

100+ Free AI Tools for Startups

Categorized Directory of Free and Freemium AI Tools for Marketing, Sales, and Operations

Downloaded from GloryAI.eu - Last Updated: February 2025

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1. Content Creation & Copywriting

ChatGPT (Free + \$20/mo Pro)

<https://chat.openai.com> The most well-known AI chatbot. Great for brainstorming, writing drafts, and answering questions. Free tier has GPT-3.5; Pro adds GPT-4.

Claude (Free + Pro)

<https://claude.ai> Anthropic's AI assistant. Excellent for long-form content, nuanced discussions, and analytical tasks. Longer context window than ChatGPT.

Gemini (Free)

<https://gemini.google.com> Google's AI chatbot. Good for research tasks and integration with Google services.

Copilot (Free)

<https://copilot.microsoft.com> Microsoft's AI assistant. Good for writing code and general tasks.

Writesonic (Free)

<https://writesonic.com> AI writing tool with templates for ads, blogs, and landing pages.

Jasper (Free trial)

<https://jasper.ai> Enterprise AI writing assistant. Good for teams. Free trial available.

Rytr (Free tier)

<https://rytr.me> Affordable AI writer with multiple tones and use cases.

Copy.ai (Free tier)

<https://copy.ai> AI copywriting tool with templates for social media, emails, and more.

Article Forge (Free trial)

<https://articleforge.com> Long-form AI content generation for SEO articles.

INK (Free + Pro)

<https://inkforall.com> AI content platform with SEO optimization built in.

TextCortex (Free tier)

<https://textcortex.com> AI writing assistant with browser extension.

Wordtune (Free + Pro)

<https://wordtune.com> AI writing tool that helps rewrite and improve sentences.

ShortlyAI (Paid)

<https://shortlyai.com> AI writing assistant for long-form content.

NovelAI (Free + Subscription)

<https://novelai.net> AI storytelling and novel writing assistant.

Sudowrite (Free trial)

<https://sudowrite.com> AI writing tool specifically for creative writers and fiction.

2. Image Generation & Design

DALL-E 3 (Free credits + Paid)

<https://openai.com/dall-e-3> OpenAI's image generation. Excellent quality, understands complex prompts.

Midjourney (Free trial)

<https://midjourney.com> High-quality artistic image generation. Best for creative and artistic images.

Stable Diffusion (Free)

<https://stability.ai> Open-source image generation. Runs locally or via various platforms.

Leonardo.ai (Free tier)

<https://leonardo.ai> Feature-rich image generation with style controls. Good free tier.

Bing Image Creator (Free)

<https://bing.com/create> DALL-E powered, free to use. Good quality, easy to access.

Canva AI (Free + Pro)

<https://canva.com> Design platform with AI features including Magic Write and image generation.

Adobe Firefly (Free + Paid)

<https://adobe.com/firefly> Adobe's AI image generation. Integrated with Photoshop.

Ideogram (Free tier)

<https://ideogram.ai> AI image generation with strong text rendering in images.

Playground AI (Free tier)

<https://playgroundai.com> Image generation with multiple AI models.

Runway (Free tier)

<https://runwayml.com> Video and image AI tools, including inpainting and outpainting.

Remove.bg (Free tier)

<https://remove.bg> AI-powered background removal for images. Free for 1 image per week.

Cleanup.pictures (Free)

<https://cleanup.pictures> Remove unwanted objects from images. Free and easy to use.

Stockimg.ai (Free tier)

<https://stockimg.ai> AI-powered stock image and design generation.

Looka (Free + Paid)

<https://looka.com> AI-powered logo design. Free to browse, paid for downloads.

Galileo AI (Free)

<https://galileoai.design> AI UI design generation for apps and websites.

3. Video Creation

Runway (Free tier)

<https://runwayml.com> AI video editing, generation, and enhancement tools.

Synthesia (Free trial)

<https://synthesia.io> AI video generation with avatars. Create videos from text.

Pictory (Free trial)

<https://pictory.ai> Turn text articles into videos automatically.

Lumen5 (Free tier)

<https://lumen5.com> Convert blog posts into engaging videos with AI.

InVideo (Free tier)

<https://invideo.io> AI-powered video creation platform with templates.

HeyGen (Free trial)

<https://heygen.com> AI video generation with customizable avatars.

