developers to build websites and applications.

Overview of the tool

Joomla is a user-friendly way for people all over the world to build anything from basic websites to advanced web applications. It is a free and open-source content management system (CMS) mainly used for publishing web content.

It is built on a model–view–controller web application framework that can be used independently of the CMS that allows to build powerful online applications.

Joomla! can be used for:

- Corporate websites or portals, intranets and extranets
- Small business websites
- Online magazines, newspapers, and publications
- E-commerce and online reservations
- Government, non-profit and organisational websites
- Community-based, school and church websites or portals
- Personal or family homepages ...

Functionalities

- A flexible system, easy to extend and customise
- Search engine optimised out of the box
- Free Open-Source software
- Security conscious development with an excellent track record
- Multilingual: Offering over 70 languages.
- Grows organically as the needs evolve
- Build powerful PHP applications
- Attractive design features
- Content editing & publishing made easy
- Great Core functionalities
- CMS Management made easy
- Global and professional support

Open source

Yes.

Pricing/Cost

Free.

63

Languages

76 languages: *https://docs.joomla.org/J3.x:Setup_a_Multilingual_Site/es*

Website

https://www.joomla.org/

Owner

Open-Source Matters (not-for-profit organisation from USA).

Skills required for its use

Basic computer skills to use the available features.

More advanced IT skills needed to make evolve the website with coding.

Competences acquired using the tool

A methodology to build a website with available template. Basic content creation skills will be acquired by users.

Usability level (difficulty level)

Relatively easy to use for beginners as the tool work with template and extension easily customizable and no technical knowledge is required.

Target users

Anyone who desire to build a website.

Links to tutorials/training/guidelines/video

What is Joomla? Learn about the Joomla! Application
https://www.youtube.com/watch?v=Qjnc0H8utks
http://www.joomla.org/about-joomla.html

Guidelines
https://www.joomla.org/images/press-logos/Brochure-Joomla-2019.pdf

Short Video Trainings
https://community.joomla.org/joomla-training.html
https://www.youtube.com/watch?v=XpBGeHkfXpc&list=PLtaXuX0nEZk_4XIvoPA7O0xT_sYRKnTos

Contact person

No contact person but a helpdesk at *https://community.joomla.org/helpdesk.html*.

3.3.6 weblium

Objectives

It is an easy tool that allows people to create a modern landing page in a very short time for free.

Overview of the tool

It is used to promote business, create portfolio or CV website. It allows to edit just one layout and it will adapt to any device and screen size automatically. The built-in AI Design Supervisor will keep design perfect whatever changes are made. There are 200+ ready-made blocks & templates and design schemes that can be changed in one click.

Functionalities

- Smart design supervisor
- Mobile Friendly
- Auto Update
- Customizable Templates
- Image library access
- Data Import/Export
- Drag & Drop
- Form Builder
- Landing Pages/Web Forms
- Pre-built Templates
- Real Time Editing
- Reporting/Analytics
- Marketing tools
- SEO Management

Open source

No.

Pricing/Cost

Pricing Plan:

- Free: Basic plan to try out builder $0 / month

- Pro: Top features for personal use $8.25 / month (paid annually) or $15 month-to-month

- Landing Pro: Lifetime Deal / 3 pages $196 one time

Languages

65

English, Russian and Ukrainian.

Website

www.weblium.com

Owner

Template Monster (USA).

Skills required for its use

Basic computer skills. Neither coding nor designing skills needed.

Competences acquired using the tool

A methodology helps to acquire competences for building new website easily.

Usability level (difficulty level)

Easy to use with a support available by Chat.

Target users

Entrepreneurs, Small Businesses, Agencies.

Links to tutorials/training/guidelines/video

- Tutorials:
https://www.youtube.com/watch?v=88Obf4JU_-Y

- Create your Weblium website for free
https://app.weblium.com/signup

- Ready-made template:
https://weblium.com/templates

Contact person

support@weblium.com

THE MISSING ENTREPRENEURS

Co-funded by the
Erasmus+ Programme
of the European Union

3.3.7 Pagecloud

Pagecloud

Objectives

An intuitive platform to design, build, and launch website or online store.

Overview of the tool

This platform enables to build a successful website. To get online fast, Page Cloud offers world-class, professional templates and unlimited drag-and-drop customization, no code required. For more advanced websites, Page Cloud has unmatched design features, intuitive shortcuts, and the unique ability to customize the source code. All sites feature industry-leading SEO, faster loading times, and hundreds of features that will help convert leads, sell online, track performance, and more.

Functionalities

Page Cloud comes jam-packed with all the features needed to build high-performance websites and e-commerce in short amount of time.

- Effortless assembly: Give the website the best starting point with a beautiful, fully customizable template.
- Unmatched visual editing: It contains easy-to-use design features – it Drag and drop content including galleries and form builder to create unique layouts with endless customization.
- E-commerce: It provides all the essential features to create an online store with simple set-up, easy management, and endless customization.
- Marketing & SEO: It supports the website optimization for searching, integrating marketing tools, and capturing audience with easily customizable forms.
- Blogging: It includes multi-user blogging tool which makes it easy to write and share search optimized articles online.
- Page Cloud provides fast and reliable hosting, SSL security, expert support, collaboration tools, among others.

Open source

No.

Pricing/Cost

- 14 days free trial.
- There are 2 plans with different options:

Websites Plan:

- – Small Business (great for small businesses and entrepreneurs): $19 /month billed annually or $24 /month-to-month.
- – Business (ideal for businesses with larger teams and additional requirements): $29 /month billed annually or $39 /month-to-month.

- Pro (created for marketing teams, agencies, and freelancers): $50 /month billed annually or $65 /month-to-month.

E-commerce Plan:
- Starter (great for small businesses and entrepreneurs): $29 /month billed annually or $39 /month-to-month. Includes everything in Small Business option.
- Advanced (ideal for businesses with larger teams and additional requirements): $49 /month billed annually or $69 /month-to-month. Includes everything in Business option.
- Unlimited Ideal for businesses with larger teams and additional requirements): $89 /month billed annually or $99 /month-to-month. Includes everything in Business option.

Languages

English.

Website

www.pagecloud.com

Owner

Page Cloud Inc. (Canada).

Skills required for its use

Basic computer skills.

Competences acquired using the tool

Basic knowledge on designing and building website/e-commerce in an intuitive way.

Usability level (difficulty level)

Easy to use.

Target users

From business owners to designers and everyone in between.

Links to tutorials/training/guidelines/video

- Learning: https://answers.pagecloud.com/help/learning-pagecloud
- Building From a Blank Page with Page Cloud: https://www.youtube.com/watch?v=AuDODfEvk28
- Page Cloud Basics + Building from a Theme: https://www.youtube.com/watch?v=zEUY0hlBhAk

Contact person

support@pagecloud.com

3.3.8 WORDPRESS

Objectives

Open-source software that is free to use for creating blogs and websites.

Overview of the tool

WordPress is open-source software allowing to create a website, blog, or app. Features include a plugin architecture and a template system, referred to within WordPress as Themes. WordPress was originally created as a blog-publishing system but has evolved to support other web content types including more traditional mailing lists and forums, media galleries, membership sites, learning management systems (LMS) and online stores. WordPress is used by 41.4% of the top 10 million websites as of May 2021.

To function, WordPress must be installed on a web server, either part of an Internet hosting service like WordPress.com or a computer running the software package WordPress.org in order to serve as a network host in its own right. A local computer may be used for single-user testing and learning purposes.

Functionalities

It stores content and enables a user to create and publish webpages, requiring nothing beyond a domain and a hosting service.

WordPress' plugin architecture allows users to extend the features and functionality of a website or blog. WordPress.org has 58,463 plugins available, each of which offers custom functions and features enabling users to tailor their sites to their specific needs. However, this does not include the premium plugins that are available (approximately 1,500+), which may not be listed in the WordPress.org repository. These customisations range from Search Engine Optimization (SEO) to client portals used to display private information to logged-in users, to content management systems, to content displaying features, such as the addition of widgets and navigation bars. Most plugins are available through WordPress themselves, either via downloading them and installing the files manually via FTP or through the WordPress dashboard.

Open source

Yes.

Pricing/Cost

- Free version to create a simple website (Basics).

- Pricing plan according to additional features.
    - Personal (Best for Personal Use): €4 per month, billed yearly, or €7 per month, billed monthly.

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- Premium (Best for Freelancers): €8 per month, billed yearly, or €14 per month, billed monthly.
- Business (Best for Small Businesses): €25 per month, billed yearly, or €33 per month, billed monthly.
- E-commerce (Best for Online Stores): €45 per month, billed yearly, or €59 per month, billed monthly.

Languages

Multilanguage.

Website

- *www.wordpress.com*
- wordpress.org
- *https://wordpress.org/download/*

Owner

The WordPress Foundation (USA).

Skills required for its use

Basic computer skills.

Competences acquired using the tool

WordPress helps to launch a website in an easy way, so basic content creation skills will be acquired by users.

Usability level (difficulty level)

Easy to use.

Target users

Entrepreneurs and Small Businesses.

Links to tutorials/training/guidelines/video

- Getting started on WordPress.com
https://www.youtube.com/watch?v=twGLN4lug-I&t=4s

- WordPress Tutorial For Beginners - Step by Step
https://www.youtube.com/watch?v=EXKwAk0j3k8

- Creating a website or blog with WordPress.com
http://www.wordpress.com/create

- WordPress Tutorial: How to Change Your Website Theme on WordPress.com
https://www.youtube.com/watch?v=yOfAuOb68Hc&t=8s
https://en.support.wordpress.com/themes/

- Learn WordPress

70

https://learn.wordpress.org/

Contact person

The WordPress community or by the contact formular according to pricing plan.
https://wordpress.com/support/contact/

3.4 e-Commerce and SaaS tools related to digital business models and schemes

3.4.1 X-Cart

Objectives

X-Cart is a licensed, open-source eCommerce platform that presents itself as the ideal solution for any online store looking for full control over its software and the ability to support vast numbers of products.

Overview of the tool

X-Cart is a leading PHP shopping cart e-commerce software. More than 35,000 online stores around the world use and rely on X-Cart as their e-commerce platform of choice. Their self-hosted e-commerce software has a range of cutting-edge features that make it easy to start and run online store. Known as one of the fastest e-commerce solutions on the market, that is extremely flexible and comes packed with many features.

Functionalities

Storefront User Experience
- Design Without Limitations and Constraints
- Intuitive Drag and Drop Interface
- Real-Time Smart Search

Buying Journey
- 120+ Payment Processing Providers for Global Customers
- Effective SEO Tools
- One-Step or Multistep Checkout
- Powerful Email Marketing
- Sales and Marketing
- Integrated Analytics Tool
- Subscriptions – PCI-DSS Approved

Security
- 100% PCI-DSS Compatible Payment Processing
- More Security Features For Your Store
- Recurring Payments & Ability to Save Credit Cards
- Strong Customer Authentication
- Fraud Prevention
- Customer Data Protection and Privacy

- Exclusive Hosting Server

Marketplace Capabilities
- Native Multi-Vendor Features
- Full Admin Control
- Separate Vendor Storefront and Dashboard
- Automated Pay-outs

Omni-Channel eCommerce
- Marketplace Presence
- Brick-And-Mortar Stores
- Single Admin Hub
- Seamless Inventory Updates
- Single Marketing Hub

Cross Border Commerce
- Global Expansion
- Multi-Currency Transactions
- Automated Taxes
- Affordable International Shipping Options

eCommerce Expertise
- Unique Design Creation
- Solution Services
- Migration From Other Platforms
- 24/7/365 Server Monitoring and Maintenance
- Mobile Application
- Data Management

Open source

Yes.

Pricing/Cost

Several pricing plans exist:

- Free edition
- Starter: $29.95 / month
- Basic: $49.95 / month
- Enhanced: $199 / month
- Enterprise: $399 / month
- Business: $495 License
- Multivendor: $1495 License
- Ultimate Special Edition: $5995 License

More on the official website: *https://www.shift4shop.com/comparison/xcart/xcart-pricing.html*

Languages

English, French.

Website

www.x-cart.com

Owner

X-Cart Holdings LLC Ltd (USA).

Skills required for its use

Basic computer skills.

Competences acquired using the tool

Using X-Cart users will acquire all the necessary skills to start and develop an online store.

Usability level (difficulty level)

Relatively easy to use with the guidelines and expert support.

Target users

eCommerce solutions designed for Small Business.

Links to tutorials/training/guidelines/video

- How to Start an Online Store That Actually Grows [2021 Edition]
https://www.x-cart.com/blog/start-online-store/

- The Complete 6-Step Guide to eCommerce Replatforming
https://www.x-cart.com/blog/switching-ecommerce-platforms-the-complete-6-step-guide.html

Contact Person

https://www.x-cart.com/contact-us.html

3.4.2 Shopify

Objectives

It is an all-in-one commerce platform to start, run, and grow a business. With Shopify it is possible to easily setup & manage website for online retail. It is flexible for any size business to create shopping cart & build pages.

Overview of the tool

With Shopify, merchants can build and customize an online store and sell in multiple places, including web, mobile, social media, online marketplaces, brick-and-mortar locations, and pop-up shops. Shopify also has features to manage products, inventory, payments, and shipping. The Shopify platform offers online retailers a suite of services including payments, marketing, shipping and customer engagement tools. It also offers a professional online storefront, a payment solution to accept credit cards, and the Shopify POS application to power retail sales.

Functionalities

Storefront
- 70+ professional themes
- Browse the Shopify Theme Store
- Mobile commerce ready
- Edit HTML and CSS
- Work with an expert
- Find a Shopify Expert
- Your own domain name

Shopping cart
- Free SSL certificate
- Automatic carrier shipping rates
- Accept credit cards with Shopify
- Abandoned checkout recovery
- 100 payment gateways
- Flexible shipping rates
- Offer free shipping
- Automatic taxes
- Multiple languages

Store management
- Customer profiles
- Drop shipping
- Customer accounts
- Refunds
- Customer groups
- Manage on the go

75

- Fulfilment centres
- Email templates
- Order fulfilment

Marketing & SEO
- Search engine optimized
- Google Ads credits
- Generated sitemap.xml
- Product reviews
- Discounts
- Sell on Facebook
- Gift cards
- Social media integration

Products
- Inventory management
- Digital products
- Product variations
- Import/Export

Product organization
- Unlimited products
- Multiple images
- Video & 3D Support
- SEO product tags
- Subscriptions

Web hosting
- Unlimited bandwidth
- SSL certificate
- Email forwarding
- Instant upgrades
- Level-1 PCI compliant

Analytics
- Dashboard
- Google Analytics
- Product reports
- Traffic/Referral reports
- Export reports

Mobile App
- Order fulfilment
- All your data synced with Shopify
- Mobile dashboard
- Manage inventory
- Email or call customers

Open source

No.

76

Pricing/Cost

- A 14-day free trial is available.
- Basic Shopify (Best for new ecommerce businesses with occasional in-person sales): $29/month.
- Shopify (Best for growing businesses selling online or in-store): $79/month.
- Advanced Shopify (Best for scaling businesses that require advanced reporting): $299/month.

