Tech Guide

MY TOP RECOMMENDED TOOLS TO KEEP EVERYTHING SMARTER, FASTER AND NON-CONFUSING
Introduction:

Here's my philosophy on tech:

Keep it simple. Don't get caught up in always trying the latest or shiniest tech – it can be a huge distraction. Trust me, I've been distracted by it before!

Plus remember that you are an innovator, not just an inventor. Inventors make cool new things. Innovator's make **and ship** cool new things. As such, outsource where you can so long as it’s not your core competency.

There are other tools out there than the ones listed below but these are the ones I personally recommend after years and years of testing. If you have something else you want to use that will accomplish the same thing as one of these tools, great! Go for it. Only way to go wrong is to do nothing.

To keep this guide simple and organized, I'm including my recommendations for tech options in each stage of the Innovator’s Journey.
Keeping Things Organized Throughout

Below are my go-to apps that help keep things organized throughout the entire process.

**Online Whiteboards**

RealTimeBoard.com ([https://realtimeboard.com](https://realtimeboard.com)) This is the best version of a digital / online whiteboard I’ve ever used. It’s a great catchall tool for keeping things organized and sharable throughout the process. Great place to put the Innovator’s Canvas, Customer Journey Maps, Customer Empathy Maps, Customer Persona Templates, Market Distribution Maps, Brand Canvases, Messaging Canvases etc. They have some of these templates available in the app already that you can use or you can always upload your own (or the ones from this course!). Can also be used for presentations.

Batterii.com ([https://realtimeboard.com](https://realtimeboard.com)) is another great tool that is similar to RealTimeBoard but with more bells and whistles (it’s also more expensive). I found the extras to be unnecessary versus RealTimeBoard but some people love it so check it out and figure out which one works best for you.

**Presentation Software**

PowerPoint or Keynote have worked best for me. The nice part about Keynote, if you use a Mac, is it’s free! When it comes to just getting things done and not letting the tech get in the way, using PowerPoint is a no-brainer. Though I do use RealTimeBoard a lot I use PowerPoint still the most for filling out canvases and sharing.

**Hardware**

MacBook Pro (or Surface Laptop) is my day-to-day workhorse. You want something light, small but powerful because you’ll be travelling a lot and when you’re taking notes in front of a customer you don’t want it to feel like the hardware is a big barrier in the conversation.

**A Word on Innovation Software**

There are a lot of software options for helping organizations ideate and collaborate on ideas. My opinion about these programs is that they can be great if implemented well and viewed as a way to foster collaboration among teams that don’t normally collaborate well – especially for large organizations with remote teams. If you’re following this process and have a small focused team with a founder who is passionate about an idea then these tools aren’t usually needed. But if you’re part of a giant company and you want to foster collaboration, they’re a great option.
BrightIdea (http://www.brightidea.com/) is my personal recommendation for this software. I’ve used it before and seen the power it has as a collaboration platform. The trick is keeping engagement up and the only way that happened was by mixing online and offline innovation events. If you do that it will be a fantastic tool for your teams. Spigit is another option that is similar but I haven’t used so can’t comment as to its efficacy.

Slack (https://slack.com/) is my favorite innovation and collaboration software by far. It’s simple interface and easy to use channel structure make it a great platform for having conversations about specific ideas and sharing in real-time. Often when I’m out doing customer interviews I’ll take photos and videos and post them directly to a research channel which makes it easy for others in the office to follow along in real-time.

Problem / Opportunity Fit

Step 1: Document the Idea Using The Innovator’s Canvas

In this step I use either RealTimeBoard, a printed piece of paper or PowerPoint to document the idea. Doesn’t need to be more complicated than that!

Step 2: Discover the Customer and Problem to Solve

Because you’ll be doing a lot of customer interviews in this step you’ll want to consider the following:

iPad Pro – this is the best interview note-taking device on the planet when it’s paired with the attachable case/keyboard. I bought the Logitech keyboard case for it and it’s been fantastic. It’s small, light and is a great interface for having customers take surveys, view videos or other things when you’re doing your customer research.

