TOOLBOX FOR STARTUPS

We are building this toolbox with useful links to resources (both free and commercial) typically needed to launch a start-up. Acknowledgements go to Modiragatsi program; Technology Transfer and Innovation Support Office; bhive Incubator; Small Business Advisory Bureau; NWU Business School and Kyle Murphy.

Let us know if there is a particular resource you would like us to add, as we'll update the list from time to time.

Feel free to share.

Remember: you don't need to build the next unicorn. A solid, sustainable family business or social enterprise may be what you are after, and these can add significant value to your family and community. But if you aim to conquer the world and build a dragon, a unicorn or zebra, remember all it takes is a big idea and an energetic entrepreneur. The pathways are different, but the building blocks are the same. We've built this toolbox to serve as wide an audience as possible.

NWU RESOURCES

- Modiragatsi program
- Technology Transfer and Innovation Support Office
- Bhive Incubator
- Small Business Advisory Bureau
- NWU Business School

FREE COURSES AND RESOURCES

Starting and funding your business

- bhive training material (NWU inhouse training)
- Michigan State University (Start your own business)
- London Business School (Startup financing without VC)
- University of Maryland (Startup funding)
- Wharton Business School, UniPenn (Launching a startup)
- Wharton Business School, UniPenn (Crowdfunding)
- University of Colorado Boulder (Launching a technology startup company)
- Copenhagen Business School (A model for social businesses)
- University of Maryland (The Innovative Entrepreneur)

Innovation Canvass

- [Innovate UK KTN](#) (Build your innovation idea)

Business Model Canvass

- [University System of Georgia](#) (Business Model Canvass)

- [University of Virginia](#) (Business Model Canvass)

- [The Business Channel](#) (Business Model Canvass)

- [Lean Canvas](#) (Lean startup business modeling)

- [Canvanizer](#) (Lean startup business modeling)

- [Strategyzer](#) (Buisness model canvas and value proposition design)

BUDGETS AND FINANCIAL PLANNING

- [FNB Business Coach](#) (Fundaba suite of tools)

- [Runway](#) (Cash planning)

- [Standard Bank](#) (Bizconnect suite of tools)

- [ABSA](#)

- [Nedbank](#)

- [Nedbank 2](#)

- [Business Partners SA](#) (sme toolkit)

- [Ramp](#) (Startup finance management)

- [Brex](#) (Startup finance management)

- [Foresight](#) (Best practices and resources for financial modeling)

- [Rho](#) (Startup finance management)

- [Causal](#) (Financial modeling)

BUSINESS & STARTUP PLANNING

- [Ideator](#) (Innovation platform)

- [XMind](#) (Brainstorming tool)

- [Mindjet](#) (Brainstorming and innovation tool)

MAKING PITCH DECKS

- [Slidebean](#)

- [Visme](#)

- [Pitch.com](#)

- [Pitch Deck Hunt](#)

WRITING BUSINESS PLANS

Note: Venture Capital and angel investors usually require a pitch deck first, and maybe later a business plan

- Old Mutual free template
- Business Partners SA Writing A Business Plan — SME Toolkit
- Enterpreneur.com free template
- SME South Africa
- Industrial Development Corporation SA guidelines for funding applications
- Shopify free templates
- US Small Business Administration handy guidelines

SETTING UP YOUR COMPANY

You can register your new company by yourself, or get an accountant or law firm to assist you.

- CIPC (South African registration authorities)
- Kisch-IP commercial and IP lawyers Commercialdept@kisch-ip.com
- Bezuidenhout & Steyn (Potchefstroom, South Africa) admin@bsing.co.za
- Find An Accountant (South Africa)
- Find a lawyer (South Africa)
- Find a lawyer 2 (South Africa)
- Startup Equity Calculator
- Co-founder Equity Split

WEBSITES & DOMAIN NAMES

Find a cool name for your business, check if the name is available or already taken (check both www.cipc.co.za and google). Move fast to secure the name and the corresponding web domain name for your website. Remember that domain names also come with e-mail addresses.

- Domains (Domain name generation and search)
- GoDaddy (Domain name generation and search)
- Google (Domain name generation and search)
- Afrihost (Domain name generation and search)

- Domai.nr (Domain name generation and search)
- Nameboy (Domain name generation and search)
- NameStation (Domain name generation and search)
- Lean Domain Search (Domain name generation and search)
- Sedo (Domains for sale)
- NameCheap (Domain registrar)

EMAIL, CALENDARS & SCHEDULING

- Google Workspace (formerly G Suite)

- Microsoft 365
- Doodle (Scheduling meetings)
- Calendly (Appointment scheduling)

CONFERENCE CALLS & WEB MEETINGS

- Zoom (Conference/video calls and screen sharing)
- Microsoft Teams (Conference/video calls and screen sharing)
- GoToWebinar (for hosting webinars)
- Demio (for hosting webinars)
- TeamViewer (Remote access)

DOC MANAGEMENT/CLOUD STORAGE/ESIGNATURES

- Box (Cloud doc management and file sharing)
- Dropbox (Cloud file syncing)
- Google Drive (Part of Google Worksite)
- Onehub (Cloud file storage)
- DocuSign (e-signatures)
- EchoSign (e-signatures)
- SignNow (e-signatures)
- HelloSign (e-signatures)
- DeliverySlip (Secure/encrypted email)
- DocHub (PDF tools)
- DocSend (Secure doc sharing)