Languages

Multiple languages.

Website

www.shopify.com

Owner

Shopify Inc. (Canada).

Skills required for its use

Basic computer skills.

Competences acquired using the tool

Shopify offers powerful features that helps to develop an online store and allow user to acquire basic ecommerce skills.

Usability level (difficulty level)

Shopify is easy to use for new business owners who want to start an online market.

Target users

Small to mid-size business on standard plans and Enterprise companies on Shopify Plus.

Links to tutorials/training/guidelines/video

The Official Shopify Tutorial for 2021: Set Up Your Store the Right Way

- *https://www.youtube.com/watch?v=u-Qfdn44rB4*
- *https://www.youtube.com/c/learnwithshopify/videos*

Start your store

- *https://www.shopify.com/blog/start-online-store*

Contact Person

https://www.shopify.com/contact

3.4.3 Ecwid

Ecwid

Objectives

Ecwid was funded with the aim to enable small businesses to easily add online stores to their existing sites. It is an easy way to sell online across your website, social channels, marketplaces and in-person.

Overview of the tool

Ecwid CEO, Ruslan Fazlyev, co-founded X-Cart, the world's first PHP e-commerce platform in 2000. While X-Cart was very successful, it didn't take him long to realize that lots of small business owners around the world already had websites, and simply wanted to be able to sell online. Ruslan decided to satisfy this need for small businesses and Ecwid was born in 2009. Ecwid is an easy way to use eCommerce platform for small business. It is easy to embed into the existing website but also is perfectly responsive as a standalone solution.

Functionalities

- Abandoned Cart Saver
- Cataloguing/Categorization
- Channel Management
- Credit Card Processing
- CRM
- Customer Accounts
- Discount Management
- Email Marketing
- Inventory Control
- Inventory Management
- Kitting
- Loyalty Program
- Mobile Commerce
- Order Management
- Product Configurator

Open source

No.

Pricing/Cost

Four account types are available which vary by number of products, types of functionalities, and level of support. *https://support.ecwid.com/hc/en-us/articles/207100729-Ecwid-plans-and-features*

- Free
- Venture - $15/month

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- Business - $35/month
- Unlimited - $99/month

Discounts with annual plans are foreseen.

Ecwid has no set-up or transaction fees.

Languages

Multiple languages.

Website

https://www.ecwid.com/

Owner

Ecwid Inc. (USA)

Skills required for its use

Basic computer skills.

Competences acquired using the tool

Ecwid helps set online store easy and fast and allow its users to gain basic ecommerce skills.

Usability level (difficulty level)

The platform is easy to start selling online.

Target users

Small and medium merchants and entrepreneurs who want to quickly sell on any website without hiring a developer.

Links to tutorials/training/guidelines/video

Ecwid video guides

- *https://support.ecwid.com/hc/en-us/categories/360000015889*
- *https://www.youtube.com/watch?v=XX5UPe8eGBw*
- *https://www.youtube.com/channel/UCsoUdGzYRL8yK8ixBafhkKQ*

Contact Person

https://support.ecwid.com/hc/en-us/requests/new

3.4.4 Gumroad

Objectives

Gumroad is a self-publishing digital marketplace platform to sell digital services such as books, memberships, courses and other digital services.

Overview of the tool

Gumroad is a checkout software that can be easily installed on any website. Its look & feel promotes high-converting checkout processes, and the software can automate delivery of digital goods & support pay-what-you-want pricing.

Functionalities

Gumroad allows the user to create and personalize a landing page that can be also embedded in any existing blog or website. The platform also allows its users to build its own audience, providing them with engaging tools. The user can:

- Easily import an existing email list
- Easily deliver content and engage with the audience.
- Gain access to powerful data with analytics

The application also offers:

- Discount codes for the customers
- A function to allow the audience to pay what they wish and how they wish
- Handling license key service
- Using several type of currencies
- Sell multiple versions of a product
- Turn off download function for the product
- Subscription payment options (monthly, quarterly, biannually, or yearly)
- Sell any variant of physical product
- Charge for shipping
- Limit product sales by country
- Address verification
- Sales tax support

The user can finally learn from its own data gaining insights on its audience and sales by using analytics and setting up automatic workflows.

Open source

No.

Pricing/Cost

Gumroad is free to set up & charges 5% fees according to sales amount with an additional 30¢ for each transaction.

Lifetime revenue milestones	Gumroad fee
$0	9%
$1,000	7%
$10,000	5%
$100,000	3%
$1,000,000	2.9%

Languages

- English
- Japanese
- German
- Portuguese
- Spanish
- Jewish
- Italian
- Dutch
- Romanian
- Russian
- Chinese
- French
- Finnish

Website

www.gumroad.com

Owner

Gumroad, Inc. (USA).

Skills required for its use

Basic computer skills.

Competences acquired using the tool

Gumroad helps to set up and go live with a product easily. Users can acquire basic selling and marketing skills.

Usability level (difficulty level)

Accessible for new creators and entrepreneurs.

Target users

Creators and digital entrepreneurs.

Links to tutorials/training/guidelines/video

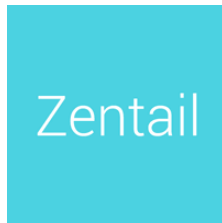- How to create an online store with Gumroad (Step By Step Tutorial)

https://www.youtube.com/watch?v=XFXYPA2yeac

- Gumroad Tutorial - How To Sell Digital Products Online & Gumroad Review

https://www.youtube.com/watch?v=1O0DGCxJ3jI

Contact person

support@gumroad.com

3.4.5 Zentail

Objectives

Zentail is a listing automation platform for multichannel sellers looking to accelerate growth and simplify ecommerce.

Overview of the tool

Zentail accelerates multichannel commerce as the fastest and easiest way to centralize, automate and unlock grow potential. It allows to centrally manage listings, inventory and orders on Amazon, eBay, Walmart Marketplace, Google, Shopify, BigCommerce, Magento and more.

Functionalities

- Multichannel Overview: One central catalogue & command centre
- Product Data: SMART Types, bulk actions & cloning
- Listing: ASIN management, kits & bundles
- Repricing: Algorithmic repricing & buy box reports
- Orders: Automatic order routing & tracking
- Inventory: Forecasting & multichannel sync
- Analytics: Real-time data & custom reporting
- Integrations: A lot of apps can be pugged into Zentail

Open source

No.

Pricing/Cost

- Zentail offers a $499/month plan for sellers who are looking to list their products on marketplaces for the first time. Contracts cover a 12-month period.
- Zentail do not have a free version nor offers a free trial. A demo could be booked.

Languages

English.

Website

www.zentail.com

Owner

Zentail Inc. (USA).

Skills required for its use

No specific skills are required as the existing guide step by step is complete and easy to follow.

Competences acquired using the tool

Zentail helps multichannel sellers focus on growth by automating the mundane—yet essential—day-to-day operations. Users will acquire basics selling and management skills.

Usability level (difficulty level)

Basic computer skills (manage inventory, financial reports, etc.).

Target users

Entrepreneurs and businesses with eCommerce activities.

Links to tutorials/training/guidelines/video

- Step by Step Onboarding Guide

https://help.zentail.com/en/articles/5527108-step-by-step-onboarding-guide

- Zentail: A Quick Platform Overview

https://www.youtube.com/watch?v=_ObNpfjc5ow

- Video walkthroughs of the Zentail platform

https://help.zentail.com/en/collections/2558592-video-overviews

Contact person

support@zentail.com

3.4.6 eBay

Objectives

eBay is a multinational e-commerce corporation that facilitates consumer-to-consumer and business-to-consumer sales through its website.

Overview of the tool

eBay is an online auction and shopping website in which people and businesses buy and sell a wide variety of goods and services worldwide. Customers can participate in Web sites set up within their own country or use one of the company's international sites. There are eBay Web sites for both the U.S. and Canadian markets, most European countries, and several countries in Asia. Although auctions constitute the bulk of eBay sales, fixed-price sales also constitute a significant share of transactions. eBay relies on its users to self-regulate the trading community through a feedback system that allows buyers to rate sellers on transactions.

Functionalities

- Social buttons on listings
- The shopping cart.
- eBay Advanced Search.
- Search criteria refinement.
- Products and reviews via the eBay catalog.
- Seller Dashboard
- Inventory management
- Manage orders
- Research & Insights
- Marketing tools
- Brand building tools
- The eBay app

Open source

No.

Pricing/Cost

The website is free to use for buyers, but sellers are charged fees for listing items after a limited number of free listings, and then when those items are sold. The exact cost of selling an item is based on the types of items, how the listing is set up, seller performance and service metrics, with an eBay Store or whatever optional features and services is used.

There are different plans available for upgrade services.

- Starter (intro package for occasional sellers): $4.95/month with 1-year plan or $7.95/month without.

- Basic (additional tools and reduced fees): $21.95/month with 1-year plan or $27.95/month without.
- Premium (designed to help larger businesses take it to the next level with more free listings): $59.95/month with 1-year plan or $74.95/month without.
- Anchor (Even more free listings, promoted listing credits, and with dedicated support for high volume): $299.95/month with 1-year plan or $349.95/month without.
- Enterprise (get all the benefits of all plans, plus the lowest fees and highest discounts): $2,999.95/month with 1-year plan.

Languages

Multiple languages.

Website

www.ebay.com

Owner

eBay Inc. (USA).

Skills required for its use

Basic computer skills.

Competences acquired using the tool

eBay helps to sell products, manage inventory and orders, track sales, and build brand with available tools. All these skills, from marketing to selling, will be acquired by the users.

Usability level (difficulty level)

Easy to use.

Target users

Adaptable for entrepreneur and small business.

Links to tutorials/training/guidelines/video

- How to Sell on eBay For Beginners - Step by Step Tutorial

https://www.youtube.com/watch?v=yik0zFl71kE

- Guidelines on eBay selling part.

https://www.ebay.com/help/selling

Contact person

It depends on the country. A form to be filled accordingly in help section: *https://www.ebay.com/help/call_us?type=ContactUs&initFrom=HOME&topicId=4000*

3.4.7 Etsy

Etsy

Objectives

Etsy is a global online marketplace, where people come together to make, sell, buy, and collect unique or vintage items, a way that make a positive impact on the planet.

Overview of the tool

Etsy is an American e-commerce company focused on handmade or vintage items and craft supplies. These items fall under a wide range of categories, including jewelry, bags, clothing, home décor and furniture, toys, art, as well as craft supplies and tools. All vintage items must be at least 20 years old. Each listing will remain on the shop's page for a maximum of 4 months, or until someone buys the product.

Functionalities

- Create a personalized website in minutes: A custom website is powered by the Etsy shop.
- Manage the business from anywhere: Etsy App can be used to manage orders, edit listings, and respond to buyers instantly, from anywhere.
- Analyze and optimize the shop: Access to detailed stats about shop's performance to increase sales.
- Grow the following: Etsy tools take the guesswork out of crafting the posts for Facebook, Pinterest, Twitter, or Instagram.
- Boost the visibility: Millions of shoppers can be reached with Etsy's advertising tools: Etsy Ads and Offsite Ads.
- Attract new customers: A sale or coupon can be created to catch the eye of shoppers. Also, newsletter can be created to reach customers directly in their inboxes with a targeted offer.

Open source

No.

Pricing/Cost

Creating a shop on Etsy is free; however, each listing that is posted in the shop costs $0.20.

Listings are active for 4 months, or until they are sold.

The prices of products are set by the shop owner but when selling an item, there's a small commission and standard payment processing fee:
- 5 % Transaction fee
- 4% + $0.20 payment processing fee

Etsy pays to advertise items across the web through Offsite Ads. The user only pays a fee when a sale from one of those ads is made: 15% Offsite Ads Fee.

Languages

Multiple languages.

Website

www.etsy.com

Owner

Etsy Inc. (USA)

Skills required for its use

Basic computer skills.

Competences acquired using the tool

Etsy helps to create a shop to sell products online. For this reason, basic marketing and selling skills can be acquired by the user.

Usability level (difficulty level)

Etsy is relatively easy to use.

Target users

Entrepreneur and small businesses.

Links to tutorials/training/guidelines/video

- Beginner's Guide to Selling on Etsy

https://help.etsy.com/hc/en-us/articles/115014502448-Beginner-s-Guide-to-Selling-on-Etsy?segment=selling

- How To Start An Etsy Shop For Beginners 2021 | Etsy Store Setup Tutorial

https://www.youtube.com/watch?v=CW4hQ32C1ZQ

- Etsy Shop for Beginners (COMPLETE TUTORIAL) | How to start an Etsy shop step by step

https://www.youtube.com/watch?v=UtL45pw_J0M

- OPEN YOUR SHOP AND GET 40 FREE LISTINGS

https://www.etsy.com/invites/sell/?iid=nkh1SR0ZnNIcnDhcak6ZXCs-1B3_vOCWgmqeKlXAmas.

Contact person

Signing into the platform is required to contact Etsy.

3.4.8 Amazon

Objectives

Amazon is a multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.

Overview of the tool

As an online marketplace, Amazon sells books, music, movies, housewares, electronics, toys, and many other goods, either directly or as the middleman between other retailers and customers.

Functionalities

- Add new products to the Amazon catalog
- Grow the business with Fulfillment by Amazon
- Save time creating listings
- Manage inventory with feeds, spreadsheets, and reports
- Qualify for top placement on product detail pages
- Increase selling efficiency with API integration
- Set personalized shipping fees for non-media products (Books, Music, Video, and DVD)
- Attract shoppers with on-site advertising tools
- Run promotions including free shipping
- Add multiple users in one account

Open source

No.

Pricing/Cost

- Individual: $0.99 /item sold + additional selling fees*
- Professional: $39.99 /month + additional selling fees*

*Additional selling fees depends on categories of products.

Languages

Multiple languages.

Website

www.amazon.com

https://sell.amazon.com/

Owner

Amazon.com, Inc. (USA)

Skills required for its use

Basic computer skills. Amazon helps to sell products, build a brand and grow a business.

Competences acquired using the tool

Basic marketing and selling skills will be acquired by its users.

Usability level (difficulty level)

Amazon dedicated to sellers is easy relatively easy to use.

The financial plan is not so easy to understand with the various selling fees.

Target users

Individual or professional users.

Amazon support small and medium-sized businesses.

Links to tutorials/training/guidelines/video

- The beginner's guide to selling on Amazon: https://sell.amazon.com/beginners-guide
- Start an ecommerce business in 2021: https://sell.amazon.com/ecommerce-business-guide
- For beginners: Fundamentals of selling with Amazon: https://sell.amazon.com/learn#beginners
- For brands: Your story in Amazon stores: https://sell.amazon.com/learn#brands

Contact person

Signing into the platform is required to contact Etsy.

3.4.9 AliExpress

Objectives

AliExpress is an online retail service based. It facilitates small businesses to sell to customers all over the world to increase the visibility of products. Sellers are independent and use the platform to offer products to buyers.