Typeform (https://www.typeform.com/) for surveys – this is my go-to survey platform for creating customer surveys that you would have a customer take in front of you during or at the end of an interview. I use this when asking people their 0-10 pain scale question. It’s also great for any survey need in general.

SurveyGizmo (https://www.surveygizmo.com/) for advanced surveys – whenever I’ve needed to do a conjoint analysis or more advanced surveys I’ve used SurveyGizmo. It’s an incredibly feature rich app that has everything you need when you need to dive deeper than just the basics that Typeform offers.

SurveyMonkey (https://www.surveymonkey.com/) for quick, easy surveys that can be sent to anyone or sent to their built-in audience. I love using Survey Monkey for those
times when you need data quickly and inexpensively. It’s an incredibly easy to use tool and their built-in audience network is a huge advantage.

**Google Forms** ([https://drive.google.com](https://drive.google.com)) is another great option if you are on a tight budget and just need a quick way to create a survey.

**Voice Memos App on iPhone** this app is great for recording interview conversations. The nice part is it’s a default, free app on the iPhone!

**Screenflow or Camtasia** for recording people while taking a survey on your Mac or PC. Sometimes you’ll want to have a video recording of people you’re interviewing or surveying while they’re taking your survey because you can record their reactions and ask them in-person follow up questions while their answering questions on the survey. If you have them take the survey on your Mac or PC Screenflow (for Mac, Camtasia for PC) is an app designed for taking screencasts but it can also be used to capture video of a customer while they’re filling out your survey. It’s a dead simple app that makes it quick and easy to put together interview highlight videos as well.

**Cellular Hotspot** for connecting everything up while you’re out and about is also a must. This way no matter what you take with you (iPad, Mac, PC, etc.) you know you can get connected.

**Excel** for keeping track of experiments in the Lean Learning Log.

**Step 3: Analyze the Market, Industry and Technology**

RealTimeBoard and PowerPoint (or Keynote) are my go-to tools for this step whether it’s documenting a Market Distribution Map or thinking through the innovation strategy along the lines of the four types of innovation. I tend to lean towards RealTimeBoard for this one because it’s so easy to collaborate with others on ideas but whatever works best for you!

**Problem / Solution Fit**

**Step 4: Discover the Solution**

This is the step where you’ll get to do a lot of building low, medium and high fidelity prototypes. In this step you’ll also be using the Lean Learning Log and the MVP Storyboard. For the Lean Learning Log I use Excel throughout the process and for the MVP Storyboard I use RealTimeBoard and/or PowerPoint.

For creating low, medium and high fidelity prototypes there are a ton of options and below are the tools that I’ve loved using the most.
Low Fidelity Prototypes (Drawings, Brochures, Landing Pages, Videos, etc.)

**Canva** ([https://www.canva.com/](https://www.canva.com/)) is a great tool for creating any simple graphic design. It’s intended to be DIY for people with little to no design background/abilities. It’s a great way to get a brochure made up quickly and inexpensively.

**NextDayFlyers** ([https://www.nextdayflyers.com/](https://www.nextdayflyers.com/)) are great for rush print jobs. If you create something in Canva and want it printed quickly, with good quality you can’t go wrong with using NextDayFlyers. They’re speed is fantastic and their customer support is great. They print everything from brochures to pop up banners to yard signs and everything in between.

**Fiverr** ([https://www.fiverr.com/](https://www.fiverr.com/)) is an excellent, inexpensive resource for getting projects done quickly. It’s essentially an online marketplace for getting stuff done where most of their prices start at $5/project. I’ve mostly had them do graphic design work but they do all sorts of things from video creation to web development to financial modeling sales copy writing. If you’re on a budget and just need something quick to test, I highly recommend using Fiverr.

**99Designs** ([https://99designs.com/](https://99designs.com/)) is similar to Fiverr but with a focus on graphic design and creating a brand identity. The best use for them is after you’ve created an initial pass of the brand canvas story and would like a designer to create the symbols that represent that story (things like the logo, colors, etc.).