DeepBrain AI (Free trial)

<https://deepbrain.io> AI video synthesis with realistic avatars.

Vidyo.ai (Free tier)

<https://vidyo.ai> AI-powered video clipping and repurposing.

Opus Clip (Free tier)

<https://opus.pro> Transform long videos into viral shorts automatically.

Munch (Free trial)

<https://munch.io> Extract best moments from videos for social media.

Kapwing (Free + Pro)

<https://kapwing.com> Online video editor with AI tools including auto-captioning.

Descript (Free tier)

<https://descript.com> Video and podcast editing with AI transcription and overdub.

4. SEO & Research

Ahrefs Webmaster Tools (Free)

<https://ahrefs.com/webmaster-tools> Free backlink analysis and SEO audit tools.

Google Search Console (Free)

<https://search.google.com/search-console> Essential SEO tool from Google. Tracks rankings, indexing, issues.

AnswerThePublic (Free + Pro)

<https://answerthepublic.com> Visual keyword research tool. Shows questions people ask.

Also Asked (Free + Pro)

<https://alsoasked.com> Related questions from Google for keyword research.

Google Trends (Free)

<https://trends.google.com> Track search trends and compare keyword interest over time.

Ubersuggest (Free tier)

<https://neilpatel.com/ubersuggest> Keyword research, SEO analysis, and content ideas.

AnswerAI (Free)

<https://answerai.io> AI-powered Q&A content optimization tool.

Surfer (Free trial)

<https://surferseo.com> AI-powered SEO content optimization. Analyze and improve content.

NeuronWriter (Free trial)

<https://neuronwriter.com> Content optimization tool with NLP analysis.

Frase (Free trial)

<https://frase.io> AI content brief and SEO optimization tool.

QuillBot (Free + Pro)

<https://quillbot.com> AI writing tool with paraphrasing and grammar checking.

Semantic Scholar (Free)

<https://semanticscholar.org> AI-powered research tool for academic papers.

Elicit (Free)

<https://elicit.org> AI research assistant for academic literature review.

5. Email Marketing

Mailchimp (Free tier)

<https://mailchimp.com> Email marketing platform with AI-powered features. Free up to 500 subscribers.

HubSpot Email (Free)

<https://hubspot.com> Email marketing with CRM integration. Generous free tier.

Brevo (Free tier)

<https://brevo.com> Email marketing, SMS, and chat. Free up to 300 emails/day.

MailerLite (Free tier)

<https://mailerlite.com> Simple email marketing. Free up to 1,000 subscribers.

ConvertKit (Free for under 300)

<https://convertkit.com> Email marketing built for creators. Free plan available.

Systeme.io (Free tier)

<https://systeme.io> All-in-one marketing platform. Free up to 2,000 contacts.

SmartrMail (Free trial)

<https://smartrmail.com> Email marketing for e-commerce with AI features.

EmailOctopus (Free tier)

<https://emailoctopus.com> Simple, affordable email marketing. Free up to 2,500 subscribers.

Woodpecker (Free trial)

<https://woodpecker.co> Cold email tool with AI warm-up features.

Instantly.ai (Free trial)

<https://instantly.ai> Email outreach and warming platform.

ZeroBounce (Free tier)

<https://zerobounce.net> Email validation service to clean your list.

NeverBounce (Free trial)

<https://neverbounce.com> Email verification and validation.

6. Social Media

Buffer (Free tier)

<https://buffer.com> Social media scheduling and analytics. Free for 3 channels.

Later (Free tier)

<https://later.com> Instagram and social media scheduling. Free for 1 set.

Publer (Free tier)

<https://publer.io> Social media scheduling with AI assistant.

Predis.ai (Free trial)

<https://predis.ai> AI-powered social media content creation and scheduling.

Ocoya (Free trial)

<https://ocoya.com> AI-generated social media content.

FeedHive (Free tier)

<https://feedhive.com> Social media management with AI content analysis.

Taplio (Free trial)

<https://taplio.com> LinkedIn-focused content creation and scheduling.

Crystal (Free trial)

<https://crystallinks.com> AI personality analysis for better LinkedIn outreach.

Phantombuster (Free trial)

<https://phantombuster.com> Automated social media lead generation.

Brandwatch (Free trial)

<https://brandwatch.com> Social media monitoring and analytics.