Overview of the tool

AliExpress is an e-commerce platform that is used for business to consumer transactions, connecting sellers with buyers from all over the world. The focus is on low volume transactions of stocked products. Meaning that they simply act as the middleman between a buyer and a seller by providing the necessary marketplace infrastructure. Affordable international delivery is available to most countries throughout the world.

Functionalities

- Automatic translation to 18 languages for a localized user experience
- Conversion to currencies from 51 countries
- Support for 38 local payment channels for secure payment and transaction
- Customized storefronts for sellers
- Different shipping options.
- Buyer protection
- AliExpress University that offers learning resources for new sellers

Open source

No.

Pricing/Cost

- Opening the store is free.
- No minimum or fixed fee is applied.
- Commissions are applied on transaction: a rate between 5% to 8% depending on product category.

Languages

English, Spanish, Dutch, French, Italian, German, Polish, Turkish, Portuguese, Indonesian and Russian.

Website

www.aliexpress.com

Owner

Alibaba Group Holding Limited (China)

Skills required for its use

Basic computer skills. AliExpress helps to become a seller by creating an online global store to do business anywhere.

Competences acquired using the tool

Basic selling and ecommerce skills can be acquired by the user.

Usability level (difficulty level)

AliExpress is relatively easy to use.

Target users

Small and medium businesses.

Links to tutorials/training/guidelines/video

- AliExpress University will help in faster landing for sellers
  https://sell.aliexpress.com/__pc/en-sellerclub.htm?spm=5261.ams_83396.101.7.6f92cUuMcUuMG1

Contact person

Sing in is required to get contact information.

3.4.10 Bonanza

bonanza
everything but the ordinary

Objectives

Bonanza is an online marketplace for buying and selling items in every category.

Overview of the tool

Bonanza is helping to buy and sell items that aren't shiny, new, and mass-produced. Its aim to remove the technical expertise needed to build a profitable online business, making the joys of entrepreneurship accessible for all.

Functionalities

- Automatic eBay, Amazon, and Shopify inventory import/sync
- Multi-item editing capabilities
- Customized marketing campaign tools
- Zero-effort webstores (automatically built from your marketplace account)

Open source

No.

Pricing/Cost

- There are no listing fees and no monthly store fees.
- Bonanza charge 3.5% of the price on the product sold. There is a minimum fee of 50% per item. For items over $500, they charge 3.5% on the first $500 and then 1.5% of the amount over $500.

Languages

Multiple languages.

Website

www.bonanza.com

Owner

Bonanza.com, Inc. (USA)

Skills required for its use

Basic computer skills.

Competences acquired using the tool

Bonanza helps to create own e-commerce website easily. In this way basic ecommerce and selling skills can be acquired by the user.

Usability level (difficulty level)

Easy to use.

Target users

Adapted for entrepreneurs and small businesses.

Links to tutorials/training/guidelines/video

- The A-Z Guide to Selling on Bonanza: https://support.bonanza.com/hc/en-us/articles/360001150572-The-A-Z-Guide-to-Selling-on-Bonanza
- Bonanza videos on YouTube to help users: https://www.youtube.com/channel/UCtyGG76EKrsRVGZIiwrZ-hg/videos

Contact person

support@bonanza.com

3.5 Business plan and analytics tools

3.5.1 LinkedIn

Objectives

Beyond the mission statement of LinkedIn, "*To connect the world's professionals to make them more productive and successful*," and because the business is a for-profit company, the main objective of the LinkedIn application is for the business to make a profit based on one's of the application.

As regards the users, the main objective of LinkedIn is to develop a professional network by building a professional profile, nurturing one's growing network and generating a professional reputation.

Overview of the tool

LinkedIn is the world's largest professional network, with 756 million users in more than 200 countries and territories around the world.

LinkedIn started in the living room of our co-founder Reid Hoffman and was officially launched on May 5, 2003. Today, under the leadership of Ryan Roslansky, LinkedIn has a diverse business model, with revenue from subscriptions, sales of advertising and recruitment solutions. In December 2016, Microsoft completed its acquisition of LinkedIn, bringing together the world's largest professional cloud service with the world's largest professional network.

Vision

Create economic opportunities for every member of the global workforce.

Mission

LinkedIn's mission is simple: connect professionals around the world, making them more productive and successful.

Functionalities

Home

The home page is where one will find current posting activity based on the people, companies and topics followed. This section is similar to a newsfeed on Facebook and can be customized to include articles and news that is relevant and interesting.

My Network

Here one will find a list of the people she/he's currently connected to within the LinkedIn platform. Connection suggestions based on its current connections, location and industry that will help one to expand its network.

Jobs

LinkedIn includes a job board within the platform. They will recommend open positions to the user based on its current information, including its location and keywords found within the profile. Preferences and alerts can be set up if one is actively seeking employment opportunities.

Messaging

This is a chat feature where one can start conversations with other professionals or friends. These messages will also generate a notification to the email address associated with the LinkedIn account.

Notifications

Like other social networks such as Facebook and Twitter, LinkedIn has a notification feature that lets the user know when they have been referenced, added, mentioned.

They will also receive a notification within the platform and at the email address associated with their account each time a LinkedIn member invites them to connect or join their network. They will have to approve the invitation before the connection becomes official.

Me

The profile displays basic information about the user and their career. The basics of the profile are pulled from the information provided during the sign-up process. The current job title and company are included in this section.

Open-source

No.

Pricing/Cost

Signing up for LinkedIn is free, and many functions are open to all account holders, so one can take advantage of most of the opportunities that LinkedIn offers. One can pay a monthly fee for a premium account to get additional functions or communication options. Finally, tailored solutions are available for corporations that want to use LinkedIn as a source for hiring quality candidates.

Languages

English, German, Portuguese, Arabic, Indonesian, Romanian, Chinese (Simplified), Italian, Russian, Chinese (Traditional), Japanese, Spanish, Czech, Korean, Swedish, Danish, Malay, Tagalog, Dutch, Norwegian, Thai, French, Polish and Turkish.

Website

https://www.linkedin.com/

Owner

Ryan Roslansky

Skills required for its use

Basic computer skills.

Competences acquired using the tool

This tool helps the user to have a wider knowledge about opportunities of creating synergies, which can be particularly useful if the user wants to extend his/her network of commercial/non-commercial partners, know about work and partnership opportunities, employee recruitment, and various types of opportunities.

Usability level (difficulty level)

Easy.

Target users

LinkedIn is most popular with older users, with 46-55-year olds most likely using the site. However, millennials are rapidly growing their presence on LinkedIn.

Links to tutorials/training/guidelines/video

- *How To Use LinkedIn For Beginners - 7 LinkedIn Profile Tips*: https://www.youtube.com/watch?v=_kwqqtpprrE
- How to Make a Great LinkedIn Profile - TIPS + EXAMPLES https://www.youtube.com/watch?v=zd4ALKv8Das

Contact person

None. **Phone numbers**: US +001 650-687-3600 and +001 650-687-3555.

3.5.2 Hootsuite

Hootsuite

Objectives

According to the information provided by their website, Hootsuite's staff state they have created the company to *connect on social media* and *do wonderful things together,* by connecting people to their communities, teams, brands, customers, leaders, etc.

Overview of the tool

Hootsuite is a social media management platform, created by Ryan Holmes in 2008. The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn and YouTube. Based in Vancouver, Hootsuite has close to 1,000 staff members in 13 locations, including Toronto, Bucharest and Mexico City. The company has more than 16 million users in over 175 countries.

Functionalities

The service is commonly used to manage online brands and to submit messages to a variety of social media services, including Twitter, Facebook, Instagram and Mixi. Companies and organizations known to use Hootsuite include Facebook, the Obama administration, HBO, Martha Stewart Media, Virgin Group, SXSW, Panasonic, Zappos, The Gap and LHC. Hootsuite provides a browser-based dashboard that allows users to keep updated on their Twitter account. Users can implement and analyze marketing campaigns across all social profiles without signing in to each social network individually. With premium accounts, users get advanced social analytics, audience engagement, team collaboration, and security features.

Here's a general breakdown of some of the most useful features that come with signing up for a free account.

➢ **Direct posting to social profiles.** The most prominent feature is the ability to post text, links, photos, videos, and other media directly to your social profiles through the HootSuite dashboard.
➢ **Scheduled posting.** No time to post throughout the day? Schedule those posts so that they're automatically posted at specific times rather than doing them all manually.
➢ **Multiple profile management.** With a free account, you can manage up to two social profiles with HootSuite. When you upgrade, you can manage many more. So, if you've gone 20 Twitter profiles and 15 Facebook pages to update, HootSuite can handle it, but you'll need to upgrade.
➢ **Social content apps for additional profiles.** HootSuite has a suite of social apps for other popular social networking sites not included in its key offerings, such as YouTube, Instagram, and others.
➢ **Targeted messaging.** Send private messages out to targeted audience groups on selected social profiles straight through the HootSuite dashboard.
➢ **Organization assignments.** If you work with a team, you can create an "organization" to improve communication and collaboration across everyone's HootSuite account.
➢ **Analytics.** HootSuite has a dedicated section for creating analytical reports and click summaries. It works with both Google Analytics as well as Facebook Insights.

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Open-source

No.

Pricing/Cost

HootSuite is free. One can get access to all of the above main features without any cost. But a premium account will get many other options. If one's striving to get serious about social media management and analytics, a 30-day free trial of HootSuite Pro can be get, which costs about $29 a month after that and allows one user to manage up to 10 social profiles.

Languages

Hootsuite is available in the following languages: English, French, German, Italian, Portuguese, and Spanish. Hootsuite is also partially translated in Arabic, Chinese Simplified, Chinese Traditional, Dutch, Indonesian, Japanese, Korean, Polish, Russian, Thai, and Turkish.

Website

https://www.hootsuite.com/

Owner

Ryan Holmes

Skills required for its use

Basic computer skills

Competences acquired using the tool

- The ability to understand and utilize social media effectively;
- by acquiring SEM experience, one will be able to increase the visibility of a company's website on a search engine (e.g., Google) primarily via paid advertising. By doing so, the business will attract valuable web traffic from the search engine results page;
- Analytics (knowing what data to collect and measure in order to improve the next campaign);

Usability level (difficulty level)

Easy

Target users

Hootsuite is an application for managing social media network channels. Often referred to as a social media management system or tool, it enables one to view multiple streams at once and monitor what customers are saying. Then, it is meant for media companies mostly, but also for people and businesses running their activity online.

Links to tutorials/training/guidelines/video

How to Use Hootsuite in 13 Minutes: https://www.youtube.com/watch?v=Ztk6PXD1EjU

Contact person

It works by sending a request for contact.

3.5.3 Google My Business

Objectives

A Google My Business account ensures that when someone looks for a company up on Google Search and Google Maps, they find it. Once they do, that company's listing shows searches where and how to visit the shop, whether there is a web or physical address. Google My Business accounts also improve the local SEO.

Overview of the tool

Google My Business is a free tool that lets one manage how her/his local business is displayed on Google products like Maps and Search. If she/he runs a business that serves customers in a particular location or a specific service area, Google My Business can help people find you. Companies validated on Google are twice as likely to be considered reputable by users.

Imagine yourself in the position of a potential customer. This customer is three blocks from your physical store and is looking for exactly what he does best in the neighborhood. It is likely that you have seen your advertising poster or that a friend has told you about your company. If this potential customer searches for your services on Google, what will they find?

By maintaining your company's presence on Google My Business, you can help customers discover the products and services you offer, contact you, and find your location.

Functionalities

The benefits of Google My Business can be divided into three categories:

➢ Keep the company's data correct online
  - Tell Google a website, phone number and location (an address, a service area or a placemark, depending on the business).
  - Use the mobile app to stay up-to-date with the online presence.
➢ Interact with customers
  - Post photos of the company and its products and services.
  - Collect and respond to customer feedback.
➢ Attract new customers
  - Improve the company's online presence so new customers can find it.
  - Drive customers to the website.
  - When on the move, consider using location-based ads with smart campaigns on Google Ads to reach an even broader audience.

Open-source

No

Pricing/Cost

100

Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps. To help customers find your business, and to tell them your story, you can verify your business and edit your business information. Google My Business Pro Services pricing starts at $85.00 per user, per month. However, the basic package is free.

Languages

50 worldwide languages available, including the most spoken ones (English, Mandarin, Hindi, Spanish, Arabic, Portuguese, etc.)

Website

https://support.google.com/business/answer/6300665?hl=pt#Overview

Owner

Sunder Pichai

Skills required for its use

Basic computer skills

Competences acquired using the tool

➢ **Enhancing engagement improving** (more and more consumers are entering and exiting Google without going to any other website. Why? Because the information in search results pages themselves is fully answering their questions, resulting in "zero-click searches." With potentially more consumers interacting with businesses through their Google Business Profile than their website, they'll want that profile to be optimized for quality engagement and conversions);

➢ **Boost local ranking** (Google's algorithm for ranking Business Profiles does not just consider proximity and relevance but also activity and quality of information. Optimizing your Google Business Profile sends these signals to Google to rank you higher in local results. And higher rank, as you know, means more visibility and engagement with your business);

➢ **Convert more customers** (a regular Google Business Profile alone doesn't offer much in the way of acquiring customers. They can find out where you are located and read reviews—if they know to search business names in the first place. But with an optimized Business Profile through Google My Business account, consumers can discover a company in keyword searches, call it, visit its website, research its products and services, view/contribute FAQs, request a quote, book an appointment, make a reservation, and more);

Usability level (difficulty level)

Easy

Target users

Business owners willing to go online and deeply study the stats and figures regarding visits and interactions with their online space.

Links to tutorials/training/guidelines/video

Google My Business Listing Set Up - 2021 Step By Step Tutorial For Best Results

https://www.youtube.com/watch?v=81nhmYRTYZM

Contact person

No contact person.

3.5.4 Tableau

Objectives

Data can be as complex and mysterious as we can imagine and requires proper tools to extract meaning from it. Such tools enable us to dig deep into the data so that we can discover patterns and get meaningful insights. Tableau provides us with a set of tools that equip us to do data discovery, data visualization and insight sharing at a detailed level.

One interesting aspect of Tableau that has been a key player in making it everyone's favourite BI tool, is its easy drag-and-drop functionality. You do not need to come from a technical background or know a lot of coding to be able to work on Tableau. You can easily master this tool by understanding and learning its UI-based features and functionalities to create dashboards and analyze reports.

Overview of the tool

Tableau is a free tool for data visualization from simple data to complex data. It is sort of interactive and one can propose labels, tools, size of the column and almost anything customizable. The drag and drop interface is really helpful in this software and calculations can also be done in Tableau. Anyone who doesn't have any idea of analytics can see and understand data from the Tableau platform.

Dashboards and worksheets are created in Tableau for data analysis and visualization. Tableau helps see data from a different perspective through its dashboards. One can easily enter into the world of data science through Tableau. Also, Tableau integrates with Python and R programming languages.