**LeadPages** ([https://www.leadpages.net/](https://www.leadpages.net/)) LeadPages is my favorite landing page software. If you’re looking for a quick way to create a landing page you’ll want to check out LeadPages because they make it dead simple to create them and you can pick from a ton of templates you can customize as well.

**Facebook Ads** ([https://www.facebook.com/](https://www.facebook.com/)) are great for drumming up traffic to your landing pages. I’ve also used Google Ads but prefer Facebook because while Google Ads is good for dialing in the right keywords, Facebook ads are great for helping you dial in your actual customer segment and their likes/hobbies/etc. Both work well but when push comes to shove I prefer Facebook Ads for landing page tests.

**Balsamiq** ([https://balsamiq.com/](https://balsamiq.com/)) is a fantastic tool for mocking up an app or website workflow. The great part about Balsamiq is it allows you to get something up fast without needing much graphic design help. It’s intent is to help you define and test layouts and application task flows before getting into the actual look and feel of something.

Medium Fidelity Prototypes (designed interfaces, etc.)

**Invision** ([https://www.invisionapp.com/](https://www.invisionapp.com/)) is a fantastic app for simulating apps by using uploaded images that are linked in specific ways. Invision allows you to add that extra
layer of design into an app and show it to someone and have them try out tasks and give you feedback on usability. The big advantage with Invision is all you need are screens so you can get started with any set of images you created in PhotoShop or Illustrator or MS Paint or whatever.

Axure (https://www.axure.com/) is a standalone app for UI design creation. It allows you to create and use actual design elements and assets within the app and link them together to simulate an apps workflow. Axure is best when you’re getting closer to actually handing something over for development as it can export packages of assets in ways that are easy for software dev teams to assemble them into an actual app.

Principle (http://principleformac.com/) is similar to Axure in that you’re using actual design assets but the difference is they allow you to build in engaging animations whereas Invision and Axure are limited from that sense.

Sketch (https://www.sketchapp.com/) is a great app for doing app design that is ready for development. With Sketch you don’t need Photoshop and Illustrator as much for creating your designs and they’re designed on a pixel grid so you can hand them over and they’re ready for development upon export.

SketchUp (http://www.sketchup.com/) is a desktop app for creating 3D models or designs. The amazing thing about it is it’s simple to use (versus most CAD designs software) and they have a huge library of free designs that people have shared in their “Warehouse” that you can download and work from. It’s also great for getting a drawing ready for 3D printing.

**High Fidelity Prototypes (live data prototypes, working demos, etc.)**

TechShop (http://www.techshop.ws/) is sort of like that awesome lab you could use in high school or college that had everything for woodworking, metalworking or computer design but available to everyone. If your idea is a physical product and you want to get building fast, check out TechShop because no matter where you’re at they can help you further your idea along and get to a built prototype quickly.

Raspberry Pi (https://www.raspberrypi.org/) is a cheap and easy to use full-stack computer that runs some variant of linux. It’s a fantastic device for use in prototyping IOT ideas. Pair this with some sensors and install NodeRed and you have an excellent development platform for IOT prototype development.

NodeRed (https://nodered.org/) is a browser-based flow editor for creating JavaScript functions. It’s best use is for creating logic for IOT devices with multiple sensor inputs. The great part about NodeRed is it can be run for prototype purposes on a single Raspberry Pi or it can be run in the cloud (e.g. Amazon AWS or Microsoft Azure) as a scalable part of your IOT architecture.
Arduino (https://www.arduino.cc/) is the granddaddy of prototyping hardware. Arduino's are great for single use processing or controls whereas Raspberry Pi's are good for general use processing and multiple controls. If your idea only requires some simple logic in a controller, Arduino is the way to go.

Little Bits (https://littlebits.cc/) is an electronics prototyping platform that is like legos but for electronics. With it you can create all sorts of controllers, sensors, IOT devices,

Salesforce Trailhead (https://trailhead.salesforce.com/) is a great way to get started on building simple Salesforce based projects like apps, IOT projects and user workflows. Some of the most important prototypes I’ve created were by using these tools from Salesforce.

