

# The Startup's Toolkit

There are a million tools your company could use, but it's often painful to **decide which to buy**. We surveyed over 550 people at startups in the US to help us define the **"startup toolkit"**. After talking to you folks, a few themes clearly emerge.

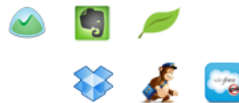
## Google apps for business

You can't argue with \$5 per month. More than any other service provider, the King of Search is helping you run your business.



## Software as a service

You love the Internet. You're moving away from on-premise, enterprise software and turning to on-demand web applications you can use from your browser.



## Some of your choices are easy. Others are really painful.

Obvious:

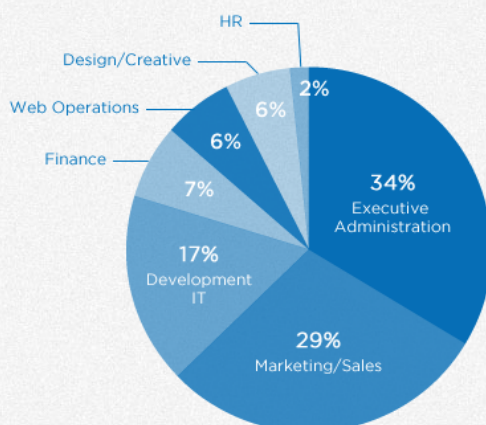


Painful:

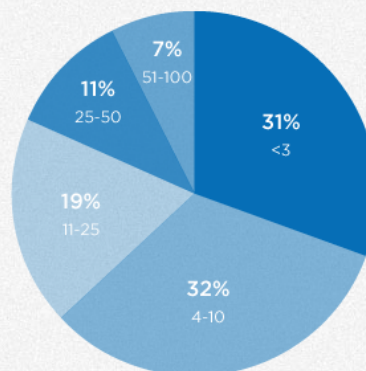


## Who took the survey?

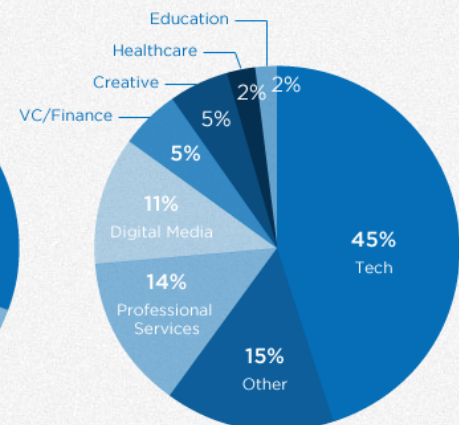
We asked over **550 people** about what they use in their businesses. The majority of respondents work in the **technology, digital media and professional services** industries. All are in companies with **100 or fewer people**.