Functionalities

1. Tableau Dashboard

Tableau Dashboards provide a wholesome view of your data by the means of visualizations, visual objects, text, etc. Dashboards are very informative as they can present data in the form of stories, enable the addition of multiple views and objects, provide a variety of layouts and formats, enable the users to deploy suitable filters. You even have the option to copy a dashboard or its specific elements from one workbook to another easily.

2. Collaboration and Sharing

Tableau provides convenient options to collaborate with other users and instantly share data in the form of visualizations, sheets, dashboards, etc. in real-time. It allows you to securely share data from various data sources such as on-premise, on-cloud, hybrid, etc. Instant and easy collaboration and data sharing help in getting quick reviews or feedback on the data leading to a better overall analysis of it.

3. Live and In-memory Data

Tableau ensures connectivity to both live data sources or data extraction from external data sources as in-memory data. This gives the user the flexibility to use data from more than one

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type of data source without any restrictions. You can use data directly from the data source by establishing live data connections or keep that data in-memory by extracting data from a data source as per their requirement. Tableau provides additional features to support data connectivity such as automatic extract refreshes, notifying the user upon a live connection failure, etc.

4. Data Sources in Tableau

Tableau offers a myriad of data source options you can connect to and fetch data from. Data sources ranging from on-premise files, spreadsheets, relational databases, non-relational databases, data warehouses, big data, to on-cloud data are all available on Tableau. One can easily establish a secure connection to any of the data sources from Tableau and use that data along with data from other sources to create a combinatorial view of data in the form of visualizations. Tableau also supports different kinds of data connectors such as Presto, MemSQL, Google Analytics, Google Sheets, Cloudera, Hadoop, Amazon Athena, Salesforce, SQL Server, Dropbox and many more.

5. Advanced Visualizations (Chart Types)

One of the key features of Tableau and the one that got its popularity is its wide range of visualizations. In Tableau, you can make visualizations as basic as a:
- Bar chart
- Pie chart

and as advanced as a:
- Histogram
- Gantt chart
- Bullet chart
- Motion chart
- Treemap
- Boxplot

and many more. You can select and create any kind of visualization easily by selecting the visualization type from the Show Me tab.

6. Maps

Yet another important feature of Tableau is the map. Tableau has a lot of pre-installed information on maps such as cities, postal codes, administrative boundaries, etc. This makes the maps created on Tableau very detailed and informative. You can add different layers of geology on the map as per your requirements and create informative maps in Tableau with your data. The different kinds of maps available in Tableau are Heat map, Flow map, Choropleth maps, Point distribution map, etc.

7. Robust Security

Tableau takes special care of data and user security. It has a fool-proof security system based on authentication and permission systems for data connections and user access. Tableau also gives you the freedom to integrate with other security protocols such as Active Directory, Kerberos, etc. An important point to note here is that Tableau practices row-level filtering which helps in keeping the data secure.

8. Mobile View

Tableau acknowledges the importance of mobile phones in today's world and provides a mobile version of the Tableau app. One can create their dashboards and reports in such a manner that it is also compatible with mobile. Tableau has the option of creating customized mobile layouts for your dashboard specific to your mobile device. The customization option gives the option for adding new phone layouts, interactive offline previews, etc. Hence, the mobile view gives Tableau users a lot of flexibility and convenience in handling their data on the go.

9. Ask Data

The Ask data feature of Tableau makes it even more favoured by users globally. This feature makes playing with data just a matter of simple searches as we do on Google. You just need to type a query about your data in natural language and Tableau will present you with the most relevant answers. The answers are not only in the form of text but also as visuals. For instance, if what you searched for is already present in a bar graph, the Ask data option will search and open the bar graph for you instantly. Such features make data more accessible to users who can easily dig deep into data and find new insights and patterns.

10. Trend Lines and Predictive Analysis

Another extremely useful feature of Tableau is the use of time series and forecasting. Easy creation of trend lines and forecasting is possible due to Tableau's powerful backend and dynamic front end. You can easily get data predictions such as a forecast or a trend line by simply selecting some options and drag-and-drop operations using your concerned fields.

Miscellaneous Features of Tableau

Along with the list of key features that we just covered, Tableau is loaded with a lot of other important as well as useful features listed below:
- Cross-database join
- Nested sorting
- Drag-and-drop integration
- Data connectors
- Prep conductor
- Text editor
- Revision history
- Licensing views
- ETL refresh
- Web Data connector
- External service integration
- Split function

Features of Latest Tableau Version: Tableau 2019.4

As of now, Tableau 2019.4 is the latest version out on the roll. This version of Tableau brings with it some new features. Have a look at the list of features included in the new Tableau 2019.4.

- Improved tables (Tables up to 50 columns, horizontal scrolling, sorting by dimensions and measures)
- Webhooks support
- View recommendations
- Sandboxed extensions
- LinkedIn sales navigator connector

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- Improved maps, activity feed, Ask data, SAP HANA connectors
- Tooltip editing in the browser

Tableau Features: Quick view

Given below is a quick overview of Tableau features:
- API
- Access Control
- Active Directory Integration
- Activity Dashboard
- Ad hoc Analysis
- Ad hoc Query
- Ad hoc Reporting
- Categorization
- Collaboration Tools
- Content Library
- Custom Fields
- Customizable Reporting
- Dashboard Creation
- Data filtering, import/export, mapping, storage management, visualization.
- Database Integration
- Drag & Drop Interface
- Email Integration
- Email Notifications
- Filtered Views
- Gantt Charts
- Geographic Maps
- Geolocation
- Interactive Content
- Metadata Management
- Multiple Projects
- Offline Access
- Permission Management, Role-Based Permissions
- Real-Time Analytics, Real-Time Data
- Self Service Portal
- Task Management
- Third-Party Integration
- Trend Analysis
- Usage Tracking
- User Management
- Visual Analytics

In this way, we complete our discussion on the features of Tableau. We hope you got enough information on Tableau and its wide range of features. Tableau is a very useful tool loaded with user-friendly features and functionalities which helps us extract valuable information from raw data and analyze it using visualizations.

Open-source

No.

106

Pricing/Cost

Tableau Desktop is free for students and instructors at accredited academic institutions. Tableau Public and Tableau Reader are free to use, while both Tableau Server and Tableau Desktop come with a 14-day fully functional free trial period, after which the user must pay for the software. Tableau Desktop comes in both a Professional and a lower cost Personal edition.

Languages

At the time of writing, Tableau Server and Tableau Desktop have been localized to English, French, German, Brazilian Portuguese, Spanish, Korean, Japanese and simple Chinese. Tableau labels, menus and prompts in both Desktop and Server can be displayed in the languages mentioned above.

Website

https://www.tableau.com/

Owner

Salesforce

Skills required for its use

Skills needed to create visually appealing, highly informative reports and data visualizations:
- Basic Data Comprehension;
- Data Modelling & Transformation;
- Math & Statistical Analysis;
- Analytical & Visualization Skills;
- Filtering, Sorting and Grouping;

Competences acquired using the tool

- Math and Statistics;
- Analytics and Modeling;
- Machine Learning Methods;
- Programming;
- Data Visualization;
- Intellectual Curiosity;
- Communication;
- Business Acumen.

Usability level (difficulty level)

Medium/hard.

Target users

Tableau states that it "helps the world's largest organizations unleash the power of their most valuable assets: their data and their people." This statement aligns with their "analytics for anyone" positioning as the accessible and intuitive BI choice. They focus on simple and easy access to self-service analytics for non-technical "business" users.

The use of attractive visualizations, combined with an intuitive user interface, positions Tableau well with executive decision-makers who are eager to have information clearly presented to them in accessible formats, including mobile.

Tableau also appeals to analysts who are "power users" who may be looking for alternatives to traditional BI solutions.

Links to tutorials/training/guidelines/video

https://www.youtube.com/watch?v=fO7g0pnWaRA&ab_channel=Simplilearn

Contact person

Access customer service webpage: https://www.tableau.com/about/contact/customer-service

3.5.6 Enloop

Objectives

Enloop is an online business plan writing and financial forecasting app that in order to provide business owners, entrepreneurs, accountants, lenders, investors and students with a way to vet business ideas. With Enloop users can create and manage business plans, by adding their business info, which will generate a business plan with text and financial forecasts. The software has a Business Plan Scoring System that helps users understand how successful their business might be.

Overview of the tool

Enloop allows users to create Business Plans and has two features, AutoWrite™ and TextSync™ that generate basic, customised text, based on inputs from the user, for eight sections of the business plan, namely:
- Business Idea section
- Product & Sales section
- Marketing section
- Management Bios section
- Personnel & Payroll section
- Financial Information section
- Profit & Loss Forecast section
- Cash Flow Forecast section
- Balance Sheet Forecast section

These features sync the user's real-time data with the text, to keep the business plan always up-to-date.

What distinguishes Enloop from other business planning software is the fact that it offers a real-time Business Plan Scoring System, which is a feature at the top of each page that allows the user to see a score for the business plan they are working on. The software uses a predictive algorithm to rate business plans on a scale from 0 to 1000, and helps users understand whether their business is likely to be sustainable or not.

Functionalities

The functionalities offered by Enloop depend on the type of plan chosen. The 7-day free plan offers the following features:
- 3 Business Plans
- Analysis of 16 financial ratios (the user's industry performance is compared)
- A financial report with details encompassing 36 months
- Automated text writing (the software creates customised text that the user can edit)
- Synching of text and data (the user's financials are auto-inserted into text)
- Real-time performance score (provides the possibility of improving the user's odds with a higher score)
- Pass/fail Report and Certificate
- Country Currency Formatting (100+ currency symbols and formats)

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- Charts
- Text Formatting and Images

In addition to these functionalities, the Detailed plan also includes:
- Two teams/shared users (people can be invited to view and edit)
- Analysis of 3 financial ratios

The Performance Plan includes:
- Five teams/shared users (people can be invited to view and edit)
- Analysis of 16 financial ratios

Open-source

No.

Pricing/cost

The software provides a 7-day free trial, and they have two paid plans, the Detailed plan, for 19.95 USD per month, which included three business plans, detailed financials and 3 ratios analysed and the Performance plan, for 39.95 USD per month, which includes three business plans, detailed financials and 16 ratios analysed.

Languages

Enloop is only offered in English.

Website

https://enloop.com/

Owner

Enloop is owned by its CEO and founder Cynthia K. McCahon, who is a three-time tech founder, small business advocate and author.

Skills required for its use

- Financial Literacy
- Moderate computer skills

Competencies acquired using the tool

- Business management skills
- Business plan writing skills
- A better understanding of cash flow, as the software can create cash flow projections

Usability level

Enloop is more appropriate for moderately advanced users, as it does not provide a lot of step-by-step assistance.

Target users

Enloop is aimed at business owners, entrepreneurs, accountants, lenders, investors and students.

Links to tutorials/training/guidelines/videos

Youtube tutorial to get started with the platform: https://www.youtube.com/watch?v=n2DhIE4znnk

Contact person

Customer service at https://enloop.com/help

3.5.7 Splunk

splunk>

Objectives

Splunk is a software platform that can be used to search, analyse and visualize the machine-generated data gathered from the websites, applications, sensors, devices, which make up an IT infrastructure and business. The main goal of the platform, according to its creators, is to make data accessible, usable and valuable to everyone. Splunk is also committed to protecting the users' privacy, maintaining data secure and private, adhering to global and industry compliance initiatives.

Overview of the tool

Splunk is described as a Data-to-Everything platform and it is used for monitoring and searching through big data through a web-style interface. It has advanced technology which analyses machine-generated data to provide operational intelligence. It aims to build machine-generated data available over an organization and is able to recognize data patterns, produce metrics, diagnose problems, and grant intelligence for business operation purposes. Splunk's technology is used for application management, security, and compliance, as well as business and web analytics. Splunk does not require any complicated databases, connectors or controls. It can also be used as a cloud application. Splunk provides two Platform products, Splunk Could Platform and Splunk Enterprise. In addition, Splunk also has products for IT operations (Splunk Infrastructure Monitoring and Splunk On-Call), for Security (Splunk SOAR) and Developers (Splunk Observability Cloud, Splunk On-Call, Splunk Infrastructure Monitoring, Splunk APM and Splunk RUM).

Functionalities

Regarding the Splunk Platform products, Splunk Cloud and Splunk Enterprise, the difference between both types is that Splunk Enterprise is mainly maintained by the data centre and the user needs to simply style up the structure of the hardware, while the Splunk cloud is mainly hosted on the cloud server and entire set of the configurations as well as the maintenance is completely done by Splunk. That being said, the Splunk platform products offer the following features:

Connected experiences

Splunk offers users the option of using the software and accessing their data on multiple devices. Splunk has mobile-friendly dashboards and rich, high-resolution peripheral displays. They also have a Cloud Gateway service, which enables mobile devices to communicate with on-premises and cloud-based Splunk instances, and eliminates the need to open up ports or configure firewall rules.

Dashboards and Visualizations

Users can choose from a wide range of charts and other visualizations to tell a data story that is compelling and actionable, with intuitive tools that make it easier to make sense of complex data.

Monitoring and Alerting

Splunk allows for the continuous monitoring of events, conditions, and critical KPIs helps keep the user's operations running smoothly. The user can schedule searches and create real-time dashboards and visualizations that keep their team and management informed. Splunk also sends critical alerts in real-time, making it easier to automatically kick off subsequent action.

Reporting

Splunk can create reports in real-time and reports can be scheduled to run at any interval and used in the user's dashboards, which can also be saved and share in read-only formats, such as PDFs.

Metrics

Splunk allows for complete utilization of metrics data to boost search performance and save in data storage costs.

Machine Learning Toolkit (MLTK)

Users can incorporate AI and Machine Learning into their data strategy. This can be done with the MLTK app, which is an extension to the Splunk Enterprise and Cloud platforms and includes new Search Processing Language (SPL) search commands, macros, and visualizations.

Scale and Manageability

Splunk has a feature called SmartStore, which is an indexer capability that provides a way to use remote object stores, such as Amazon S3 or Google GCS, to store indexed data.

The is also a feature called Splunk Monitoring Console, for Splunk Enterprise, which provides a complete system and feature monitoring interface — including topology views and alerting of system status and health — for all components of on-premises deployments.

Performance

Users can use workload management by creating groups of CPU and memory resources called workload pools. Then, the user can create workload rules that automatically place their searches in specific workload pools. They can also create workload rules to monitor search runtime and perform automated remediation actions. With Splunk's Workload Management administrators can classify workloads into different groups and then reserve system resources for higher-priority workload groups.

Integrations

Splunk reports can be embedded in any application or the users can use Splunk's ODBC integrations to access Splunk data in applications such as Microsoft Excel or Tableau.

Splunk Enterprise also supports SAML integration for single sign-on through most popular identity providers like Okta, PingFederate, Azure AD, CA SiteMinder, OneLogin and Optimal IdM. Splunk Enterprise can also integrate with other authentication systems, including LDAP, Active Directory, and e-Directory.

Splunk Enterprise also offers storage optimization options, meaning that users can keep historical data within Splunk and reduce the data footprint of seldom-analysed, cold data or roll their data to an existing Hadoop or Amazon Simple Storage Service (Amazon S3) data lake.

