

WESPARK TECH STACK





Artificial Intelligence



Open AI
Main AI
LLM



N8N
AI Workflows
& Automations



27 Other AI Tools

27 Tools
Follow [WeSpark](#)
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New Product Design



Mural
Virtual
Workshops



Replit
Fast App
Prototyping



Figma
High-Fidelity
Prototyping



Website



WIX
Website Creation
& Hosting



3D Work



Blender
3D Modeling
& Animations



Payments



Bitcoin
P2P Payments
Infrastructure



VEO 3
AI Video
Creation



Opus Clip
Video Shorts
Generation



OBS
Livestream
& Recording



Premiere
Video
Editing



Adobe Suite
We use many
of these Apps!



Video Content Creation

Knowledge Share



Notion
Knowledge
Base



Grammarly
Grammar
Check



Drive
Company
Storage



Gmail
Emails
+Outlook



Docs
Written
Docs



Meets
Online
Meetings



Google Workspace
We use many
of these Apps!



Collaboration

Communication



Discord
Core
Community



NOSTR
Social
Media



Signal
Private
Group Chat



LinkedIn
B2B
Community



Presentations



OneNote
Visual
Facilitation



PowerPoint
Slides
Creation



Office 365
We use many
of these Apps!



Other Tech Tools



Visual Studio
Light
Coding



GitHub
Code
Repository



Shadow Tech
Powerful
Virtual PCs



Stream Deck
Macros
Keyboard



= Better Paid



= Free

| Free Version is Good Enough





WESPARK FULL TECH STACK 2025

Intro – The Tools We Actually Use

The world is moving fast. Faster than ever, in fact.

Why? Because **technology is now building more technology**: faster, smarter, and more accurately than any human ever could. What we're experiencing is **technological compounding**, a self-accelerating loop that's reshaping industries, work, and creativity at exponential speed.

But with that acceleration comes a flood of noise.

The internet is overflowing with tools, platforms, apps, and software. Each promising to change your life, fix your business, or automate your dog's morning routine. And let's be honest: the **FOMO is real**.

Every day feels like we're missing *something*.

Here's the truth: **you don't need 10,000 tools**.

You don't even need a couple dozen.

What you need is a **focused, battle-tested set of tools** that actually help you get things done.

At WeSpark, we've spent **tens of thousands of hours** building prototypes, training teams, designing AI workflows, launching products, writing books, running experiments, and solving real-world problems. And these are the tools we come back to **every single week**.

This isn't a list of "cool tools."

It's a carefully curated **tech stack of 28 tools** (and a few suites) that actually power our work as an innovation agency.

We hope this collection helps you:

- Cut through the noise
- Find the right tool for your next challenge
- Save time and energy
- And, most importantly, stay focused on building what matters



Category 1: Artificial Intelligence

🧠 OpenAI's ChatGPT - Main AI Large Language Model

Why we chose it & what it does

At WeSpark, we've tested more AIs than we'd care to admit (seriously, we've been on a first-name basis with most of them). But when it comes to picking a single Large Language Model (LLM) that can do most of the heavy lifting, **OpenAI** wins the crown.

We wanted one AI to rule them all: not a chaotic mess of switching from one model to another just to get basic tasks done. OpenAI helps us streamline our entire workflow, from **coding assistance**, **document reviewing**, and **research summarizing**, to **note-taking**, **dictation conversion**, **content improvement**, **critical thinking support**, and even **image generation** and **brand ideation**.

Sure, some tools might outperform OpenAI at very specific tasks, but none of them cover as much ground as reliably. That's why we rely on it daily.

Tips & tricks

Here's the thing: OpenAI is powerful, but it only shines if *you* put in the effort. We don't believe in the lazy "just type your question" approach. Our prompts are often one or two pages long, with clearly **defined goals**, **structured inputs**, and **detailed output formats**. Treat it like a partner, not a magic wand. You still need to think critically, as OpenAI just helps you do it faster and sharper.