Position of Respondant



Size of Company



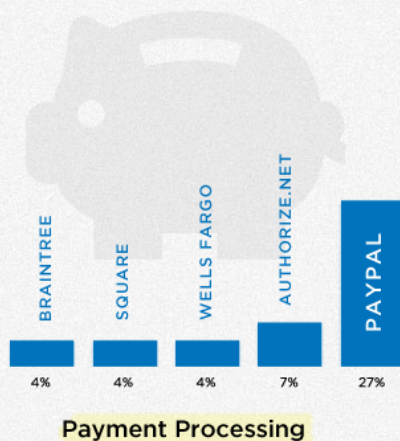
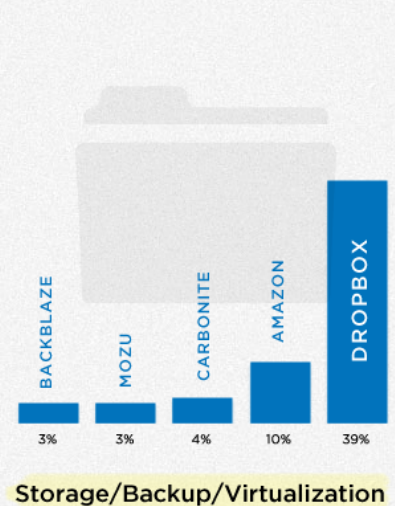
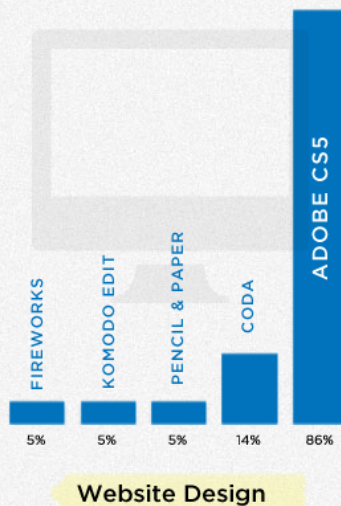
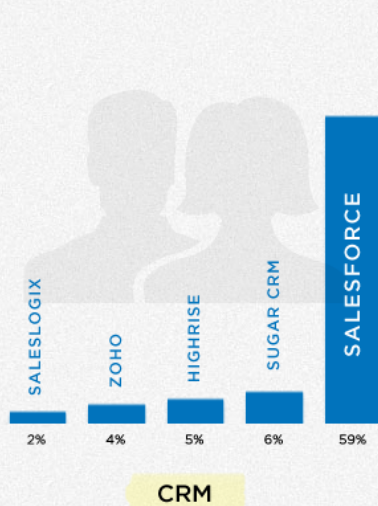
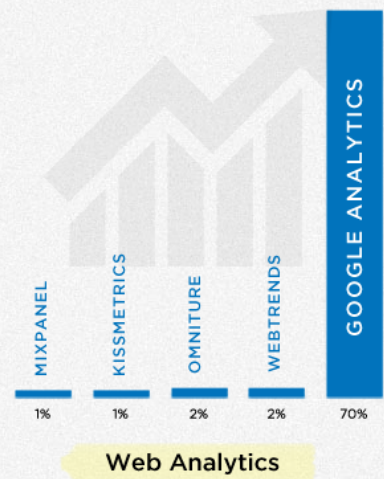
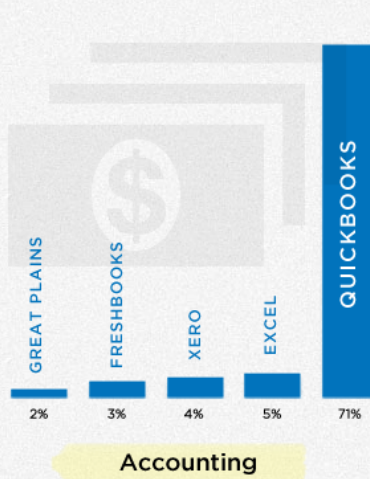
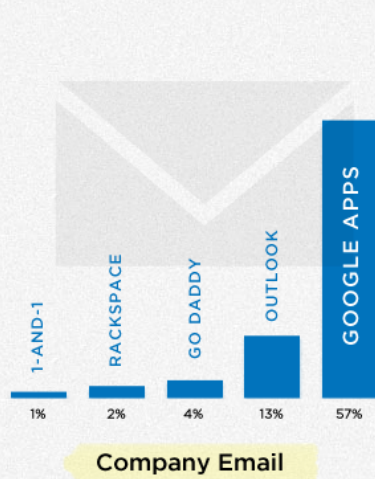
Type of Company

HIDDEN GEM

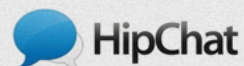


“ We painted our office with this stuff and it turned our walls into whiteboards. ”

# What are the most popular products by **category**?



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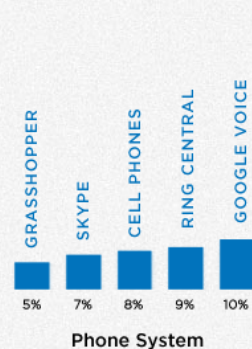
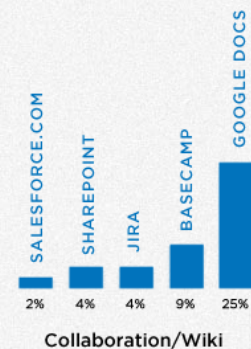
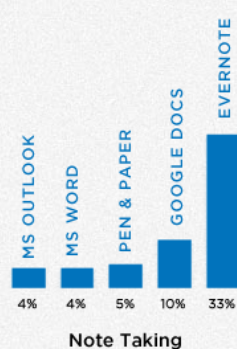
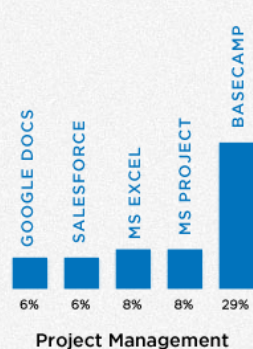


“A chat tool for business. We organize our chats by team to stay productive. It’s much better than interrupting people!”