Mention (Free trial)

<https://mention.com> Social media listening and monitoring.

BuzzSumo (Free + Pro)

<https://buzzsumo.com> Content research and social media analytics.

7. Customer Support & Chatbots

Intercom (Free trial)

<https://intercom.com> Customer messaging platform with AI bot capabilities.

Drift (Free trial)

<https://drift.com> AI-powered conversational marketing and sales.

Tidio (Free tier)

<https://tidio.com> Live chat and chatbot with AI. Free for small teams.

Freshchat (Free trial)

<https://freshworks.com/freshchat> AI-powered customer messaging platform.

Zendesk (Free trial)

<https://zendesk.com> Customer service platform with AI features.

Ada (Free trial)

<https://ada.cx> AI customer service chatbot platform.

Conversica (Free trial)

<https://conversica.com> AI sales assistant for automating customer conversations.

Workativ (Free trial)

<https://workativ.com> AI chatbot for customer support automation.

Botpress (Free + Open source)

<https://botpress.com> Open-source conversational AI platform.

Landbot (Free trial)

<https://landbot.io> No-code chatbot builder.

Flow XO (Free trial)

<https://flowxo.com> Chatbot builder for websites and messaging apps.

ManyChat (Free trial)

<https://manychat.com> chatbot for Instagram, Facebook, and more.

8. Sales & CRM

HubSpot CRM (Free)

<https://hubspot.com/products/crm> Full-featured CRM free forever. Includes marketing automation.

Zoho CRM (Free tier)

<https://zoho.com/crm> Comprehensive CRM with AI assistant. Good free tier.

Pipedrive (Free trial)

<https://pipedrive.com> Sales-focused CRM with AI-powered insights.

Salesforce (Free trial)

<https://salesforce.com> Enterprise CRM. Free trial available.

Freshsales (Free tier)

<https://freshworks.com/freshsales> AI-powered CRM with built-in phone and email.

Agile CRM (Free tier)

<https://agilecrm.com> Sales and marketing CRM with automation.

HubSpot Sales Hub (Free + Paid)

<https://hubspot.com/products/sales> Sales automation and quoting tools.

Lavender (Free + Pro)

<https://lavender.io> AI email assistant for sales teams. Helps write better emails.

Apollo.io (Free tier)

<https://apollo.io> Sales intelligence and engagement platform. Large database.

Clay (Free + Paid)

<https://clay.com> Data enrichment and outreach personalization.

Instantly.ai (Free trial)

<https://instantly.ai> Email outreach and warming platform.

Reply.io (Free trial)

<https://reply.io> AI-powered sales engagement and cold email.

9. Productivity & Project Management

Notion AI (Free + Paid add-on)

<https://notion.so> AI assistant built into the popular productivity workspace.

ClickUp (Free + Unlimited)

<https://clickup.com> All-in-one project management with AI features.

Asana (Free + Premium)

<https://asana.com> Project management with AI-powered features.

Todoist (Free + Pro)

<https://todoist.com> Task management with AI task suggestions.

Otter.ai (Free tier)

<https://otter.ai> AI meeting transcription and note-taking.

Fireflies.ai (Free tier)

<https://fireflies.ai> AI meeting notes and conversation intelligence.

Mem (Free + Pro)

<https://get.mem.ai> AI-powered personal knowledge management.

Amy (Free)

<https://amy.wbsrmv.com> AI-powered meeting scheduler that syncs with your calendar.

Clockwise (Free + Paid)

<https://clockwise.so> AI-powered calendar optimization and meeting scheduling.

Reclaim.ai (Free trial)

<https://reclaim.ai> AI calendar management for teams.

Motion (Free trial)

<https://motion.com> AI-powered project and task management.

Slite (Free + Pro)

<https://slite.com> Team knowledge base with AI search and writing.

10. Coding & Development

GitHub Copilot (Free + Paid)

<https://github.com/features/copilot> AI pair programmer. Free for students, discounted for open source.

Tabnine (Free + Pro)

<https://tabnine.com> AI code completion for multiple languages.

Codeium (Free)

<https://codeium.com> Free AI-powered code completion. Good free tier.

Cursor (Free + Pro)

<https://cursor.sh> AI-first code editor built on VS Code.

Replit (Free + Pro)

<https://replit.com> Online IDE with AI features including autocomplete and Ghost Writer.