Pricing 🇺🇸

💰 **Better Paid** – \$20/month (as of writing) for ChatGPT Plus

Totally worth it. Free ChatGPT is fine for playing around, but for any **serious**, **production-level** work, you'll hit the limits fast.

We also use **OpenAI's API platform** to integrate AI deeper into our automation workflows.

Link: <https://chatgpt.com/>



N8N - AI Workflows & Automations

Why we chose it & what it does

Meet **N8N**, our favorite discovery of the year and the one we're officially crowning *Tool of the Year 2025*. Think of it as the cool new kid on the block... except this one doesn't just hang around, it builds, automates, and unleashes AI-powered workflows like a total legend.

We were on the hunt for a platform that could **automate anything**, from lead validation to sending emails, answering support chats, generating content, and even helping us build products. But we didn't want something too rigid or too simple. We wanted the sweet spot: something **visual and easy to use**, yet powerful and customizable.

We tested **Zapier**, **Make.com**, and a few others, but **N8N** gave us the best of both worlds. It's like the semi-automatic car of automation: smooth, intuitive, but with full control when you need it.

One example? We built **TomSpark**, our internal AI agent, directly on N8N. TomSpark is like a digital superhero. He knows everything about WeSpark: our services, our website, our pricing, our design color codes (yes, he knows **#FCD307 is Yellow Spark**), and even our book *Unstable Innovation*.

He validates leads, responds to chat messages, sends personalized emails, and even helps us create content—text, video, or image—without ever having to ask twice. Basically, he's doing the work of eight employees (without complaining or needing coffee breaks).

Tips & tricks

Yes, N8N can look intimidating at first. You open it and you're like: "*Whoa... what's a webhook? What the heck is a 'RAG'?*" But trust us: **stick with it**. Watch some YouTube tutorials (we've shared some on our [WeSpark LinkedIn](#)), give yourself **3–4 hours** to explore, and you'll know if it's your kind of magic.

One BIG tip:

Understand the difference between an **AI workflow** (multiple small, clear steps) and an **AI agent** (one big complex thing you hope gets done correctly).

We've found that the **simpler your workflows**, the **more effective, reliable, and cheaper** they'll be. Debugging is easier, maintenance is lower, and those tiny AI usage fees won't skyrocket.

Pricing



Better Paid – Around \$20/month

You'll usually get a free trial (roughly 14 days), but if you're serious about AI automation, the paid version is worth every cent. N8N is the engine behind most of our custom automations and agent-based systems.

Link: <https://n8n.io/>



🧩 27 Other AI Tools – Specialized Apps for Specific AI Tasks

Why we chose them & what they do

Artificial Intelligence is a huge and fast-evolving space, and at WeSpark, we're obsessed with exploring it. While **OpenAI** and **N8N** are the backbone of most of our workflows, we also rely on a growing suite of **27+ specialized AI tools** to solve very specific challenges.

These aren't tools we use every single day, but they shine when paired with our main stack. Think of them as our AI Swiss Army knives, perfect for:

- Prompt engineering helpers
- API/webhook testing
- Knowledge base creation via RAG pipelines
- AI-enhanced app development
- Visual asset generation
- Audio/video enhancement
- Synthetic voice & avatars
- Automatic social media publishing
...and much more.

To keep everything organized (and make your life easier), we're working on publishing the **WeSpark AI Tool Landscape**: a full, categorized breakdown of these 27 tools. This guide will include:

- Tool purpose
- Our recommended use cases
- Pricing tips
- Whether they're worth keeping or skipping
- Our personal "WeSpark's Choice" favorites

Stay tuned on our [WeSpark LinkedIn](#) or at aisprintbook.com where we'll be releasing the full framework soon, as part of our **AI Sprint** methodology.

Tips & tricks

The key to success with these tools is **smart pairing**. Many of them only reach their true



potential when combined with a solid AI LLM (like ChatGPT) and powerful workflow logic (like N8N). That's where the magic happens.