Apps and Add-ons

Splunkbase has 1000+ apps and add-ons from Splunk, and most are compatible and vetted for Splunk Enterprise.

Use of all kinds of data types

Splunk Enterprise can ingest all kinds of data types. File-based data can be sent via forwarders that reside directly on the data sources, while data from DevOps, IoT and other sources can be directly ingested using the Event Collector API. Additionally, common IT, security and application data sources can be onboarded and analysed directly with hundreds of free apps and add-ons available on Splunkbase.

Splunk Search Processing Language (SPL)

SPL provides over 140 commands that allow users to search, correlate, analyse and visualize any data. Users can search for keywords and filter through any data set. It is also possible to feed search results into sub-searches to ask even more complex questions. It is also possible to use the "lookup" command to merge unstructured and structured data and use data exploration commands such as "cluster" and "analyzefields" to find predictors of fields and relationships between data sets. Users can also Use the "iplocation" command to assign IP addresses a latitude and longitude and "geostats" to map statistics in real-time. There is also a "stats" command with over 20 different options to calculate statistics and generate trends. Lastly, users can use anomaly detection to uncover unusual activities and events. Build and apply machine learning models with commands like "fit" and "apply."

Training

Splunk offers training and certification about different topics about the Splunk platform. They have courses for Splunk Enterprise Users and Admins and Cloud Platform users.

Open-source

No.

Pricing/cost

Splunk offers a free 60-day trial for their Enterprise platform, and, after that, prices start at 1800 USD/year.

A 14-day trial is offered for the Splunk Cloud Platform, and the company should be contacted for other pricing details.

Languages

The Splunk user interface is available in Japanese, Korean, Simplified Chinese, Traditional Chinese, French, Italian, and German.

Website

https://www.splunk.com/

Owner

Splunk was founded by Michael Baum, Rob Das and Erik Swan. Currently, Splunk Inc has 1234 institutional owners and shareholders. The largest shareholders include Price T Rowe Associates Inc /md/, Vanguard Group Inc, BlackRock Inc., Primecap Management Co/ca/, Clearbridge

Investments, LLC, VTSMX - Vanguard Total Stock Market Index Fund Investor Shares, State Street Corp, Pictet Asset Management Ltd, Goldman Sachs Group Inc, and PRGFX - T. Rowe Price Growth Stock Fund, Inc.

Skills required for its use

- Moderate computer skills
- Although there are no formal prerequisites, knowledge of Windows and Linux operating systems is encouraged.
- Some knowledge about security logging,
- Knowledge about business and web analytics
- Knowledge about application management
- Knowledge about data searching and visualization

Competencies acquired using the tool

Splunk users will:

- Develop their overall IT skills;
- Learn how to create data analyses, reports and dashboards;
- Improve their data interpretation and visualization skills;
- Increase their knowledge of Business Domain and Big Data Tools;
- Improve their problem-solving skills.

Usability level

Splunk strives to provide high-level usability, regardless of the user's level.

Target users

Splunk is mostly geared towards enterprises, start-ups, midsize businesses, and Small Medium Business (SMB).

Links to tutorials/training/guidelines/videos

Splunk free tutorials online:

- https://www.tutorialspoint.com/splunk/index.htm
- https://www.guru99.com/splunk-tutorial.html
- https://www.javatpoint.com/splunk
- https://intellipaat.com/blog/tutorial/splunk-tutorial/
- https://geek-university.com/splunk/splunk-online-tutorial/

Splunk video tutorial: https://www.youtube.com/watch?v=6lX4DOd1T-s

Splunk also offers some free and paid courses and certification at:

https://www.splunk.com/en_us/training.html

Contact person

Contact information at https://www.splunk.com/en_us/about-splunk/contact-us.html#tabs/tabparsystabsCustomerSupport4

3.5.8 LivePlan

Objectives

LivePlan is a business planning software that intends to provide business planning, cash forecasting, and financial performance tracking for small businesses and start-ups.

Overview of the tool

LivePlan simplifies business planning, cash forecasting and performance tracking for small businesses and start-ups. Users can define business goals, compare their performance with industry benchmarks and see all key numbers in a user-friendly panel to know what is happening in their business. By knowing the standards of their industry, business owners can ensure that their forecast is both challenging and achievable.

Functionalities

LivePlan contains many features, some of the main ones are:

- It allows the user to create 1-page business plans, which can then be refined and updated anytime.
- Users can create multiple plans. The Basic version only allows for one active plan at once, however, if a user wants a new one, they can archive that plan and start a new one.
- Users can also create detailed business plans. With LivePlan users can be guided step-by-step through this process. Detailed plans include automatic financials and a polished presentation.
- LivePlan presents users with 500+ samples and templates, where the user can see examples of every section they need to write for their business plan.
- Users can also see how their business compares to their competition by using LivePlan's Benchmarks feature.
- With LivePlan's Forecast feature, users can also see live updates to their profit and cash balances. It is also possible to create forecasts, to see, for example, how new hires or expansion costs will affect the user's profit and cash flow.
- LivePlan also analyses business financials by putting the business' accounting data in one dashboard, with full financial statements and individual metrics, such as:
  - Revenue breakdown
  - Expenses & costs
  - Operating & net profit margins
  - Cash on hand & net cash flow
- LivePlan also makes it easier to collaborate on a plan with partners or a team. It is possible to share the workload by working collaboratively with colleagues or to give access to an advisor. It is easy to manage permissions, get comments and advice from their team, and share with advisors and investors.

Open-source

No.

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Pricing/cost

LivePlan has two types of subscriptions:

- Standard – 15 USD/month billed annually
- Premium – 30 USD/month billed annually

Both versions can be tried for 60 days, with a full refund if the user is not satisfied.

Languages

LivePlan currently supports U.S. English, French, German, Italian, Spanish (ES and Latin America) and Portuguese.

Website

https://www.liveplan.com/

Owner

LivePlan was founded by Tim Berry and is owned by Palo Alto Software.

Skills required for its use

Basic computer skills

Competencies acquired using the tool

- Knowledge about business management.
- Knowledge about the creation of business plans.

Usability level

Many users claim that LivePlan is simple and easy to use and that it is a good tool for anybody who is starting a business or revising their business plan.

Target users

LivePlan's services include a broad target group, namely:

- Accountants, CPAs, and Business Advisors
- Small Business Consultants and Coaches
- Professors, Instructors, and Educators
- Incubators and Accelerators
- Enterprise and Large Scale Partners
- Non-profit Organizations
- Business Owners and Managers
- Start-ups and Business Planners

Links to tutorials/training/guidelines/videos

- LivePlan's Youtube channel has several tutorials to get started with LivePlan: https://www.youtube.com/channel/UCqmxqL7G5BGKlHrb7YedgOQ

Contact person

Customer support live chat at https://www.liveplan.com/contact_us

3.5.9 Apache Superset

Objectives

Apache Superset is an open-source software cloud-native application for data exploration and data visualization able to handle big data.

Overview of the tool

Superset is a free cloud-based platform that is fast, lightweight, intuitive, and loaded with options that make it easy for users of all skill sets to explore and visualize their data, from simple pie charts to highly detailed deck.gl geospatial charts. Superset is currently run at scale at many companies. For example, Superset is run in Airbnb's production environment and is also used by Twitter and Lyft.

Functionalities

Apache Superset has the following main functionalities:

- A user-friendly interface for browsing and visualising data
- It is possible to create and share dashboards
- It integrates with modern databases, namely, it can connect to any SQL based datasource through SQLAlchemy, including modern cloud-native databases and engines at a petabyte scale.
- Superset is lightweight and highly scalable.
- It has Superset ships with a wide array of beautiful visualizations. Their visualization plug-in architecture makes it easy to build custom visualizations that drop directly into Superset.
- Provides a code-free visualization builder to extract and present datasets
- Has an extensible security model that allows the configuration of very intricate rules on who can access which product features and datasets.
- Has the possibility of Integration with major authentication backends (database, OpenID, LDAP, OAuth, REMOTE_USER, etc)
- The ability to add custom visualization plugins
- An API for programmatic customisation

Superset is also cloud-native flexible in the sense that it lets the user choose the:

- webserver (Gunicorn, Nginx, Apache),
- metadata database engine (MySQL, Postgres, MariaDB, etc),
- message queue (Redis, RabbitMQ, SQS, etc),
- results backend (S3, Redis, Memcached, etc),
- caching layer (Memcached, Redis, etc),

Open-source

Yes.

Pricing/cost

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Apache Superset is a free tool.

Languages

Apache Superset is available in English.

Website

https://superset.apache.org/

Owner

Apache Superset was created by Maxime Beauchemin and has an Apache License 2.0

Skills required for its use

Basic computer skills

Competencies acquired using the tool

- Data exploration skills.
- Knowledge about handling big data.

Usability level

Superset is aimed at all skill set levels, from beginners to more advanced users.

Target users

Any users/companies who want to visualize and explore data, including big data.

Links to tutorials/training/guidelines/videos

Apache Superset provides detailed tutorials on their website: https://superset.apache.org/docs/intro

The following websites also provide tutorials: https://www.startdataengineering.com/post/apache-superset-tutorial/

https://apache-superset.readthedocs.io/en/0.35.2/tutorial.html

There is the following basic video tutorial: https://www.youtube.com/watch?v=dg1gOkIjCkE

Contact person

No contact person, however, there is a community at https://superset.apache.org/community, with links to Slack and Github groups.

3.5.10 Qlik Sense

Objectives

Qlik Sense is a complete data analysis platform that establishes the benchmark for a new generation of analytics. It is a data visualisation tool that explores all data and connections in a simple and accessible way, delivering knowledge about business opportunities.

Overview of the tool

Qlik Sense is a complete data analysis platform that has a one-of-a-kind associative analytics engine, sophisticated AI and high-performance cloud platform. The advantage of this tool is that its developers claim that it is so intuitive that any person in an organisation can easily create personalised reports and dynamic dashboards to explore great quantities of data and find meaningful insights.

Functionalities

Qlik Sense has the following features:

● Associative Model

Qlik Sense uses an associative model where the data is loaded into Qlik Sense, from any source, can be linked and associated. The associations can be viewed by making interactive selections or by using the smart search. The associations display in Qlik Sense following a colour scheme.

● Smart Visualizations and Analytics

Qlik Sense offers smart and advanced visualizations that aid in analysing data better. The visualizations are very interactive and respond quickly to any selection made by the user. Qlik also uses AI analytics which delivers augmented analytics.

● Self- Service Creation

Qlik Sense provides drag-and-drop features for easy app creation, data preparation and data loading, which bypasses all the dealing with scripts and queries. This feature is most useful for people who do not come from a technical background.

● Centralized Sharing and Collaboration

In Qlik Sense it is possible to share Qlik Sense reports and applications with other users operating individually or a group of users through a centralized and unified hub.

● Data Storytelling and Reporting

With this feature, Qlik Sense provides intelligent and in-context commentary for the data analytics visuals being displayed. This allows for a big picture of the data to be displayed for the user, which helps the user draw conclusions and insights from the data.

● Data Preparation and Integration

The data loaded into Qlik Sense is prepared for loading by cleansing, transforming and associating and integrating it with other data sets being loaded. Data integration or association is made easy by the drag and drop feature for non-technical users, whereas the technical users can use the ETL scripting as and when they with complex data integration tasks.

● Enterprise Governance and Scalability

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Qlik Sense provides enterprise-class management services that ensure data safety, monitoring, centralized management, and control. The centralized data management and monitoring are done through Qlik Management Console (QMC), which is capable of controlling all the Qlik Sense services centrally.

- The QIX Engine

The QIX Engine (which stands for Qlik Indexing Engine) is the driving force behind Qlik Sense's functionalities, as it optimizes data use into Qlik Sense by indexing and compressing data into Qlik Sense's memory as binary and swiftly creates associations in data.

Open-source

No.

Pricing/cost

Qlik Sense provides a free trial of its services (the duration of the trial is not mentioned on the website).

Qlik Sense has two product options, namely Qlik Sense Business, which costs 30USD/user/month and is billed annually, and Qlik Sense Enterprise SaaS, which requires the customer to consult the sales team to know the price.

Languages

Qlik Sense is available in the following languages:
- English
- German
- Spanish
- French
- Italian
- Japanese
- Dutch
- Brazilian Portuguese
- Russian
- Swedish
- Simplified Chinese

Website

https://www.qlik.com/

Owner

Qlik Sense is owned by Qlik, a SaaS software company.

Skills required for its use

Basic computer skills.

Competencies acquired using the tool

Knowledge about data management and analysis.

Usability level

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Qlik Sense is designed to have a high usability level, even for users who do not have a technical background.

Target users

All users who require a data analysis platform. It is being used in fields such as Insurance, Social Media Analysis, Public and Civil Sectors, Helpdesk Management and University Admissions Analysis, as well as by IT companies, hospitals and healthcare, staffing and recruiting, retails, among others.

Links to tutorials/training/guidelines/videos

- YouTube tutorial: https://www.youtube.com/watch?v=zs24DVVIALU
- Tutorial at Qlik's website: https://help.qlik.com/en-US/sense/August2021/Content/Sense_Helpsites/Tutorials.htm
- Qlik tutorial for beginners: https://data-flair.training/blogs/qlik-sense-tutorial/

Contact person

Customer support portal available at https://support.qlik.com/?_ga=2.185405545.1572770283.1631179845-1420634143.1631179845

3.6 Project management tools

3.6.1 Trello

Objectives:

Trello is the easy, free, flexible, and visual way to manage your projects and organize anything, trusted by millions of people from all over the world.

Overview of the tool:

This tool allows to converse with a team related to a specific project. It is a visual tool for organizing work and life. Firstly, you can set up a Trello board to plan a project by inviting as many people as you want. Everyone is making a list of status that need to get done. Everyone can add cards for individual tasks building virtual reflection with broader features to cater a typical project management need.

Functionalities:

You can learn how to make more effective Project Management by using tools like boards. As first step you can create a workspace, where you can organize your work and the people you collaborate with. Second step you add a board to your workspace by creating your own workflow or get started with a board template. The 3rd step is to invite your teammates you'll be working with to join your workspace. As 4th step, you need to connect your apps to Google Drive, Slack and more. The 5th and last step is to explore automations. With butler, you can focus on the work that matters most and let the roots do the rest.

Open-source:

Trello is a closed source SaaS product.

Pricing/Cost:

Free for 30 days. https://trello.com/pricing. There are 4 choices.

- FREE, 0 usd, For individuals or teams looking to organize anything.
- STANDARD, 5 usd/month, For teams that need to manage more work and scale collaboration.
- PREMIUM, 10 usd/month, Best for teams up to 100 that need to track multiple projects and visualize work in a variety of ways.
- ENTERPRISE, 17.50 usd/month, For organizations that need to connect work across teams with more security and controls.

Languages:

Celestina, Deutsch, English (AU, UK, US), Spanish, France, Italian, Magyar, Netherlands, Norsk, Polski, Portuguese, Suomi, Svenska, Tieng Viet, Turkish, Russian, (and 5 more).