Bubble (https://bubble.is/) is a platform for building web applications without code. I’ve used this to create simple apps that were functional for one specific workflow. It’s a great way to create something quickly but be forewarned that though it doesn’t require code it does require some basic understanding of how apps function to put all the workflows together properly.

**Step 5: Determine Solution Feasibility and Attractiveness**

For this step I’ll cover some options for keeping things organized and tools for doing research to determine feasibility and attractiveness.

Some of these options (like Prescouter and Innography) I would only recommend for innovation projects within big companies because they’re expensive and require a lot of overhead to manage. If you’re not part of a big company or don’t have the budget of an R&D facility don’t bother with them because they can slow you down and burn a lot of cash.

Prescouter (https://prescouter.com/) is an intellectual property research firm that creates detailed reports on the viability and patentability on specific ideas. They can also help with competitive assessments and industry / market reports for new ideas.

Innography (https://www.innography.com/) is an all software based intellectual property search and analysis platform. While I wouldn’t recommend

Google Patents (https://patents.google.com/) is a fantastic free patent search engine. If you’re looking at patenting an idea, this is the first place to go.

**Step 6: Determine Strategic Fit and Form a Team**

For this step, I just use PowerPoint or a piece of paper to fill out the Team Charter Canvas and call it a day!
Product / Market Fit

Step 7: Create Minimum Viable Product (or Service)

To fill out the solution requirements canvas I usually use either PowerPoint or a printed copy. For building the MVP I recommend the following tools depending on what your idea consists of.

IOT Platforms

If you have an IOT idea you’re going to be tempted to immediately jump onto one of the big cloud platforms like AWS IOT or Azure IOT but to create an MVP I would not recommend this. While these platforms are helpful they’re nowhere near as fast and user friendly as the options below for getting an MVP up and running quickly and effectively. Once you’ve launched your MVP and need to build the next major product revision then it may make sense to go directly to one of the big cloud providers but I’d strongly recommend not doing that at first because you’ll waste a lot of development time on backend software that customers will never see.

Xively (https://www.xively.com/) is an end-to-end IOT platform that allows you to create and connect devices securely and reliably to the internet. They also have a native implementation of NodeRed for creating rules logic for your device and creating cases in Salesforce. It’s a fantastic way to get up and running quickly and to learn the inner-workings of the IOT world. There are other companies with similar offerings such as Arrayent and Ayla but Xively is my preferred because they can handle heavier data streams than Arrayent and are more user friendly than Ayla.

Salesforce IOT (https://www.salesforce.com/products/iot-cloud/overview/) is a great way to connect device insights with customer data and needs within the Salesforce CRM.

IBM Watson IOT (https://www.ibm.com/internet-of-things/) is a powerful IOT analytics solution that uses the famous Watson AI engine as its backbone. The promise of Watson IOT is pretty compelling – take all your device data and feed it to Watson and start browsing the insights that come out of it. While still in its infancy, I’ve used Watson IOT and found it to be very capable for a number of use cases including machine learning, natural language processing and a host of other tools.

App Platforms

Here’s the thing about apps. If you’re hoping to create an iOS or Android or web app that is any more complicated than a normal website then you will want to hire a team of experts to build it – there are no good DIY options. Spend the money (or time – if you’re
a developer) to do it right and you won’t regret it. That said, below are some great platforms for developing and managing mobile and cloud apps that you should be aware of:

**Heroku** ([https://www.heroku.com/](https://www.heroku.com/)) is a great option for hosting your apps in a scalable way. They take out all the headaches involved with managing your own hosts and make it easy to focus exclusively on your code that matters.

**HockeyApp** ([https://hockeyapp.net/](https://hockeyapp.net/)) is a mobile application development platform. It’s a great way to test, host, deploy and analyze new mobile apps.

### Hardware Platforms

**AutoDesk Inventor** ([https://www.autodesk.com/products/inventor/overview](https://www.autodesk.com/products/inventor/overview)) is the workhorse of CAD design software for product designs. It’s not for everyone but if you know what you’re doing it’s the best choice for all-around product design.