And remember: **not every shiny AI tool is worth your time**. We test them so you don't have to—and only highlight the ones that add **real, repeatable value**.

Pricing 🇸🇬

💰 **Mostly Paid** – Many start at \$5–10/month, but the more powerful ones (especially anything video or voice API-related) can quickly get more expensive.

That said, a few gems have free tiers, just don't expect to automate Hollywood on a freemium plan.



Category 2: New Product Design

MURAL – Visual Collaboration & Online Workshop Canvas

Why we chose it & what it does

When the pandemic hit and the world went remote overnight, we found ourselves needing a **virtual whiteboard** to host our innovation workshops. We tested a few platforms, including Miro, but ultimately chose **MURAL**, and we haven't looked back since.

Why? Because even though Miro may offer more features, we found that **MURAL is simply easier for participants to pick up**, especially when we're running **high-stakes workshops with tight timeframes**.

When you've got 1–3 hours to make huge decisions with a room full of executives, you can't afford to lose 10 minutes explaining how to use the tool. MURAL just works.

It's essentially a **digital canvas** where people can write, draw, sketch, cluster post-its, build mind maps... you name it. It lets us visualize challenges, structure messy ideas, and co-create new solutions in a way that feels natural and intuitive.

Tips & tricks


Encourage participants to **go visual**. Don't just type text; bring in **images, diagrams, icons, sketches**, and **links**. If you're only using MURAL as a fancy Google Doc with digital stickies, you're leaving a lot of value on the table.

Visual thinking is the real superpower here, lean into it!

Pricing

Free is Good Enough –

We used the free version for quite a while, even as a full-time innovation agency, and it was solid.

That said, full disclosure: WeSpark is part of the **MURAL Consultant Network**, and we were already producing official content for MURAL early on. So yes, we now have an **unlimited paid plan for free** (thanks, MURAL ). But before that? Free got the job done.

Link: <https://www.mural.co/>



⚡ Replit – Fast AI App Prototyping

Why we chose it & what it does

As AI tools started getting better at coding last year, we at WeSpark went hunting for platforms that could help us **generate full app prototypes** from a single prompt. Enter **Replit**, a tool that seriously impressed us with how fast it could spin up websites, mini-games, social networks, and more.

It's incredibly powerful for **fast app prototyping**. We've used it ourselves to build experimental tools and MVPs in just an hour or two, perfect for those "what if" ideas you want to test quickly without diving into a full dev cycle.

Now, we'll be honest: **Replit isn't the only player in this space**, and we're actively looking at other options too. Two that have caught our attention are:

- **LovableAI** – simpler and very beginner-friendly
- **Cursor** – more technical, built for the geeks in the room
We're still exploring, but for now, Replit remains a solid recommendation for building functional prototypes fast.

Tips & tricks

Here's the golden rule: **don't half-prompt it**. If you write something too vague or generic, you'll get a generic result, usually a broken one.

Take your time to:

- Clearly define features
- Break down functionality
- Provide examples if needed

And when the AI messes things up (because, spoiler: it will), don't rage-quit. You might need to repeat yourself or rephrase things multiple times. Sometimes the code will just break midway and overwrite good progress, but **Replit has version history**, so you can go back in time. Persistence pays off. With 60–90 minutes of consistent iteration, you can usually get something surprisingly useful up and running.

Pricing 🇺🇸

💰 **Better Paid** – Around \$20–25/month depending on billing cycle

To unlock the **AI-powered features**, you'll need a paid plan. Free mode is too limited to get meaningful value out of it.

Link: <https://replit.com/>



Figma – High-Fidelity UI/UX Design & Prototyping

Why we chose it & what it does

At WeSpark, we often need to create **realistic, testable prototypes** in just 1–2 days, and test them immediately with actual users. When that happens, feedback isn't just about functionality, it's about **visual details**.

Real customers will tell you things like:

"Hmm... this button looks weird."

"This layout is confusing."

"These colors hurt my soul."