Website:

https://trello.com/home

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Owner:

Trello Inc. co-founder Michael Pryor as its CEO. In early 2021, Trello Is acquired by Atlassian.

Skills required for its use:

Basic computer skills. It is very simple to use. Trello tool has a guide that will walk you through everything you need to know about using it, from setting up your first project to equipping your team with all of the tools they need to get the job done. It includes easy steps to follow, tips, and templates.

Competences acquired using the tool:

Project management skills. The user learns how to use basic boards, how to create projects, how to set permissions and admin controls.

Usability level (difficulty level):

Trello.com makes the workflow bound project management frameworks very simple and could be considered as a worthwhile project management tool to adopt.

Target users:

It targets beginners and provide guidelines on how to. You just need to sign in and work on it.

Links to tutorials/training/guidelines/video:

https://trello.com/webinars

Contact person:

https://help.trello.com/

3.6.2 Monday

Objectives:

Monday.com democratizes the power of software so organizations can easily build software application and work management tools that fit their needs. The platform uses a new category of software, the Work Operating System (Work OS). Their customers can accelerate their digital transformation, enhance organizational agility, create a unifying workspace across departments, and increase operational efficiency and productivity.

Overview of the tool:

Cloud-based Work OS, where teams create workflow apps in minutes to run their processes, projects, and everyday work.

Functionalities:

Using this tool, you can improve the featured of project management. You can use templates in order to plan, monitor, and manage any project flow in one workspace and track its progress. Some benefits of using this website are:
- Total Customization And Control.
- Better Communication, Collaboration, And Visibility.
- Time Tracking.
- Dashboards.
- Integrations.
- Views.
- Automations.

Open-source:

Monday.com tool is not an open-source software but a web-based solution available in the Cloud. It is a Work Operating System (Work OS) for teams to shape workflows.

Pricing/Cost:

Free trial for 14 days/ no credit card needed. There are four packages:
- Individual, €0, free, forever, up to 2 seats.
- Standard, €10, seat /month.
- Pro, €16, seat /month. d. Enterprise, for organizations seeking enterprise-grade features.

Languages:

English, Spanish, France, German, Portuguese.

Website:

https://monday.com/

Owner:

Co-founder & Co-CEO Eran Zinman

Skills required for its use:

Basic computer skills. The Work OS of Monday.com powers teams to run projects and workflows with confidence. It's simple, but intuitive. It is customizable and can be used for every use case.

Competences acquired using the tool:

Project Management competences: how to run project more efficiently.

Usability level (difficulty level):

Basic and efficient system, easy to use and navigate.

Target users:

40 companies reportedly use Monday.com in their tech stacks, including Haptik, Lunchbox, and everything.

Links to tutorials/training/guidelines/video:

- https://monday.com/lp/videocenter,
- https://monday.com/cs/webinars/

Contact person:

There is a support team available 24/7. https://monday.com/contact-us/

3.6.3 nTask

Objectives

nTask is a cloud-based task management tool. It provides users with tools that enable collaboration with team members, task management, meeting scheduling and more. One of its main goals is to help its users, whether they are freelancers, consultants, or business professionals, to meet their productivity goals.

Overview of the tool

nTask is an online task management and project management platform geared at individuals, teams and business professionals. nTask strives to makes project management tasks easier for its users, providing the tools for small and large teams to collaborate on different projects, simplifying the tasks it involves, making it easier to manage projects, make checklists, collaborate with project teams, schedule meetings, and automate regular tasks. With nTask users can create and assign tasks for themselves and their team, submit and receive daily timesheets, track issues, manage risks and create Gantt charts.

Functionalities

nTask has a series of functionalities in the areas of task planning, task assignment and collaboration, task tracking and task visualization.

Regarding **task planning**, nTask has the following key features:
- To-do lists
- Start and end dates
- Time estimations
- Sub-tasks & dependencies

The following key features are present in the **task assignment and collaboration** functionality:
- Multiple Task Assignees
- Task Comments & Collaboration
- File Attachment and Document Management
- Real-time Notifications

The key features concerning **task tracking** are:
- Progress Meter
- Time Tracking
- Set Status & Give Priority
- Categories, Labels and Filters

With **task visualisation**, users can manage and see their personal and their teams' progress, with the help of the following features:
- Calendar View
- Set Task Dependencies
- Budget Summary
- Milestones

Open-source

No.

Pricing/cost

There is a Basic version for Freelancers/Individuals which is free. Additionally, there is a Premium version for 2.99 USD/month, for SME's and Start-ups, a Business version for larger corporates, for 7.99/month. Both the Premium and Business versions have a free 14-day trial. Additionally, there is a On Demand plan called Enterprise, which requires the interested party to contact the nTask sales team to get a quote.

Languages

nTask is currently available in 7 Languages:
- English
- Arabic
- German
- Spanish
- Portuguese
- Chinese
- French

Website

https://www.ntaskmanager.com/

Owner

There is no information about nTask's owners on their website.

Skills required for its use

- Basic computer skills

Competencies acquired using the tool

- Project management skills
- Time management skills
- Team management skills

Usability level

nTask has high usability and users argue that the tool is easy to navigate and most features are available for free.

Target users

nTask caters mostly to small businesses and individuals.

Links to tutorials/training/guidelines/videos

- nTask's Youtube channel offers some short video tutorials: https://www.youtube.com/channel/UCGjlcTGCxXyRCb380Tq8_Rg
- nTask's support portal also offers a user guide: https://support.ntaskmanager.com/support/solutions/articles/43000540204-getting-started

Contact person

Support portal at https://support.ntaskmanager.com/support/home

3.6.4 ClickUp

Objectives:

ClickUp is 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. It helps to organize projects, collaborate with team, and track progress and goals.

Overview of the tool:

The work productivity app allows to people to look at work items and data in multiple views for better understanding and faster tracking. It is a cloud-based collaboration and project management tool that is suitable for businesses of all sizes and industries.

Functionalities:

Some features that come with ClickUp to help the team is tackle any type of work such as, task management, recurring checklists, resolve comments status templates reminders, list view for to-dos, board view for workflows, Gantt view for project schedules. The app gives also calendar and activity view, mind maps, workload, table, and map view, among others. Another functionality of the software is to customize and adjust on the workspace, in the description of the work status, in colors and themes and furthermore in selection of features.

Open-source:

It is an open-source software for project management with a wide set of features and plugins and an active international community.

Pricing/Cost:

Free but can find low-cost programs here https://clickup.com/pricing

Languages:

English

Website:

https://clickup.com/

Owner:

ClickUp CEO & Founder Zeb Eva

Skills required for its use:

Basic computer skills. It is easy to use and customize to suit the specific use case. ClickUp requires some work to onboard the whole team and set up the workflow. Users also say that creating a task in ClickUp is too complicated because of too many features that a task may include.

Competences acquired using the tool:

ClickUp enables teams and companies to solve problems such as: Process, task, and time management, collaboration and reporting.

Usability level (difficulty level):

It is easy to learn and use the useful features that ClickUp offers.

Target users:

ClickUp is for individuals, freelancers, consultants, SMBs, and large organizations who need a work collaboration platform that is highly adapted. Businesses who deal with a variety of projects, clients, departments, or methodologies can take advantage of the flexibility of the software.

Links to tutorials/training/guidelines/video:

https://clickup.com/on-demand-demo

https://www.youtube.com/watch?v=LUa4rgl8hU4

https://clickup.com/blog/how-to-use-clickup-to-set-goals-for-your-team/

Contact person:

help@clickup.com

3.6.5 Asana.com

Objectives:

Asana app allows teams to plan, share and organize their work.

Overview of the tool:

Asana is a task and project management software platform for teams. Is an app that many people are using in the PM software industry for remote working. It has also a communication tool for internal chat feature for efficient team working.

Functionalities:

In the free version, users get basic tasks, searches, and archives, making it a basic to-do list with up to 15 team members. In the premium version, users get more advanced features like reporting, start dates, unlimited dashboards, and unlimited team members for $10.99 per user per month. For teams that need more power, the Asana enterprise version gives you priority support, SAML support, and better data security and archiving.

Key features are:
- File sharing integrations with Google Drive, Dropbox, and OneDrive
- Unlimited messages to communicate with co-workers
- Project overview option
- Unlimited number of activity logs
- Two-factor authentication for added security
- Calendar, list, and board views

Open-source:

Asana is not an open source.

Pricing/Cost:

Basic program is free while there is also a premium and business option.
https://asana.com/pricing

Languages:

DE, EN, ES, FR, IT, NL, PL, PT, RU, JP, RU, SE, CN. KR

Website:

https://asana.com/

Owner:

Asana was founded in 2008 by Dustin Moskovitz and Justin Rosenstein.

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Skills required for its use:

Basic computer skills. No matter your skill level, you'll learn how to set up and effectively manage your work in Asana. Perfect for anyone just getting started.

Competences acquired using the tool:

Project Management skills (documents organisation, calendar, team communication).

Usability level (difficulty level):

It easy to learn and use Asana app and is made for teams of all skill levels.

Target users:

From small businesses to large enterprises, Asana helps teams around the world achieve their biggest goals, faster.

Links to tutorials/training/guidelines/video:

- https://academy.asana.com/series/video-tutorials-tips
- https://academy.asana.com/page/webinars

Contact person:

https://asana.com/support, https://asana.com/sales

3.7 Invoicing, accounting, and payroll tools

3.7.1 Stripe

stripe

Objectives:

Stripe is a technology company that builds economic infrastructure for the internet. From start-ups to public companies, businesses are using this software to accept payments and manage their businesses online. The mission of this tool is to increase the GDP of the internet.

Overview of the tool:

Online payment processing solution. Suite of payment APIs that powers commerce for online businesses of all sizes. Some of the products that are using through this platform are: Billing, Payments, Tax, and Invoicing. There is also facility payments, where customers through Stripe Connect, from 35+ countries can onboard to accept payments within a platform and receive payouts in minutes. Stripe collects bank information and verifies IDs to meet KYC requirements.

Functionalities:

- Tools to build optimized checkout flows
- Global payments with a single integration
- Comprehensive security and rigorous compliance
- Fast, predictable payouts to bank accounts
- Financial reconciliation and reporting
- 24x7 phone, chat, and email support

Open-source:

Stripe relies on open-source software and likes to give back to the community. Click here to find out more https://stripe.com/en-cy/open-source.

Pricing/Cost:

1.4% + €0.25 for European cards 2.9% + €0.25 for non-European cards. https://stripe.com/en-cy/pricing

Languages:

EN, DE, ES, FR, ID, IT, NL, BR.

Website:

https://stripe.com/en-cy

Owner:

Irish entrepreneur brothers John and Patrick Collison founded Stripe.

Skills required for its use:

Basic computer skills. You can find here https://support.stripe.com/questions/getting-started-on-stripe-for-non-technical-users how to get started on Stripe for non-technical users. Additional, if you are more experienced, Stripe has official libraries for different programming languages and mobile platforms. There are also many more third-party libraries and plugins created by the Stripe community.

Competences acquired using the tool:

A huge variety of different skills can be acquired by using this tool. People can explore and learn more about everything from machine learning and global payments to building and scaling their team.

Usability level (difficulty level):

The tool is addressing to people that does not have a lot of experience and it also offers no-code options like Payment Links or Invoicing for simple payments use cases. Thus, a custom Stripe integration requires from the interested party to either be, or hire, a developer. If they choose the second option, Stripe has certified developers, agencies, and consultants available to help. https://stripe.com/partners/expert-services.

Target users:

Stripe tool bring together everything that's required to build websites and apps that accept payments and send payouts globally. Stripe's products power payments for online and in-person retailers, subscriptions businesses, software platforms and marketplaces, and everything in between. Finally, it helps companies beat fraud, send invoices, issue virtual and physical cards, get financing, manage business pend and more.

Links to tutorials/training/guidelines/video:

https://stripe.com/en-cy/use-cases/platforms

Contact person:

info@stripe.com, https://stripe.com/en-cy/contact/sales.

3.7.2 Wave apps

Objectives:

They aspire to create a future where small business owners can manage their finances fearlessly. Doing so they target to more new entrepreneurs, and more thriving small businesses. To get to that, they try to be the simplest, all-in-one financial management solution small business owners can't live without.

Overview of the tool:

Useful to create accounting reports, create and send invoices, manage personal finances.

Functionalities:

Some of the products that are provided to waveapps.com are accounting where you can track your income and expenses, and invoicing, where you can create and send professional invoices.

Open-source:

Yes, waveapps.com is a free business platform that combines accounting, invoicing and receipt scanning into one compact package.

Pricing/Cost:

The company generates revenue from its credit card processing, payroll, and bookkeeping services and uses this revenue to keep the software completely free. You can cancel your account at any time. However, there are optional features such as, accepting payments (2.9% + 30 cents per credit transaction, or 1% per bank transaction) and running payroll ($20 per month plus $4 per employee) that are paid.

Languages:

English

Website:

https://www.waveapps.com/

Owner:

Kirk Simpson (co-founder and CEO)

Skills required for its use:

Basic computer skills. By following the guidelines of the help center you can learn everything that is needed without having already specific skills. https://support.waveapps.com/hc/en-us/categories/360000885491-Accounting

Competences acquired using the tool:

Using waveapps.com you can learn more things regarding payroll, entrepreneurship, and soft skills. You can improve your accounting knowledge and what is bookkeeping software and what are the typical features of it. Also, it provides you the benefits of a comprehensive accounting system for small businesses.

Usability level (difficulty level):

The tool is very easy to use. It can be integrated with other software and tools to make the accounting process easier.

Target users:

Account owners at waveapps.com can invite trusted individuals to collaborate on their account as a Viewer, Editor, Payroll Manager, or Admin. As a guest user of a Wave business, the navigation menu looks different from your own Wave account.

Links to tutorials/training/guidelines/video:

Here you can find Video tutorials that will help you with basics accounting. https://support.waveapps.com/hc/en-us/sections/360010051291--Video-Tutorials-Wave-Accounting-Basics-, https://www.youtube.com/watch?v=nk_9DYklv2I

Contact person:

You need to log in or sign in – it's free. After that you can access live support Monday to Friday from 9a.m. to 5 p.m. EST. https://www.waveapps.com/about-us/contact

3.7.3 Factorial

Objectives:

Factorial is human resources software developed to digitize companies by integrating human management processes such as absence management, payroll incidents, internal communication, recruitment and induction od personnel.

Overview of the tool:

It has many features such as payroll summary, HR reports, time tracking or time off manager.

Functionalities:

Through this software, it is possible to upload, manage and share documents such as contracts, payrolls, personal identification and medical leave receipts, all of which can be legalized through the use of electronic signatures.

Open-source:

Yes, factorial.com is an open-source software

Pricing/Cost:

- Essential -$3 / month per employee
- Business -$4 / month per employee
- Enterprise - Custom price

Languages:

ES, FR, DE, EN, IT, PR.

Website:

https://factorialhr.com/

Owner:

Jordi Romero – Founder and CEO.

