

Selected Tools and Resources for Entrepreneurs and Small Business Owners

Compiled lists of resources:

- York Region's Entrepreneurship Ecosystem: <http://tiny.cc/YorkResources>
- +400 Awesome Free Tools To Build Your Business: <http://growth.supply/free/>
- 60 Great Tools and Resources for Entrepreneurs and Startups: <http://tiny.cc/60toolsinc>
- ToolMuse, a platform where entrepreneurs share their favorite tools: <http://www.toolmuse.com/>
- 150+ Free Legal Resources for Canadian Start-ups: <http://tiny.cc/legaltools>

Website & Domains:

Domains & Hosting:

- Lean Domain Search (<http://www.leandomainsearch.com/>): suggests all available .coms with a given keyword somewhere in the name:
- Instant Domain Search(<https://instantdomainsearch.com/>): quickly check specific domain availability
- GoDaddy (<https://godaddy.com/>): Domain registration and hosting
- Google Domains (<https://domains.google/>): Google can help you buy a domain name starting at \$12/yr
- Namecheap (<https://www.namecheap.com/>): register your domains without sacrificing privacy

Building Websites:

- Squarespace (<http://squarespace.com/>): visual site builder with good themes and integrations with stores, payments, newsletters, etc
- Shopify (<http://www.shopify.com/>): for ecommerce and online stores
- WordPress (www.wordpress.com): Create your new website for free
- Strikingly (<https://www.strikingly.com/>): easy site builder for nice single-page sites like manifestos, personal/company pages, or landing pages
- Wix (<http://www.wix.com/>): Template website creation
- Weebly (<http://www.weebly.com/>): Simple template website creation

Free Hosted Email:

- Zoho Mail (<https://www.zoho.com/mail/>): Hosted email for professional users and businesses. Free for up to 10 users!

Quick Prototyping:

- Invision (<http://www.invisionapp.com/>)
- Marvel (<https://marvelapp.com/>)
- Pop (<http://popapp.in/>)
- Balsamiq (<http://balsamiq.com/>)
- Keynotopia (<http://keynotopia.com/>)
- FluidUI (<https://www.fluidui.com/>)
- AppCooker (<http://www.appcooker.com/>)
- Proto.io (<http://proto.io/>)
- Codiqa (<https://codiqa.com/>).

Branding & Logo:

- Fiverr (<http://fiverr.com/>): pay \$5 (or a bit more) for tasks ranging from logo design to copywriting
- 99designs (<http://99designs.com/>): crowdsource design tasks (especially logos) for a few hundred dollars
- Logaster (<https://www.logaster.com/>): Professional online logo maker & generator.
- Hipster Logo Generator (<http://www.hipsterlogogenerator.com/>): It's Hip, It's Current, It's Stylish, It's Hipster.
- Signature Maker (<http://signature-maker.net/>): A free web based tool that creates your handwritten digital signature.

People

- Fiverr (<http://fiverr.com/>): pay \$5 (or a bit more) for tasks ranging from logo design to copywriting
- 99designs (<http://99designs.com/>): crowdsource design tasks (especially logos) for a few hundred dollars
- UpWork/Elance (<http://upwork.com/>): various freelancers
- Clarity.fm (<https://clarity.fm/>): pay-by-the-minute advice from various startup specialists
- Dribbble (<https://dribbble.com/>): browse designer portfolios, many of whom also freelance

Market Research and Intelligence

- MaRS Market Intelligence Services: <https://www.marsdd.com/market-intelligence/>
- Google Insights: <http://www.google.com/think/>
- LaunchRock: <http://launchrock.com/>
- AYTM (Ask Your Target Market): <http://aytm.com/>

Payment Processing:

- Paypal (<http://paypal.com/>): The World's Most-loved Way To Pay And Get Paid
- Square (<https://squareup.com/>): accept credit card payments with your phone, e.g. for market stalls and contractors
- Stripe (<https://stripe.com/>): best payment processing online
- Gumroad (<https://gumroad.com/>): easily sell digital files like PDFs, videos, and links

Invoicing & Accounting:

- Freshbooks (<https://www.freshbooks.com/>): cloud based small business accounting software
- Wave (<https://www.waveapps.com/>): Free & easy accounting, invoicing and more.
- Quickbooks (<http://quickbooks.intuit.ca/>): Accounting Software For Small Business
- Free Invoice Generator (<https://www.free-invoice-generator.com/>): Free Invoice Generator.
- Invoicely (<http://invoiceto.me/>): Alternative free invoice generator.
- Slimvoice (<http://slimvoice.co/>): Insanely simple invoices.
- Invoice.to (<http://invoice.to/>): Free invoice generator

Legal Resources:

- MaRS Entrepreneur's Toolkit (<https://www.marsdd.com/mars-library/>): templates, reports, reference guides, etc. covering a range of topics
- DocRacy (<http://www.docracy.com/>): Online open collection of document templates
- Kiss (<http://www.500.co/kiss/>): Free legal docs for startup founders and investor.
- Shake (<http://www.shakelaw.com/>): Create, sign & send legally binding agreements in seconds. Free for personal use.
- Clausehound (<http://clausehound.com/>): Annotated legal contracts for the price of a coffee.

Startup Journalism & PR:

- Beginner's guide to PR: <http://www.publicize.co/beginners-guide-to-pr/>
- Email addresses for all Techcrunch reporters: <http://techcrunch.com/2014/07/14/please-dont-spam-us/>
- Email addresses for top Tech reporters: <http://www.publicize.co/find-tech-reporters/>
- "Buy" email addresses of journalists for \$9: <https://press.farm>