So when the design needs to *look* like the final product, we go with **Figma**. It lets us create **beautiful, clickable prototypes** for apps, websites, and complex user flows that feel almost indistinguishable from the real thing. And yes, they're also **developer-friendly**, since you can export CSS and design specs to jumpstart the programming phase.

Tips & tricks

If you're using Figma, **go all in**. Spend the extra time perfecting the prototype's flow and interaction logic, especially if you plan to test it with users.

Bonus: well-structured Figma files can be handed off to developers and save hours of rework.

Figma also supports plugins, so if you're repeating tasks manually... you're doing it wrong.

Pricing



Free is Good Enough – for personal use or solo design work



Better Paid – for anything collaborative or professional

The paid plans start around **\$16/month**, but jump to **\$35+** or even **\$90/month** for advanced enterprise use.

Link: <https://figma.com>



Category 3: Website

Wix Studio – Website Creation Without the Coding Headache

Why we chose it & what it does

When it comes to building websites, you've got options: from hand-coded HTML masterpieces to good old WordPress to modern drag-and-drop platforms. At WeSpark, we needed something that was **fast, flexible, and powerful**, and **Wix Studio** hit that sweet spot.

We've tried many, but **Wix** gives us the **perfect balance**:

- Simple enough to design a beautiful website in hours
- Flexible enough to add **e-commerce, chats, custom flows, light automation**, and more

It's our go-to for nearly everything:

- <https://wespark.io>
- <https://unstableinnovation.com>
- <https://aisprintbook.com> [upcoming]
...and most of our internal side projects too.

As long as you're not aiming for hyper-manual customization or raw developer-level control, **Wix Studio delivers**.

Tips & tricks

Wix now has two builders: **Wix Classic** and **Wix Studio**.

Trust us: **go for Wix Studio**. It took us a minute to adapt, but it's a better system overall: cleaner, more scalable, and (mostly) less frustrating.

Sure, you might battle it here and there, but overall? It just works.

And pro tip: don't sleep on **seasonal discounts**, they often run 50% off deals for annual plans around **Black Friday or Christmas**.

Pricing

 **Better Paid** – Starts around **\$7–\$14/month** for basic websites

But **if you want to go the e-commerce route** (add lots of products, accept payments, handle logistics, etc.), then pricing quickly jumps into the **\$30–\$50+ per month** range, depending on features and integrations.

Link: <https://wix.com>



Category 4: 3D Work



Blender – Open-Source 3D Modeling & Animation Powerhouse

Why we chose it & what it does

At WeSpark, we wanted to level up our visual game, especially when creating **animations**, **3D assets**, or immersive experiences for **virtual worlds and metaverse prototypes**. After exploring different options, we made a firm (and smart) decision: **go with Blender**.

Blender is an **open-source**, incredibly powerful, all-in-one suite for:

- 3D modeling
 - Rigging and animation
 - Rendering
 - Compositing
 - Visual effects
 - Simulation (physics, fluids, particles... you name it!)
- And yes, it's also great for sculpting and even basic video editing.

It's the Swiss Army knife of 3D creativity, and it's totally **free**.

Tips & tricks

Let's be real: **Blender looks terrifying at first**.

The interface is packed with hundreds of buttons, sliders, and menus. Tiny changes (like switching from **0.1** to **0.01**) can completely destroy your beautiful model. And yes, the learning curve is steep.

But here's the thing: if you stick with it and dedicate time to learning Blender, **you can create stunning, eye-popping work** that feels almost magical. It's pure creative freedom, with no subscription strings attached.

Pro tip: Don't try to learn everything at once. Pick one goal (e.g., animate a logo, create a cube with shadows, build a 3D game character) and focus only on that. You'll grow faster and avoid Blender burnout.

Pricing 🇪🇺



Free – 100%, zero cost.

If you use it regularly, we recommend **leaving a donation** to support the amazing open-source team behind it.