Skills required for its use:

Basic computer skills. You do not need to be an expert on HR because factorial tool provides you a lot of courses on how to develop skills. Whenever you just starting out your career or a seasoned HR manager, you need to develop specific skills for HR. You can find more at the link here https://factorialhr.com/blog/hr-soft-skills/

Competences acquired using the tool:

You can learn everything you need to know about competencies by following this link https://help.factorialhr.com/everything-you-need-to-know-about-competencies. You can learn how to define the skills needed for your employees to perform their job, as well as how to configure competencies.

Usability level (difficulty level):

By following this link https://factorialhr.com/features the tool can guide you with free trials if you register with email/Google/Microsoft.

Target users:

Small and medium-sized businesses with the goal of solving the problems of Human Resources.

Links to tutorials/training/guidelines/video:

You can find a lot of webinars through their website in order to improve different parts within a workplace. https://factorialhr.com/webinars

Contact person:

Their office is in Barcelona, but you can reach them through email at info@factorial.co.

3.7.4 SAGE

Objectives:

Sage platform gives businesses around the world the information, insight, and tools they need to succeed. Using smart technology and the imagination of their people, they energize their success.

Overview of the tool:

Sage is the global market leader for technology that provides small and medium businesses with the visibility, flexibility, and efficiency to manage finances, operations, and people. AI-powered financials, planning, analytics, and HR.

Functionalities:

Sage tool specified its functionalities into accounting and finance, payroll and business management. It separates them by business size (small and medium), industry, business need and customer success.

Open-source:

You need to log in, in order to benefit from a wide range of valuable tools and resources to grow your business, build long-term customer relationships, and maximize your recurring revenue streams.

Pricing/Cost:

Accounting Start program costs £12, while Standard program costs £24, but you might find offers. https://www.sage.com/en-gb/sage-business-cloud/accounting/#pricing

Languages:

EN, NL, BE, DE, ES, FR, IE, AT, PL, PT, IT, ID, TH, CN, BR

Website:

https://www.sage.com/en-gb/

Owner:

Founder David Goldman.

Skills required for its use:

Basic computer skills.

Competences acquired using the tool:

Joining the Sage Partner Program, it offers world-class services and solutions to your customers, growing your business, and benefit from exciting new business opportunities-just like the thousands of resellers and partners who have already succeeded with Sage. It also provides 1.

Clear partner value propositions, 2. A programmatic approach to drive sales, 3. Compelling financial incentives and 4. Ability to differentiate. Finally great articles, advice, and insights will help you grow your business.

Usability level (difficulty level):

The tool consists of a range of online accounting and bookkeeping programs that people need to manage their business. These innovative and integrated solutions that are smart and advanced features, but they are still simple to use and understand.

Target users:

The Sage Partner Program offers independent software vendors and developers access to Sage products, developer and educational resources, and technical support. One program offers vast market opportunities, fast time to value, and the possibility to collaborate with a company that will works closely with its partners to gain customers for life.

Links to tutorials/training/guidelines/video:

https://www.sage.com/en-sg/webinars/

Contact person:

You can find help online through their media and also offices at the below cities, Newcastle Upon Tyne, London, Manchester, and Winnersh. https://www.sage.com/en-gb/about-us/contact-us/

THE MISSING ENTREPRENEURS

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3.8 Branding tools

3.8.1 Canva

Objectives

Canva is a graphic design platform used to create social media graphics, presentations,

posters, documents, and other visual content. It uses a drag-and-drop format and provides access to more than 60 million photos and 5 million of templates (social media posts, banners, visual content, logos, and much more). The platform is free to use and offers paid subscriptions like Canva Pro and Canva for Enterprise for additional functionality. Users can also pay for physical products to be printed and shipped.

Overview of the tool

Launched in 2013, Canva is an online design and publishing tool with a mission to empower everyone in the world to design anything and publish anywhere. Its Values are:

- Make complex things simple
- Set crazy big goals & make them happen
- Be a force for good
- Empower others
- Pursue excellence
- Be a good human

Functionalities

- Design with a drag-and-drop system different content as: social media images, banner or videos, business cards, logos, brochures... Presentations, calendars, invitations... with millions of templates.
- Export the creations with multiples formats. (jpg, png, mp4, pdf,vsg...)
- Create a collaborative space with different folders with a team.

Open-source

No

Pricing/Cost

a) **Free version** with Free templates (enough for a beginner).

B) **Canva Pro.** With more templates and, more capacity and team functionalities.

- 11,99 € month for a team between 1 and 5 or 109.99 € annually.

- 46,99€ month for a team of 10 members.

C) **Canva Enterprise.** 135 € month per 5 team members.

Languages

More than 100 languages, including among others English, Spanish (from Spain and Latin America), German, French, Italian, Greek, Polish and Brazilian Portuguese.

Website

https://www.canva.com

Owner

Founders Melanie Perkins, Cliff Obrecht & Cameron Adams. 11 investment rounds with the participation of different investors.

Skills required for its use

Basic computer skills.

With the templates in place, even beginners can start designing without any tool requirements or previous knowledge.

Competences acquired using the tool

Canva is an essential tool that helps to develop digital marketing, creativity & graphic design skills.

Usability level (difficulty level)

It is an easy tool for design beginners thanks to the templates. The user can change the shapes, colors, images, or texts of the templates simply by clicking on each module of the template to modify or delete it.

For more advanced levels, users can create a canvas with the desired size and work with all the Canva resources without templates.

Target users

People who wants or needs to create creative designs without having graphical & design skills.

Links to tutorials/training/guidelines/video

Canva Youtube channel with videos about all the functionalities.

- https://www.youtube.com/c/canva/videos
- https://www.tecnologia-informatica.com/como-usar-canva-tutorial/
- https://www.canva.com/es_mx/aprende/diseno/
- https://blog.hotmart.com/es/canva-tutorial/

Contact person

https://www.canva.com/help/article/contact-us

3.8.2 Miro

Objectives

Miro is an online collaborative software that is defined as a digital and visual whiteboard for collaboration between teams. It is a blank wall where users can draw flows with a marker, design products with post its, extract insights in a creative process, clarify business models.

Overview of the tool

Miro's infinite canvas gives the freedom to choose how to use it to work with a team. Whether you're hosting a digital brainstorm, documenting a meeting, teaching a class, or managing an agile workflow, the possibilities for collaboration are endless.

Sometimes the teams just need to brainstorm on a physical whiteboard. But when they need to share ideas with coworkers online, it's time consuming and painful to transcribe their ideas into a digital format. With the stickies capture feature for example, users can snap a photo of a whiteboard and instantly convert it into editable digital sticky notes in Miro.

Functionalities

- Use pre-built templates or create own templates and smart frameworks with an infinite canvas.
- Create and discuss ideas using post-its arrows, shapes, creating text box, adding images, videos, emojis...
- Get feedback, reviews, and approvals with multiple communication options. For example, it is possible to vote ideas real time.
- Miro can be integrated with other tools like Teams, Slack, Dropbox… among others.

Open-source

No

Pricing/Cost

a) Free version
- 3 editable boards
- Anonymous board viewers
- Premade templates
- Core integrations
- Basic attention management

b) **Team** (2-4). 8$ persona/month billed annually.
- Unlimited boards
- Board history
- Private board sharing
- Unlimited anonymous board editors
- Unlimited external board viewers and commenters
- Advanced attention management

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- Projects
- High-resolution exports
- Custom templates
- Kanban Framework
- Jira & Confluence integrations
- Asana integration
- Remote meetings toolkit
- Timmer and vote functionalities

c) **Business** (5+). 16$ month person billed annually.

Languages

English, Spanish, French & Deutsch

Website

https://www.miro.com

Owner

Main investor ICONIQ Capital. Founders Andrey Khusid and Oleg Shardin.

Skills required for its use

It is an easy tool to use. Technically no prior knowledge is required. It can be used in inspiration processes for branding inspiration process or to organize and schedule ideas. Therefore, with prior knowledge of media or advertising management, much more could be done.

Competences acquired using the tool

Miro helps to develop team building, brainstorming & decision-making skills.

Usability level (difficulty level)

Easy for everybody. When facing a brainstorming, is it important to explain basic functionalities to all the participants if they have never used Miro.

Target users

Marketing and communication team or manager and other members who can participate in branding decisions.

Links to tutorials/training/guidelines/video

Video Citizen
- https://www.youtube.com/watch?v=FCHbpCm-hK4
- https://www.youtube.com/watch?v=mqi5shw2r5A
- https://help.miro.com/hc/en-us/categories/360001415214-Getting-Started
- https://www.youtube.com/watch?v=WJG2LUmyv2E

Contact person

https://miro.com/contact/

3.8.3 Adobe Photoshop

Objectives

Adobe Photoshop is a raster graphics editor developed and published by Adobe Inc. for Windows and macOS. It was originally created in 1988 by Thomas and John Knoll. Since then, the software has become the industry standard not only in raster graphics editing, but in digital art as a whole.

The software's name has thus become a generic trademark, leading to its usage as a verb (e.g. "to photoshop an image", "photoshopping", and "photoshop contest") although Adobe discourages such use.[5] Photoshop can edit and compose raster images in multiple layers and supports masks, alpha compositing and several color models including RGB, CMYK, CIELAB, spot color, and duotone. Photoshop uses its own PSD and PSB file formats to support these features. In addition to raster graphics, Photoshop has limited abilities to edit or render text and vector graphics (especially through clipping path for the latter), as well as 3D graphics and video. Its feature set can be expanded by plug-ins; programs developed and distributed independently of Photoshop that run inside it and offer new or enhanced features.

Adobe Photoshop is a raster graphics editor developed and published by Adobe Inc. for Windows and macOS. It was originally created in 1988 by Thomas and John Knoll. Since then, the software has become the industry standard not only in raster graphics editing, but in digital art as a whole.

Functionalities

Pen tool
Photoshop includes a few versions of the pen tool. The pen tool creates precise paths that can be manipulated using anchor points. The free form pen tool allows the user to draw paths freehand, and with the magnetic pen tool, the drawn path attaches closely to outlines of objects in an image, which is useful for isolating them from a background.

Clone stamp tool
The Clone Stamp tool duplicates one part of an image to another part of the same image by way of a brush. The duplication is either in full or in part depending on the mode. The user can also clone part of one layer to another layer. The Clone Stamp tool is useful for duplicating objects or removing a defect in an image.

Shape tools
Photoshop provides an array of shape tools including rectangles, rounded rectangles, ellipses, polygons and lines. These shapes can be manipulated by the pen tool, direct selection tool etc. to make vector graphics. In addition, Photoshop provides its own shapes like animals, signs and plants.

Measuring and navigation
The eyedropper tool selects a color from an area of the image that is clicked, and samples it for future use. The hand tool navigates an image by moving it in any direction, and the zoom tool enlarges the part of an image that is clicked on, allowing for a closer view.

Selection tools

Selection tools are used to select all or any part of a picture to perform cut, copy, edit, or retouching operations.

Cropping

The crop tool can be used to select a particular area of an image and discard the portions outside the chosen section. This tool assists in creating a focus point on an image and unnecessary or excess space. Cropping allows enhancement of a photo's composition while decreasing the file size. The crop tool is in the tools palette, which is located on the right side of the document. By placing the cursor over the image, the user can drag the cursor to the desired area. Once the Enter key is pressed, the area outside the rectangle will be cropped. The area outside the rectangle is the discarded data, which allows for the file size to be decreased. The crop tool can alternatively be used to extend the canvas size by clicking and dragging outside the existing image borders.

Slicing

The slice and slice select tools, like the crop tool, are used in isolating parts of images. The slice tool can be used to divide an image into different sections, and these separate parts can be used as pieces of a web page design once HTML and CSS are applied. The slice select tool allows sliced sections of an image to be adjusted and shifted.

Moving

The move tool can be used to drag the entirety of a single layer or more if they are selected. Alternatively, once an area of an image is highlighted, the move tool can be used to manually relocate the selected piece to anywhere on the canvas.

Open-source

No

Pricing/Cost

No Free Version

19.99€/ month

Languages

Available in 26 languages.

Website

https://www.adobe.com/products/photoshop.html

Owner

Adobe Photoshop is a raster graphics editor developed and published by Adobe Inc

Skills required for its use

- Basic image and photo knowledge.
- Basic computer skills.

Competences acquired using the tool

- Be able to handle photographic retouching tools, with which you can restore damaged or deteriorated photos, using various techniques with which the professional should be familiar.
- Learn basic image editing techniques: layer work, color correction, channels, masks, filters, etc.
- Identify the different applications that Adobe Photoshop CS5 has to carry out graphic and photographic production
- Understand aspects related to digital Retouching of Photographs.
- Know useful tricks to face projects concerning visual products.

Usability level (difficulty level)

Medium

Target users

Marketing & Communication job positions.

Links to tutorials/training/guidelines/video

- https://www.youtube.com/watch?v=IyR_uYsRdPs
- https://photographylife.com/photoshop-beginner-guide
- https://www.googleadservices.com/pagead/aclk?sa=L&ai=DChcSEwiS_O-mttvyAhWM3VEKHfCtBhQYABABGgJ3cw&ae=2&ohost=www.google.com&cid=CAESQeD220BRqmTt4gLJdFlfj5KrfS1Skp4ey8h8N4XxnZ3fRR9AmsJ8Qhs0ClKvEuBgPWDvWQLORIYzE1cKj5cNZJHL&sig=AOD64_2hSd9J4mfyPbYgR78qbmfkhVCvcQ&q&adurl&ved=2ahUKEwjrreemttvyAhUxzIUKHWDFCFMQ0Qx6BAgEEAE&dct=1
- https://www.adobe.com/products/captivateprime/content-catalog/creative-cloud/photoshop-cc.html

Contact person

https://www.adobe.com/about-adobe/contact.html

3.8.4 Adobe Illustrator

Objectives

Industry-standard vector graphics software lets you create everything from web and mobile graphics to logos, icons, illustrations for books, product packages, and posters.

Functionalities

A sidebar that appears at the left of the screen with a variety of tools to select, create, and manipulate objects or artworks in Illustrator. These tools can be selected as following: drawing, typing, painting, reshaping, slicing and cutting, symbolism, moving and zooming, and graph. Some tools have a small triangle at the bottom right of the toolbox icon. A small triangle has the option to view or expand some hidden tools by holding down the mouse button on the triangle.

Some examples of basic tools in Illustrator are selection tools, paintbrush tools, pen tools, pencil tools e.g. Selection tools are used to the layout, adjust, and organize the artwork by selecting, positioning, and stacking objects accurately. Moreover, selection tools can group, lock or hide, and measure objects. Paintbrush tools can be used to modify the appearance of the artwork. There are different types of brushes: calligraphic, scatter, art, pattern, and bristle. Pen tools create straight and curved lines for the artwork and they can add anchor points to paths and delete from paths. Pencil tools allow the user to draw and edit freehand line.

Open-source

No

Pricing/Cost

No Free Version

24,19€/ month

Languages

Available in 26 languages.

Website

https://www.adobe.com/es/products/illustrator.html

Owner

Adobe Illustrator is a raster graphics editor developed and published by Adobe Inc

Skills required for its use

- Basic image and photo knowledge.
- Basic computer skills.

