

Startup Tech Stack Checklist

Sales Software

CRM
Email Tracking
Document Tracking
Sales Automation
Call Tracking
Ecommerce
Deal Management
Inventory Management

Marketing Software

Website Builder
Website Analytics
SEO Software
Digital Ad Management
Video Management
Social Media Management
Contact Management
Graphic Design

Customer Service Software

Ticketing
Live Chat / Chatbots
Knowledge Base
Feedback Management

Internal Communication Software

Shared Calendar
Shared Inbox
Internal Chat
Meeting Scheduling
Video Calling
Internal Ticketing
File Sharing

Finance and Administrative

Project Management
HR Software
Data Management
Cybersecurity
Document Storage
Time Tracker
Employee Engagement Tools
Payroll
Invoicing
Accounting
eSignature / Document

The HubSpot logo is displayed in white on a dark blue background. It features the word "HubSpot" in a bold, sans-serif font, with a stylized robot head icon integrated into the letter "o".

Free Business Software for Startups

Marketing, sales, and customer service software that starts free and scales with you as you grow.

[Get Free Software for Startups](#)