**Dragon Innovation** ([https://www.dragoninnovation.com/](https://www.dragoninnovation.com/)) is a hardware and manufacturing consultancy based out of Boston. A personal confession on this one, I haven’t actually been a Dragon Innovation customer myself however I have heard amazing things about them from some incredible people. They boast an amazing lineup of hardware companies as their customers including Sphero, Ring, Canary and IDEO so even though I haven’t used them I’m very confident in referring them. If you need helping figuring out the X’s and O’s of getting a hardware project up and running, give them a call.

**Jabil** ([https://www.jabil.com/](https://www.jabil.com/)) is a manufacturing and supply chain powerhouse. When you’ve got a design that’s ready for manufacturing or are close and you need a sourcing partner, Jabil is a great option for getting cost effective scale up quickly with great results. I’ve worked with Jabil and would highly recommend them as a manufacturing partner.

**Radius Innovation and Development** ([http://radiusinnovation.com/](http://radiusinnovation.com/)) is an engineering consultancy that can take your rough idea and turn it into a cost-effective, engineered design that is ready for manufacturing. They partner with Jabil and Dragon Innovation for sourcing and design for manufacturing and can help you if you’re in a pre-engineered stage. They also help greatly with FCC, UL and other compliance bodies to ensure your products design is safe and rock solid.

### Cloud Platforms

When it comes to cloud there really are just two big games in town – Microsoft Azure and Amazon AWS. The rest are just trying to catch and ride the wave. When it comes to which one to go with just know what you’re getting yourself into by picking one over the
other. Both have similar features but very different approaches and it’s important to know and understand those tradeoffs going into development.

**Microsoft Azure** ([https://azure.microsoft.com/](https://azure.microsoft.com/)) is the corporate choice for cloud services. Everything from IOT, machine learning, storage to virtual machines and Azure can pretty much do what AWS does though with a decidedly Microsoft approach. The benefits to Azure are seamless integration with Windows and MS environments as well as favorable terms for businesses that already use Microsoft products and services. Probably the biggest thing going for them is contractual rather than technical in that they don’t require customers to sign an agreement that makes their customers subject to unlimited liability if their products bring down the cloud infrastructure.

**Amazon AWS** ([https://aws.amazon.com/](https://aws.amazon.com/)) is the leader in cloud services for startups and major brands as well. Whether you’re Netflix streaming an unbelievably huge amount of video traffic to your customers every day or if you’re just a lone developer needing computing power, AWS is a great option. The downside to AWS is because their entire price structure is variable it can be incredibly difficult to understand how much you’ll get charged and exactly why without doing a bunch of estimates and research. The other issue is they contractual obligate your company to unlimited liability if the code you are running somehow leads to damages for them or their other customers. That liability could get astronomically huge if something bad happened but that’s why you hire great developers in the first place!

**Step 8: Create Minimum Viable Messaging**

For most of you this section may be overkill in that you’re probably going to have professional designers like a marketing agency or those from Fiverr or 99Designs create your logo, website and other marketing materials. That said, if you’re like me and on a budget and willing to learn you’ll try doing it yourself with varying degrees of success. For the brave, below are my top recommendations.

**Graphic and Print Design Software**

**Adobe InDesign** ([http://www.adobe.com/products/indesign.html](http://www.adobe.com/products/indesign.html)) is Adobe’s print design software that is great for creating everything from brochures and flyers to complete books. Like most Adobe products it’s not for the faint of heart and has a steep learning curve but once you’re familiar with it you’ll be cranking out brochures like a pro.

**Adobe Illustrator** ([http://www.adobe.com/products/illustrator.html](http://www.adobe.com/products/illustrator.html)) is Adobe’s primary art program that is great at creating vector graphics that can be scaled to any size and used in all the other products like InDesign and Photoshop. It’s usually the go-to program for logo creation.
Inkscape ([https://inkscape.org/en/](https://inkscape.org/en/)) is a fantastic free and open source equivalent to Adobe Illustrator. I used Inkscape for several years before finally switching to Illustrator and it worked great. If you’re on a seriously tight budget, use Inkscape.