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Competences acquired using the tool

- Creative and imaginative with an eye for color, balance, and layout.
- Able to create a drawing that expresses an idea or concept.
- Excellent at drawing, sketching, and painting skills.
- Solid on photography skills.
- Familiar with IT and design software.

Usability level (difficulty level)

Medium

Target users

Marketing & Communication job positions.

Links to tutorials/training/guidelines/video

- https://www.youtube.com/watch?v=Ib8UBwu3yGA
- https://www.googleadservices.com/pagead/aclk?sa=L&ai=DChcSEwiixaPCttvyAhWsEAYAHbc-CVQYABABGgJ3cw&ae=2&ohost=www.google.com&cid=CAESQeD26NZ5fjviqWdMGSTtpVH8-mkB4SrSdem1gi0rA0GHjna8Jxo_-spW7rOgtp4cthMExFs6RKERtj1F6vpRaiwr&sig=AOD64_3yQiRlZsRCVObCb7Hv2bRxs4iUtQ&q&adurl&ved=2ahUKEwj9nJzCttvyAhVORBoKHaHMAv8Q0Qx6BAgEEAE&dct=1
- https://www.pgsd.org/cms/lib07/PA01916597/Centricity/Domain/202/illustrator_for_beginners_tastytuts.pdf
- https://design.tutsplus.com/es/tutorials/101-adobe-illustrator-tutorials--cms-29782

Contact person

https://www.adobe.com/about-adobe/contact.html

3.9 Communication / Marketing tools

3.9.1 Grammarly

grammarly

Objectives

Grammarly is an application or extension browsers that checks grammar, spelling, punctuation, sentence structure, or even style.

It is designed to improve grammar and spelling, based on the context of what the writer has already written. Thanks to this approach, Grammarly identifies things like weak adjectives, misspelled words, missing articles, and misuse of the comma.

Functionalities

Introducing the text on the web, using extensions for browsers, or connecting it with CMSs such as WordPress, Grammarly detects or correct:
- Spelling: detects words that are misspelled.
- Incorrect punctuation: marks punctuation errors.
- Grammar mistakes: indicate the mistakes you make grammatically when writing.
- Wrong words: it offers you alternatives to words that are not used normally, that sound better and alerts you to the parts of your writing that are left over.

Open-source

No

Pricing/Cost

a) For casual writing it is free. It includes basic writing suggestions:
- Spelling
- Grammar
- Punctuation
- Conciseness

b) The premium version is for work and school. It includes style and tone recommendations and clarity improvements for writing at work and school.
- Everything in Free
- Clarity-focused sentence rewrites
- Tone adjustments
- Plagiarism detection
- Word choice
- Formality level
- Fluency
- Additional advanced suggestions

It costs approximately $30 per month but is possible to save money with a discount or annual subscription.

Languages

Available in English

Website

www.grammarly.com

Owner

Grammarly was founded in 2008, California. Founders: Max Lytvyn, Alex Shevchenko.

Skills required for its use

No special skills are required to use Grammarly.

It's possible to integrate Grammarly with CMSs like Wordpress. In that case, it's necessary to know how to implement Wordpress Plugins.

Competences acquired using the tool

- Knowledge of the correct spelling in English.
- Knowledge of the correct grammar in English.
- Users of Grammarly can also improve its punctuation.
- Users of Grammarly can learn the difference between different English dialects.

Usability level (difficulty level)

Easy.

Target users

Everyone in the company who needs to write in English. Grammarly can also be settled including dialects.

Links to tutorials/training/guidelines/video

- Grammarly guide for beginners: https://www.youtube.com/watch?v=FJ_ZWAUO78s
- https://library.iima.ac.in/public/resource/Grammarly_Guide.pdf
- https://www.chicagoparkdistrict.com/quick-guide-grammarly-install-usage-instruction

Contact person

https://www.grammarly.com/contact

3.9.2 Buffer

Objectives

Buffer is a software application for the web and mobile, designed to manage accounts in social networks, by providing the means for a user to schedule posts to Twitter, Facebook, Instagram, Instagram Stories, Pinterest, and LinkedIn, as well as analyze their results and engage with their community.

Instead of traditionally logging in those platforms, Buffer will do it all at once. It also makes it convenient for users to create posts and have them uploaded with a single click. The app contains a browser extension for seamless integration with WordPress, Chrome, RSS readers, and other important tools for sniffing out content.

Functionalities

This are the main functionalities:
- Scheduling content on major platforms.
- All the teams can contribute and review the post.
- Customize each post for each platform.
- Queue, view, and calendar all the content.
- Buffer does—and it even takes things a step further with their full Analyze platform, letting analysts dive deep into metrics like post engagement, follower growth, impressions, engagement rate, and more.
- Save lists of Hashtags for rapid deployment.
- Instant link shortening

Open-source

No

Pricing/Cost

Free /basic:
- Publishing for individuals getting started with social media.
- Three channel and one person.

Essentials: 5 $/ channel (unlimited channels).
- One user.
- It includes engagement and analytics tools.
- For more than 1 user the prize is 10 $/ channel (unlimited channels).

Languages

Available in English

Website

www.buffer.com

Owner

Buffer is funded by 29 investors and Joel Gascoigne & Leo Leo Widrich (Co-founders since 2010).

Skills required for its use

No special skills are required to use Buffer. It is interesting to know the social networks that it is possible to connect with Buffer to be able to quickly visualize how what is programmed through Buffer will be displayed.

Competences acquired using the tool

- Users can learn about the different points to consider publishing on each of the social networks.
- They can practice and schedule all their posts.
- With the "essential" version, they can also analyze the different channels and take actions to improve the data.

Usability level (difficulty level)

Easy.

Target users

Communication team, especially community manager or social media manager.

Links to tutorials/training/guidelines/video

- https://www.youtube.com/watch?v=KHWHAeWQ1u8
  https://www.youtube.com/watch?v=M86uNiNE6us
- https://buffer.com/resources/guides-courses/
- https://www.business2community.com/social-media/how-to-use-buffer-for-social-media-management-the-solopreneurs-guide-02242528

Contact person

https://support.buffer.com/hc/en-us/requests/new

3.9.3 Mailchimp

Objectives

Mailchimp is a marketing automation platform where companies and business can share email and advertising campaigns with customers and other stakeholders.

It is an all-in-one tool where the users can manage mailing lists, create custom email templates, and nurture and automate the entire marketing campaigns.

Mailchimp is a web application compatible with most browsers, which means that there is no need to download or install any software on the computer.

Functionalities

- **Email builder:** Mailchimp includes an email editor that is used to create custom and professional emails. It's possible to design emails from scratch or choose one of over 90 pre-designed email as starting points. Users can drag-and-drop blocks into email templates containing different content types such as text, images, buttons, videos, and promo codes. In the styles tab, it is possible to customize the email's formatting, colors, and fonts. Mailchimp also includes an HTML editor.
- **Segmentation:** Mailchimp's platform includes segmentation tools that you can use to create segments of customers using the data that's stored in the system. Using segments is a best practice to increase the relevancy of your emails and save cost by reducing send volume. You can define the conditions of each segment to include or exclude portions of your list. Also, you can create complex segments in Mailchimp using all logic. Here are some of the segmentation conditions, operators, actions, and parameters found in Mailchimp:
- **Data Integration and Storage:** You can use Mailchimp to collect and store data about your customers. This data is key to segmentation, personalizing content, and implementing trigger emails. Below, we explore Mailchimp's data
- **Dashboard:** When you log into Mailchimp, the first thing you will see is the dashboard. The dashboard includes a feed that summarizes your marketing activities. Also, the dashboard shows the number of contacts you have, and a few reports highlighting important key performance indicators. fields and offer an overview of importing customers and data.

Open-source

No

Pricing/Cost

a) Free plan includes:
- All the necessary for the creation of mail marketing campaigns and a CRM.
- 2,000 contacts and 10,000 submissions per month, with a daily submission limit of 2,000.

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- It is possible to create an audience with all your contacts, generate forms to capture data to the CRM and be able to view and organize the contacts in the CRM itself.
- Creative assistant. The predesigned templates and drag-and-drop creator make it easy to create relevant and engaging emails.
- Marketing platform. The functionality of connecting Mailchimp for creating Instagram and Facebook campaigns is also available for free plan.

b) Essential plan: 9,99€/ month 500 contacts.
- The starting price includes 500 contacts - and increases as that number increases.
- A store up to 50,000 contacts. The monthly sending limit is 10 times the maximum number of contacts.
- It is possible to create 3 publics instead of 1 in free plan.
- All the functionalities related with Instagram and Facebook are the same.

c) Standard plan: 14,99€/ month 500 contacts.
- More personalized templates and journey creator.
- The base price includes 500 contacts and increases as that number increases.
- A store up to 100,000 contacts. The monthly sending limit is 12 times the maximum number of contacts.
- Much more automatization and 5 publics.

d) Premium: for huge enterprises with personalized prize plans.

Languages

English, Spanish, French, Portuguese & Deutsch

Website

www.mailchimp.com

Owner

Founded in 2001, with headquarters in Atlanta with offices in Brooklyn, Oakland and Vancouver, Mailchimp is highly profitable and 100% owned by its founders - Ben Chestnut & Dan Kurzius.

Skills required for its use

It is beneficial to have some knowledge of databases to have a good understanding of how to enter contacts in MailChimp.

Mailchimp allows marketers to launch marketing campaigns but previously it is necessary to have content that can be text, images, videos ... therefore, a prior knowledge of content creation tools is very necessary.

Having a good business strategy will help the communications made from this tool have better results.

Competences acquired using the tool

- create quality emails using templates.
- understand the customer's user journey to act at the different points of contact.
- Create and organize the CRM to be able to cluster users.
- Analyze the KPIS of email marketing campaigns.

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- Create original landing pages.
- Create contact forms according to data necessities.

Usability level (difficulty level)

Medium.

Target users

Marketing team is usually in responsible of direct marketing.

Links to tutorials/training/guidelines/video

- Import contacts: https://www.youtube.com/watch?v=__szt9bzS08
- Create an email: https://www.youtube.com/watch?v=LiW6ERTpuHk
- Create an audience: https://www.youtube.com/watch?v=WRsU0IFwJ2o
- Create a landing page: https://www.youtube.com/watch?v=37rkQtaCu5Y

Contact person

https://mailchimp.com/contact/

Medium

Objectives

Medium is an open platform where readers find dynamic thinking, and where expert and undiscovered voices can share their writing on any topic. is a global platform connecting writers, bloggers and readers through quality content including both informative articles and expressive opinions.

Functionalities

- **Write and create content:** Writers can easily create and style blogs, publications, and newsletters ... to create a story, click on your profile picture in the top-right corner of the page, then "Write a Story." To start a publication, click on your profile picture in the top-right corner of the page, then click "Publications," then "New publication."
- **Audience insights:** Use data to learn what resonates with your readers so you can keep growing.
- **Email subscriptions:** Reach readers by having your stories delivered straight to their inboxes.
- **Create a profile/page:** Easily customize your page to stand out and build your brand. Start a blog for free to have a personalized home for your writing. Brand your space and share your writing with readers on any device.

Open source

No

Pricing/Cost

Medium its **free** for everybody. The writer can apply to join the **Medium Partner Program** to monetize his creations This will receive income for the reading time of your content and for the members that you refer to the platform. There are certain conditions to be able to join such as: number of followers, publish often, pass a quality filter.

Languages

It is available in many languages and countries except in countries where it is censored.

Website

www.medium.com

Owner

Medium is an American online publishing platform developed by Evan Williams and launched in August 2012. It is owned by A Medium Corporation.

Skills required for its use

Creating an account and writing on Medium is easy. No prior knowledge of the tool is required. Despite this, having used other tools to generate texts helps to be more agile with it. The aspect is like twitter, so having been a user of this social network before can be beneficial.

On Medium, the quality of the content is the most important thing. For this reason, it is very important that businesses that decide to use medium have staff who can write quality and relevant content for the audience.

Medium should be complemented with other means that allow the content to be disseminated. It is necessary to have knowledge and be using other means such as social networks or email marketing to ensure that the content is amplified.

Competences acquired using the tool

- Writing skills
- To keep the profile active and generate interest, it is necessary to be up to date with the topics of the sector on which you want to write. Therefore, skills related to internet search are acquired.

Usability level (difficulty level)

Easy.

Target users

Writers and content generators with the collaboration of the marketing and communication team.

Links to tutorials/training/guidelines/video

How to write a good article with Medium:

- https://www.youtube.com/watch?v=auFjE5aR1Ws
- https://blog.hubspot.com/marketing/how-to-use-medium

Contact person

https://help.medium.com/hc/en-us/requests/new

3.9.5 Google Trends

Google Trends

Objectives

Google Trends a free tool available on Google where users can follow the evolution of the number of searches for a certain keyword or subject over time. This information allows to better know what the user is looking for on Google, Youtube or Google shopping.

- Prepare the content marketing plan
- Analyze competitors
- Follow the evolution of the brand
- Look for inspiration and related words

Functionalities

- Trend finder. By entering the keyword in the Google Trends search engine, it provides the trend of the word over time.
- Filter by date and by country. Searches can be filtered to analyze the data as the user wishes.
- Obtain words related to the search carried out.
- Compare two or more terms to observe differences over time.

Open-source

No

Pricing/Cost

Google Trends is **free** for everybody.

Languages

It is available in many languages and countries except in countries where it is censored.

Website

www.trends.google.com

Owner

Google, a product created in 2006.

Skills required for its use

No special skills are required to use Google Trends. It's an easy platform with only one screen and a search box. A previous knowledge of the market will be interesting in order to search for the right words.

Competences acquired using the tool

- Knowledge of the market in which the user wants to position the business.
- Deeper knowledge of competitors.

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- Study trends and seek relationships with the business.
- Prepare a content plan

Usability level (difficulty level)

Very Easy.

Target users

Content creators, social media manager & marketing managers.

Links to tutorials/training/guidelines/video

- https://www.youtube.com/watch?v=SoEw5IXiois
- https://www.semrush.com/blog/google-trends/
- https://backlinko.com/hub/content/google-trends

Contact person

https://support.google.com/trends/?hl=es#topic=6248052

4. Conclusions

As can be observed, there are numerous online tools that can support digital entrepreneurship and digital transformation of businesses. This report is focused on digital tools that are available for free for beginners as well as with economic access fees so those who are starting the entrepreneurship path with limited resources are able to take advantage of a large variety of features of the digital tools.

All these tools are aimed at helping entrepreneurs to launch a business and run it successfully in key areas of a business such as designing the product/services, developing business models, project management or marketing. To allow fast identification of these kinds of tools, they have been organised in key categories related to different phases of carrying out the business, either when setting up the digital business and/or supporting digital transformation of the enterprise.

Therefore, this report can be used by future and current entrepreneurs as well as business advisors to their clients. As for the consortium of the Missing Entrepreneurs Project, it will lay the basis for practical trainings to be developed in the upcoming months.