BOOTSTRAPPING

- Entrepreneur.com
- Corporate Finance Institute
- Pathway Lending

FUNDRAISING, INVESTOR & EQUITY MANAGEMENT TOOLS

- Dazzle Angels (Angel funding)
- Jozi Angels (Angel funding)
- Angel Investment Network (Angel funding)
- Gust (Angel funding)
- AngelList (Investor matching)
- The Funded (Investor & deal info)
- Term Sheet Generator (from Wilson Sonsini)
- PitchBook (Investor & deal info)

- Signal (Fundraising CRM/database)

- LA/OC Venture Capital and Angel Fund Directory

- Foundersuite (Investor CRM)

- LA Tech Investor List

- LA based incubators & accelerators

- Runway (Cash planning tool from Erie Ries)

- LTSE Equity (Cap table management tool from Erie Ries)

- Carta (Cap table management)

- PitchPages (Fundraising)

- Diligent Equity (Cap table management)

- Shareworks (Stock options management and expensing)

IP LAWYERS

Your business idea or invention may be novel enough to qualify for patenting, design registration or similar protection. Software is generally not patentable, but there are exceptions. You may also have a special name or logo that can be trademarked. All these intellectual property aspects can be very valuable, if registered properly in all the markets/ countries where you think you will trade. This requires the services and advice of an IP law firm, and the best way is to contact them and ask for a consultation.

You may consider the following SA-based firms (tell them we sent you 😊):

- Kisch-IP   ip@kisch-ip.com
- Adams & Adams
- Spoor and Fischer
- Von Seidels
- Tshaya Mashabela Attorneys

They will be able to assist you with international registrations too.

INTERESTING BLOGS & KNOWLEDGE RESOURCES

- Comparably (Compensation/salary data)

- Signal (Fundraising CRM/database)

- Hubspot Blog (Marketing)

- Steve Blank (Created the Customer Development model)

- Ben Horowitz @ Andreessen Horowitz (Entrepreneur and VC)

- Search Engine Land (SEO)

- Startup Lesson Learned—Eric Ries (The Lean Startup author)

- For Entrepreneurs—David Skok (Entrepreneur and VC)

- Guy Kawasaki (The Art of the Start author)

- ACV—Fred Wilson (VC)

- LeanStack—Ash Maurya (Lean Canvas creator)

- Both Sides of the Table—Mark Suster (Entrepreneur and VC)

- Seth Godin (Author)

INTERNATIONAL STARTUP NEWS
- TechCrunch
- CrunchBase (Startup company database)
- Startup Grind
- VentureBeat
- TheFunded (Funding and VC database)
- Tech.co
- Product Hunt (New products)
- GeekWire
- PitchBook
- CoFoundersLab
- Meetup
- FoundersNation
- Y-Combinator Co-Founder Match

BOOKS
- Art of the Start 2.0—Guy Kawasaki
- The Lean Startup—Eric Ries
- The Startup Owner's Manual—Steve Blank & Bob Dorf
- Business Model Generation—Alex Osterwalder & Yves Pigneur
- Value Proposition Design: How to Create Products and Services Customers Want—Alex Osterwalder & Yves Pigneur
- The Startup Checklist—David S. Rose
- Traction—Gino Wickman
- Scaling Up—Verne Harnish
- Disciplined Entrepreneurship & Disciplined Entrepreneurship Workbook—Bill Aulet

TELEPHONE SOLUTIONS
- Grasshopper (Basic)
- Phonebooth (Better for smaller needs)
- RingCentral (Scalable & robust)
- SnapRecordings (Professional telephone greetings/messages)
- MightyCall (Full featured for startups)
- Dialpad (Full featured for startups)
- Krisp (Background noise elimination)
- Ytel (Phone marketing)

- Aircall (Virtual call center)

CORPORATE COMMUNICATION, MARKETING, LOGOS, DESIGN, & VIDEO/ANIMATION,

- Jake Media (Potchefstroom, South Africa)
- Wideo (Animated video & presentation creator)
- Vyond (Video/animation creator)
- Sparkol (Video/animation creator)
- Slidebean (Presentation creator)
- Animaker (Animated video creator)
- Dribbble (Freelance designers)
- 99designs (Crowdsourced design)
- Fiverr (Small design projects)
- Envato (Digital goods marketplace)
- Powtoon (Video/animation creator)
- Raw Shorts (Video/animation creator)
- Vidyard (Video creator)
- SocialSizes.io (Image and video sizing)

LEGAL FORMS & AGREEMENTS

There are numerous templates and examples of legal agreements available on the web, mostly American, but be mindful that the laws of the country where you launch may be different. Engage a law firm if you are unsure.

- Kisch-IP   Commercialdept@kisch-ip.com   SA law firm
- Agreements Online (South Africa)
- Netlaw Man (South Africa)
- Contract Zone (South Africa)
- Law Live (South Africa)
- Cooley LLP (Privacy Policy Generator)
- TermsFeed (Privacy Policy, Terms and Conditions, etc.)
- Orrick, Herrington & Sutcliffe (Free startup forms and agreements)
- iubenda (Privacy Policy, Terms and Conditions, etc.)

OTHER COOL TOOLS/ RESOURCE LISTS (INTERNATIONAL)

- Kyle Murphy's List
- Steve Blank's list of resources
- Y Combinator Startup Library
- StackShare Open Source & SaaS Tools List