Link: <https://blender.org>



Category 5: Payments

Bitcoin – Peer-to-Peer Payment Infrastructure & Monetary Revolution

Why we chose it & what it does

This one's close to our hearts. At WeSpark, we've spent the past few years digging deep into the **broken state of the global monetary system**.

What we discovered was eye-opening: many of the world's dysfunctions: economic instability, inequality, systemic fragility, trace back to one root cause, **a weak, trust-based monetary system**.

Understanding that didn't happen overnight. It took us a **humbling process of unlearning**, letting go of ego, and going down a 3,000+ hour rabbit hole exploring:

- How money works
- The history of money
- Macroeconomics and inflation
- Human psychology and incentives
- Trading
- Cryptography
- Mathematics, physics, and energy theory

All of this eventually brought us to **Bitcoin**, and once we understood it, there was no going back.

We now integrate Bitcoin into many of our solutions when we need **trustless, efficient, global payments**. It lets us:

- Send and receive money **instantly across borders**
- Set up **transparent, decentralized payment infrastructure**
- Avoid relying on fragile intermediaries

Bitcoin is **peer-to-peer**, open, neutral, and always-on. And that makes it a powerful tool for innovation.

Tips & tricks

Simple: **Put in at least 40 hours of study** before you form an opinion.

If you hate it after that, come find us, we'll buy you a coffee and listen :)



Bitcoin is **high signal**, but **low surface-level clarity**. You'll quickly learn to spot who's done their homework and who's just quoting headlines or TikTok soundbites.

Pricing 🇪🇺



Free – Bitcoin is an open protocol. You don't pay to use it, and no one controls it.

(Just don't confuse that with altcoins, NFTs, or pump-and-dump nonsense. Bitcoin stands alone.)

Link: <https://bitcoin.org>



Category 6: Video Content Creation



Veo 3 – AI-Generated 8-Second Cinematic Videos by Google

Why we chose it & what it does

Like everyone else on the internet, we at WeSpark kept seeing **stunning, cinematic AI-generated videos** floating around online. Naturally, we wanted to get in on the action, not just for fun, but to explore how this could **enhance brand storytelling, campaigns, and product previews**.

That's when we found **Veo 3 (VO3)** by Google: a platform for generating **up to 8-second videos with synchronized audio**, all driven by a prompt. The results? Surprisingly impressive.

Veo 3 is a creative playground, allowing you to generate short clips that look **like they were edited by a real filmmaker**, complete with camera movement, lighting, and mood. The only catch? You have to write **really good prompts**.

Tips & tricks

Prompting is everything here; there are no do-overs if you burn through your credits.

Our WeSpark workflow:

1. **Write the prompt in ChatGPT first**
2. **Generate an image version of the prompt** to preview the concept
3. **Refine and simplify the idea before feeding it to Veo 3**

This pre-prompting method saves time and money and helps avoid disappointment when the final 8 seconds roll in.

Pricing



Better Paid –

- **\$20/month** gets you around **100 videos (8 seconds each)**
- There's also a **\$250/month premium tier** with extra features (which we haven't tested yet, but we're tempted)

Make every credit count; if you just wing it, your \$20 can vanish fast.

Link: <https://labs.google/fx/tools/flow>



Opus Clip – Long-Form to Short-Form Video Repurposing with AI

Why we chose it & what it does

At WeSpark, we love making **long-format videos**. It's part of our DNA: taking complex, messy ideas and turning them into something **valuable, clear, and human**. But here's the problem: **attention spans are shrinking**, and if you want to meet your audience where they are, you need **snackable content** too.

Enter **Opus Clip**—our go-to tool for converting **30–40 minute deep dives** into **multiple short, social-ready video clips**.

It doesn't just chop things up. It also:

- Adds **dynamic subtitles** in your preferred style
- Automatically includes your **logo and branding**
- Analyzes clips with **AI scoring** to tell you whether a segment is exciting, clear, or emotionally engaging
- Exports in formats ready for TikTok, Instagram, X, and more

Tips & tricks

Instead of recording dozens of short clips manually (which burns time and energy), start by **recording a high-quality long-form video**, then use **Opus Clip** to extract 5, 10, or even 20 short pieces.