Kode AI (Free tier)

<https://kodeai.com> AI code generation and assistance.

Sourcegraph (Free + Enterprise)

<https://sourcegraph.com> Code search and intelligence with AI features.

Bito (Free)

<https://bito.co> AI code assistant for developers.

CodeRabbit (Free + Pro)

<https://coderabbit.ai> AI code review and generation for GitHub.

Debuild (Free + Paid)

<https://debuild.app> AI-powered web app builder.

Locofy (Free tier)

<https://locofy.ai> Convert designs to code with AI.

Builder.io (Free + Paid)

<https://builder.io> Visual development platform with AI features.

11. Analytics & Data

Google Analytics 4 (Free)

<https://analytics.google.com> Essential web analytics platform.

Mixpanel (Free tier)

<https://mixpanel.com> Product analytics with AI-powered insights.

Hotjar (Free tier)

<https://hotjar.com> User behavior analytics with heatmaps and recordings.

FullStory (Free trial)

<https://fullstory.com> Digital experience analytics.

Amplitude (Free tier)

<https://amplitude.com> Product analytics with AI features.

Heap (Free tier)

<https://heap.io> Product analytics with auto-capture.

Posthog (Free tier)

<https://posthog.com> Open-source product analytics.

Baremetrics (Free trial)

<https://baremetrics.com> Analytics for SaaS and subscription businesses.

ChartMogul (Free trial)

<https://chartmogul.com> Subscription analytics and reporting.

Metabase (Free + Cloud)

<https://metabase.com> Open-source business intelligence and analytics.

Grafana (Free + Cloud)

<https://grafana.com> Open-source observability and analytics platform.

12. Audio & Transcription

Whisper AI (Free, Open source)

<https://github.com/openai/whisper> OpenAI's speech recognition. Run locally or use API.

Otter.ai (Free tier)

<https://otter.ai> AI meeting transcription and note-taking.

Fireflies.ai (Free tier)

<https://fireflies.ai> Meeting transcription and conversation intelligence.

Rev (Free trial)

<https://rev.com> Transcription and captioning services.

Sonix (Free trial)

<https://sonix.ai> Automated transcription and translation.

Descript (Free tier)

<https://descript.com> Transcription, editing, and overdub for audio/video.

Trint (Free trial)

<https://trint.com> Automated transcription and collaboration.

Happy Scribe (Free trial)

<https://happyscribe.com> Transcription and subtitle generation.

Resemble.ai (Free trial)

<https://resemble.ai> AI voice cloning and generation.

ElevenLabs (Free tier)

<https://elevenlabs.io> AI voice generation and text-to-speech.

Play.ht (Free tier)

<https://play.ht> Text-to-speech and voice cloning.

Murf AI (Free trial)

<https://murf.ai> AI voice generator for videos and presentations.

13. Free AI Courses & Resources

Google's AI Essentials Course (Free)

<https://grow.google/courses> Free course on using AI tools in your work.

LinkedIn Learning - AI Courses (Free trial)

<https://linkedin.com/learning> Various AI courses included in trial.

DeepLearning.AI Courses (Free + Paid)

<https://deeplearning.ai> Andrew Ng's courses on AI and machine learning.

Fast.ai (Free)

<https://fast.ai> Free practical deep learning course.

Google ML Education (Free)

<https://developers.google.com/machine-learning> Free machine learning courses and resources.

Elements of AI (Free)

<https://elementsofai.com> Free intro course to AI by University of Helsinki.

AI For Everyone (Free audit)

<https://coursera.org/learn/ai-for-everyone> Andrew Ng's non-technical AI course on Coursera.

How to Use This Directory

For New Startups: Start with the essentials: ChatGPT, Notion AI, and Canva AI. These three tools cover most early-stage needs for content, productivity, and design.

For Marketing Teams: Focus on the Content Creation, Email Marketing, and Social Media sections. Combine with SEO tools for full-funnel coverage.

For Sales Teams: Priority should be CRM tools (HubSpot is excellent and free), followed by email outreach tools and lead enrichment platforms.

For Development Teams: GitHub Copilot or Tabnine for code completion, plus analysis tools for product analytics.

This directory was compiled by GloryAI for European startups. For more marketing resources, visit <https://gloryai.eu>