Adobe Photoshop ([http://www.adobe.com/products/photoshop.html](http://www.adobe.com/products/photoshop.html)) is the famous app that is synonymous with photo editing. It goes without saying that if you want to make great photos, you ought to be using Photoshop.

Gimp ([https://www.gimp.org/](https://www.gimp.org/)) is the free and open source equivalent to Photoshop. It’s also a great program and very well supported and often updated. I’ve used it for many projects and it does a very good job.

Microsoft Publisher ([https://products.office.com/en-us/publisher](https://products.office.com/en-us/publisher)) is Microsoft’s print design software that is somewhat comparable to Adobe InDesign. If you’re already familiar with PowerPoint and Word, you’ll be right at home with Publisher.

Web Host and Design Software

First of all when it comes to the web Wordpress is my all-time favorite platform of choice for public websites. It’s versatility and ease of use is unmatched and the library of incredible and strongly supported plugins is a vast ocean of possibilities where you can get basically anything from a forum to a full e-commerce store setup in a matter of days rather than weeks (my personal record is site idea to launch in under 2 hours for a complete e-commerce store with shopping carts, product pages, images and the whole nine yards).

Flywheel ([https://getflywheel.com/](https://getflywheel.com/)) is the best managed Wordpress host I’ve used to date. They are fast, inexpensive and incredibly helpful. With them you can be confident that your Wordpress site is secure and always up to date.

Oxygen for Wordpress ([https://oxygenapp.com/](https://oxygenapp.com/)) is an amazing plugin that allows for great designs quickly and with maximum flexibility. I was blown away when I learned about Oxygen and I’ll never go back.

WooCommerce for Wordpress ([https://woocommerce.com/](https://woocommerce.com/)) is an incredible app for setting up an e-commerce site on Wordpress quickly and effectively. The plugin by itself comes for free with product pages,

Stripe ([https://stripe.com/](https://stripe.com/)) is a fantastic online payment gateway for accepting credit cards and bank transfers. Their pricing is simple and the app is beautiful and a breeze to setup.

Gumroad ([https://gumroad.com/](https://gumroad.com/)) is another great option for online payment gateways that I would highly recommend. It’s simpler than Stripe and with barebones features but
sometimes all you need is for people to be able to pay you. And that’s exactly what Gumroad excels at.

**Video Production Software and Equipment**

If you’re going down the DIY video production route you need at least 4 things: an amazing camera, an amazing mic, lights and software. Below are my top choices for each of these:

**iPhone 7** or newer ([https://www.apple.com/iphone/](https://www.apple.com/iphone/)) is an amazing camera and though it’s not as fancy as a DSLR like the Canon Rebel series, it does a great job of capturing any well lit scene as either a still or video. I’ve used iPhones for production quality work and the results have been great.

**Canon Rebel Series** ([https://www.usa.canon.com](https://www.usa.canon.com)) are fantastic for high quality, crystal clear shots in whatever lighting you have. These are also amazing for short videos (long videos are usually limited by memory or to 30 minutes) to post online and use in promotional videos.

**Rode VideoMic** ([http://en.rode.com/](http://en.rode.com/)) is a great all-purpose mic for use with DSLR’s or other recorders that accept a 3.5mm jack.

**Audio-Technica ATR2100** ([http://www.audio-technica.com/](http://www.audio-technica.com/)) is a great mic for high-quality audio piped straight into your computer. If you’re doing voice overs, this is a great, low cost option.

**Camtasia** ([https://www.techsmith.com/](https://www.techsmith.com/)) is a video creation app that is designed to be simple and easy enough for anyone to use. I’ve tried both Adobe Premier and Camtasia and Camtasia is the clear winner in ease of use and bang for your buck.

**Handbrake** ([https://handbrake.fr](https://handbrake.fr)) is an all-around video format conversion app. Unless you’ve mastered the complexities of Premier, you’re going to need this app to get all your different video file types to work together. It’s a great free app every video editor should use.