This method saves time, amplifies your reach, and maximizes the value of every piece of content you produce.

We believe it's a **must-have** for thought leaders, educators, or anyone running a business where content matters.

Pricing



Better Paid –

- Free tier is limited and burns out fast
- Paid plans start at **\$15/month** (basic use) and go up to **\$30/month** for higher volume

Link: <https://opus.pro>



OBS Studio – Professional Live Streaming & Multi-Input Recording

Why we chose it & what it does

OBS Studio (Open Broadcaster Software) is a **free, open-source powerhouse** that we use at WeSpark for everything from **live streaming events** to **recording complex, multi-source content**.


Whether it's:

- Switching between multiple **camera angles**
- Mixing **live online calls** with **on-site speakers**
- Sharing screen content, software demos, or overlays
- Routing and syncing **multiple audio sources**
...OBS handles it like a pro.

It's much more than a screen recorder; it's a **production control room** in software form.


Tips & tricks

First tip: don't go live until you know what you're doing.

It can take **a few hours** to get comfortable with how OBS handles **scenes**, **sources**, and **transitions**. Luckily, with today's AI tools (and plenty of YouTube tutorials), that learning curve is easier to climb. And please, always use a Checklist! 

Second tip: take the time to **design branded, reusable scenes**: logo placement, colors, transitions, overlays, and audio balancing. Once you've set it up right, you can record or stream **consistently polished content** every time. It adds a sense of quality and continuity that builds brand trust.

Pricing

 **Free** – 100% free and open-source, with a huge community behind it. There's no paid tier, just pure production power at zero cost.

Link: <https://obsproject.com>



Adobe Creative Cloud – All-in-One Design & Video Production Suite

Why we chose it & what it does

When it comes to **serious creative work**, there's still one name that rules them all: **Adobe**.

At WeSpark, we use the **Adobe Creative Cloud Suite** primarily for **video editing** (with **Adobe Premiere**), but when you get the full suite, you unlock a **whole universe of powerful tools**:

- **Adobe Photoshop** – image editing & AI-powered enhancements
- **Adobe Illustrator** – vector graphics & iconography
- **Adobe Acrobat Pro** – advanced PDF editing
- **Adobe After Effects** – motion graphics & VFX
...and many more.

That's why we always recommend getting **the full suite**, rather than just one app like Premiere. The difference in price is small, but the value you get in creative flexibility is huge.

Tips & tricks

Our #1 favorite: **Adobe Premiere**

We use it constantly for video edits, transitions, and producing polished final content. There's a massive ecosystem of **plugins, templates, and transition packs** that make it even more powerful.

But don't overlook the **AI tools in Adobe Photoshop**. You can now select areas of an image, expand backgrounds, remove elements, or completely transform visuals with **generative AI**, all in just a few clicks. It's basically magic.

As for learning:

- Start with tutorials for the basics
- Then Google specific solutions as you go (there's a guide or video for everything)

Pricing



Better Paid – Definitely worth paying for the full suite

Plans vary, but the standard Creative Cloud All Apps plan is around **\$70/month per user**, which adds up.

Here's the WeSpark trick:

- Wait until **the 11th month** of your yearly plan



- Click "**Cancel**" your subscription
- Adobe will offer you:
 1. One month free – **Decline**
 2. Downgrade to 1–2 apps – **Decline**
 3. **Heavy discount** (~40–50%) – **Accept** 🙏

We do this every year like clockwork, and regularly drop our cost from **\$70 to around \$35/month** per user. It's automated (for now), so take advantage while it lasts.

Link: <https://adobe.com>



Category 7: Knowledge Share



Notion – Collaborative Documentation & Internal Knowledge Base

Why we chose it & what it does

At WeSpark, we needed a place to **store knowledge**, **structure strategy**, and **collaborate across teams**, without everything falling into chaos. That's when we landed on **Notion**.

