

# 37 tools to test your startup idea

**New Year - New Beginnings. Welcome, 2021.**

*“We spend January 1 walking through our lives, room by room, drawing up a list of work to be done, cracks to be patched. Maybe this year, to balance the list, we ought to walk through the rooms of our lives...not looking for flaws, but for potential.”*

– Ellen Goodman

If you ever thought about starting a company or undertaking a new side project, I am sure you will find these resources helpful.

**The list will be updated regularly. If you want to contribute and share your favourite tools, please let me know.** Let's grow the list together and help each other to create, test, and validate new ideas.

## Create An App Without Coding

- [Bubble](#)
- [Thunkable](#)

## Website Builders

- [Tilda](#)
- [WordPress](#)
- [WebFlow](#)
- [WIX](#)

## Ecommerce

- [WordPress](#) + [Woocommerce](#)
- [Shopify](#)

## **Chatbots**

- [Chatfuel](#)
- [Chatforma](#)
- [Sendpulse](#)
- [Manychat](#)

## **Design Tools**

- [Canva](#)
- [Crello](#)

## **Tables & Databases**

- [Google Spreadsheet](#)
- [Airtable](#)

## **Analytics**

- [Google Analytics](#)
- [Mixpanel](#)
- [Yandex.Metrika](#)

## **Email**

- [Mailchimp](#)
- [Substack](#)
- [Getresponse](#)

## **Promoting tools**

- [Producthunt](#)
- [Reddit \(startup community\)](#)

## Prototypes

- [Figma](#)
- [Marvelapp](#)

## Customer Interviewing Tools

- [Google Forms](#)
- [Typeform](#)
- [Surveymonkey](#)

## Outline Customer Journey

- [Xmind](#)
- [Miro](#)

## Automation

- [Zapier](#)
- [Integromat](#)
- [Automate.io](#)
- [IFTTT](#)
- [Microsoft Flow](#)

## Business Model Canvas

- [Canvanizer](#)