**LimoStudio Photography Photo Lighting Kit** ([http://www.limostudio.com/](http://www.limostudio.com/)) is a great, all-purpose 3 piece lighting set you can use to get proper lighting for all your photography and video projects. The best part about LimoStudio is they’re quality is good and their prices are bargain basement cheap. Check out their website for other great lighting products like photo shoot boxes and box lights as well.

**Step 9: Create Minimum Viable Channel**

**Awareness**
PRWeb ([http://www.prweb.com/](http://www.prweb.com/)) is a press release agency that for anywhere from $99-$349 can get your press release in front of the top news outlets in the U.S. I’ve used it several times and if your release is newsworthy enough it can generate interest and become a great resource online for SEO purposes. It’s also not uncommon for articles released on PRWeb to show up on the New York Times, Wall Street Journal and USA Today websites because they tend to aggregate those higher valued stories as well.

BusinessWire ([http://www.businesswire.com/](http://www.businesswire.com/)) is another press release agency to look into for press release distribution. They don’t publish their pricing online like PRWeb but from what I remember their pricing is a bit higher.

Cision & PRNewswire ([http://www.prnewswire.com/](http://www.prnewswire.com/)) is the premier option for sending and monitoring news for your brand. If you have the budget and PR is going to be a big part of your channel strategy I would recommend Cision.

Google Adwords ([https://adwords.google.com](https://adwords.google.com)) is a great option for gaining paid traffic to your website using keywords. Before going to deep in paying Adwords, do your keyword research first. These ad expenses can add up fast with little to show for it if you’re not careful!

Facebook Ads ([https://www.facebook.com/](https://www.facebook.com/)) are great for drumming up traffic to your landing pages. I’ve also used Google Ads but prefer Facebook because while Google Ads is good for dialing in the right keywords, Facebook ads are great for helping you dial in your actual customer segment and their likes/hobbies/etc.

Sale

SalesRabbit ([https://www.salesrabbit.com/](https://www.salesrabbit.com/)) is a door-to-door sales and lead management app for door-to-door sales. If you’re hustling and want an effective way to track your progress, be sure to check it out.

Ontraport ([https://ontraport.com/](https://ontraport.com/)) is an incredibly powerful CRM and marketing automation platform. You can do all the things Ontraport does with Salesforce (plus their Marketing Cloud platform) but Ontraport is focused and simple to use for online marketing.

Delivery

Shipwire ([https://www.shipwire.com/](https://www.shipwire.com/)) is an online logistics and fulfillment management platform. I’ve never actually used it but I’ve heard great things about it and if you’re in the business of shipping physical goods you’ll want something to help track and manage your supplier and fulfillment network – just the sort of job Shipwire is made for.

Support

Innovator’s Canvas Masterclass: Tech Guide
Salesforce ([https://www.salesforce.com/](https://www.salesforce.com/)) is the big CRM offering that can basically do anything so long as you have budget to feed it. While Salesforce is by far the most powerful option out there it can also be the trickiest to get up and running which is why I recommend going through the Trailhead (mentioned above) to learn the ropes.

**Step 10: Define Business Vision & Strategy**

To fill out the Business Vision and Strategy canvas I usually use either PowerPoint or a printed copy.

**Step 11: Prepare for Scale**

LucidChart ([https://www.lucidchart.com/](https://www.lucidchart.com/)) is a fantastic option for creating process maps and workflows. I’ve used it for years and love it.

Tableau ([https://www.tableau.com/](https://www.tableau.com/)) is another great tool for business intelligence and analytics. It’s pricey but if you’re needing to combine data sources and create easy to update and manage dashboards you won’t be disappointed with Tableau. Fair warning: it’s not for the faint of heart, if you’re familiar with SQL you’ll be amazed at what it can do but if you’re new to databases then it may be a bit intimidating to use without some help setting it from a data scientist.

**Step 12: Re-Organize Team and Scale the Business**

Kissflow ([https://www.tableau.com/](https://www.tableau.com/)) is a great option for implementing business process automation quickly and inexpensively. Everything from newsletter approval to reimbursements can be automated and tracked via Kissflow.

There you have it, my tour-de-force of tech options for each stage of the business model maturity. Hope this helps and good luck!

- Jake