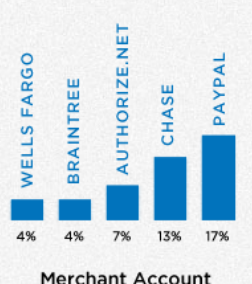
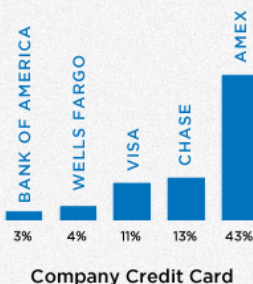
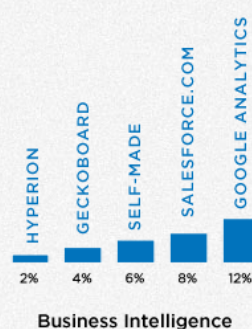
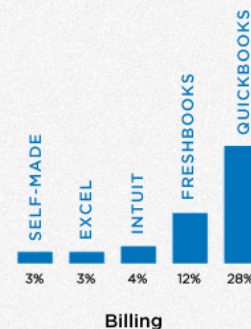
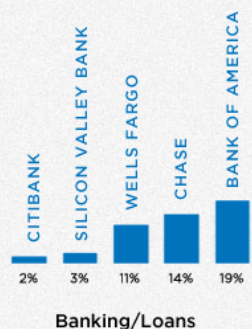
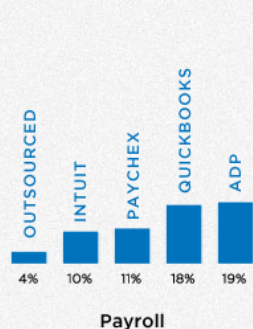




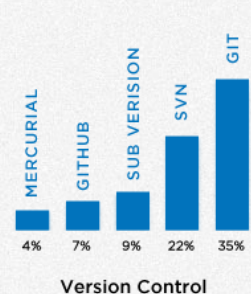
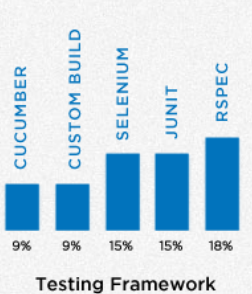
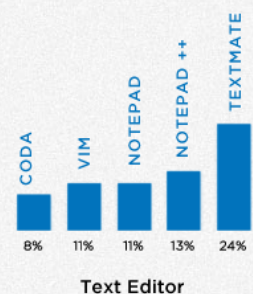
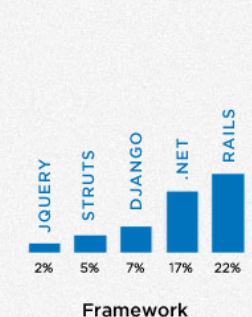
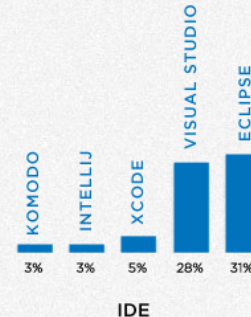
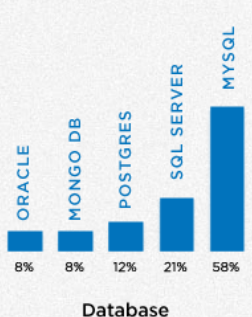
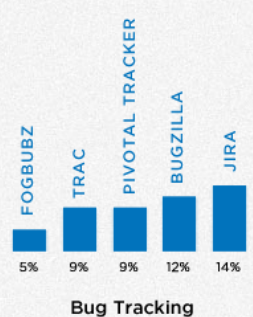
## Productivity



## Finance & Accounting



## Development & IT

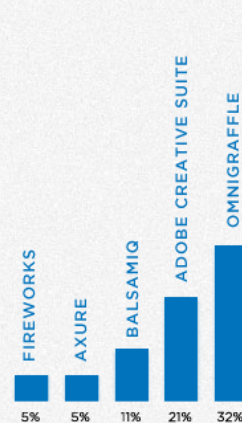




Hardware/Monitor



Visual Design



Wireframing

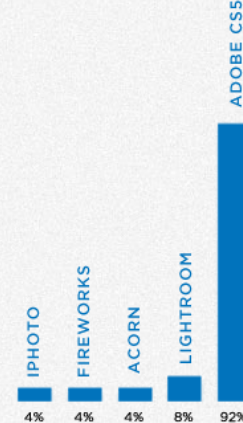
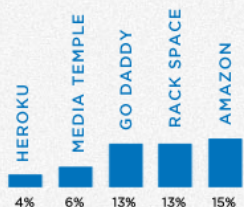


Photo Editing

Web Operations

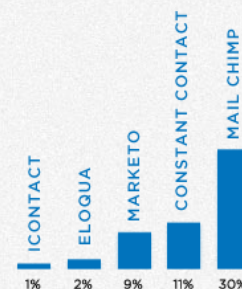


Web Hosting

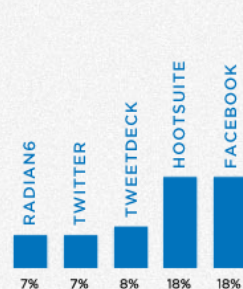


Ecommerce Platform

Sales & Marketing



Email Marketing



Social Media Management

HIDDEN GEM

PANDORA  
turntable

“ Our employees organize playlists for the entire office. It keeps the office fun and keeps them happy. ”

## Get a Beta Invite!

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