

### Recommended Tools & Platforms

Below is a sample list of tools and platforms that could enhance an entrepreneurial ecosystem. The list is broken out by functional areas and is not meant to be exhaustive. You will find that some tools may have multiple uses, but they are listed solely by their primary function.

#### Collaboration

- Google Workspace - A full collaboration suite that includes email, document sharing, video, calendars, and AI assistance.
- Microsoft Teams - An asynchronous platform for collaboration and communication. Has video and file sharing capabilities.

#### Communication

- Miro – A digital whiteboarding tool that can be used for synchronous collaboration.
- Slack – A platform used to centralize team communication through instant messaging, video calls, and screen sharing.
- Zoom – A video conferencing platform that can be used for conducting team meetings, hosting webinars, and whiteboard.

#### Project and Data Management

- Airtable - A data management and dashboarding for custom workflows.
- Asana - A general project management tool for task alignment and scheduling.
- Monday.com - A general project management and workflow automation for teams.
- Trello - A technical project management tool to help organize workflows and monitor progress.

#### Customer Relationship Management (CRM)

- EIC Startup Space - A CRM targeting entrepreneur support organizations.
- HubSpot CRM - An enterprise-level CRM that can help integrate CR with social media and email campaigns.
- Salesforce for Startups - An enterprise-level CRM targeting tech-based startups.

#### Community Engagement and Mentoring

- EcoMap - A platform to assist ecosystem relationship management.
- GrowthWheel - Provides a framework to advisers seeking to coach small businesses.
- MentorCloud – A platform for assisting with mentor engagement.
- Metopio - Can help convert complex data into visual aids, like charts, maps, etc.
- StartupTree - A platform to assist ecosystem management and growth.

#### Training

- Coursera / edX - Online educational platforms that offer a large number of courses, some of which relate to entrepreneurship development and various business principles.

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- Kauffman FastTrac - Provides self-paced as well as guided instruction to help entrepreneurs launch a business.
- Leanstack - An online tool that provides a framework and the tools for helping teams adopt an entrepreneurial mindset.
- LinkedIn Learning - A learning platform that enables online learners to develop specific industry skills.
- SBA Learning Platform - An online platform to assist, empower, and educate small business owners in operating their business.
- Strategyzer - An online tool that offers step-by-step guides and instructions to aid entrepreneurs in utilizing resources like the Business Model Canvas.

### Fundraising and Equity Distribution

- Carta – An online tool for aiding startups with equity management.
- Dealum – A platform for angel investor groups that fosters collaboration and efficiency among group members.
- Fundable – A crowdfunding platform where startups can exchange rewards or equity for funding.
- Gust - A platform for assisting startups in navigating the process of identifying and securing equity investments.
- Kickstarter – A crowdfunding platform where innovators and creators fundraise for specific projects.
- LivePlan – A business planning software that also assists startups with financials and forecasting.
- Slicing Pie – A book and accompanying web tool for equity distribution in early-stage or bootstrapped startups.

### Evaluation

- Impact DataSource – Provides a dashboard to assist economic development groups in reporting to their constituents.
- Qualtrics / SurveyMonkey – Experience management platforms that are used to conduct surveys and solicit feedback.
- Tableau / Power BI – Data visualization tools that help convert data fields into interactive dashboards.

### Marketing & Outreach

- Buffer - A social media scheduling platform.
- Canva – A user-friendly design tool for pitch decks, brochures, presentations, and more.
- Constant Contact - A platform to assist with email marketing and automation.
- CoSchedule - An enterprise-level social media scheduling platform.
- Hootsuite – A social media management and scheduling platform.
- Mailchimp – An email management platform that can integrate with other platforms, such as e-commerce stores.

### Web Development

- Figma - A UI/UX and graphic design tool that can help create websites, mobile apps, and other related products.
- Wix, WordPress, Squarespace, etc. – Website development platforms that make it easy to create and host a website.