Notion started as a note-taking tool, but it's evolved into something much more powerful:

- A **shared knowledge base**
- A **real-time collaboration space**
- A **lightweight project and task manager**
- A **flexible database system** where everything connects

You can structure pages, build tables, nest content, tag statuses, and reference anything from anywhere. And when you use it right, it becomes a **second brain** for your team.

Tips & tricks

Don't just throw notes into it, **take time to structure your Notion properly**.

You can ask AI tools to help you design the ideal layout, decide between wiki-style setups or status-based project trackers, and make it useful from day one.

Use task boards, custom statuses, and automations (yes, it plays well with N8N!) to make workflows visible and easy to follow.

Pricing



Free is Good Enough –

For solo use or small teams, the free version is more than capable.

We only upgraded in one of our startups once we crossed ~40 active contributors. Until then, it handled everything like a champ.

Link: <https://notion.so>



Grammarly – AI Writing Assistant & Real-Time Tone Checker

Why we chose it & what it does

We met Grammarly during the writing of *Unstable Innovation*, somewhere around word 10,000, when our eyes started crossing, and grammar mistakes were plotting their rebellion.

Grammarly turned out to be a lifesaver. It helps us:

- Spot **grammar and spelling mistakes** instantly
- Improve **sentence clarity and structure**
- Get **tone feedback** (does your message sound too aggressive? too robotic? too weak?)
- Suggest **alternative words or phrases** on the fly

It's one of those tools that just stays in the background, quietly saving your reputation in emails, documents, reports, and books.

Best part? It works almost everywhere:

- Desktop apps for **Mac and Windows**
- A **browser extension**
- Even a **mobile keyboard** for Android and iOS

If you're putting your knowledge out into the world, **you want it to sound smart and sharp**, not like it was rushed over lunch.

Tips & tricks

Use the free version for personal writing and light editing. But when it comes to **professional communication, client emails, or publishing anything public**, upgrading to Premium makes a real difference in tone and precision.

Also, Grammarly Premium gives insights like:

- Confidence level
- Formality
- Engagement
- Clarity and conciseness

Great for anyone trying to communicate more effectively as a team.

Pricing



Better Paid –

Free is solid for personal use, but Premium (which we use) is about **\$12/month when billed annually**, and it's worth it if you write a lot or represent your business through words.

Link: <https://grammarly.com>



Category 8: Collaboration

Google Workspace – Cloud-Based Collaboration Suite for Modern Teams

Why we chose it & what it does

As our teams and startup projects grew, some hitting 40+ people, we found that **collaboration was starting to break down**. Sharing files, documents, tasks... it all started to feel clunky, especially with **Microsoft Office 365 and OneDrive for Business**.

So, after evaluating the needs of our agency and the broader tech/automation ecosystem, we made the bold decision to **migrate our entire company stack to Google Workspace**.

It wasn't painless (far from it). Even for a relatively small team of tech-savvy people, migrating from Microsoft to Google was full of **headaches and quirks**. But in the end, we chose Google for one big reason:

 **It makes external collaboration much easier and faster.**

Here are the key apps we use most within the suite:

Google Drive – Shared Company Storage

We moved our internal storage to Google Drive. While it's a bit **slower than OneDrive**, especially on Windows 11, it's much more **accessible and familiar to collaborators**, which keeps everything flowing. You can access files from any browser, share easily, and integrate them smoothly into N8N and AI workflows.

Gmail – Email That Plays Nice with Automation

We spent years on Outlook, but recently switched to Gmail, **primarily because it integrates so seamlessly with tools like N8N**.

That said, we mostly still use the same interfaces (Mail app on iPhones, Outlook desktop app on Windows), so the transition didn't hurt much. It just works, and the automation possibilities are fantastic.

Google Docs – Collaborative Word Processing

While **Microsoft Word is still more powerful**, we use Google Docs often for smaller documents and recurring internal processes.

It shines when multiple people need to review, comment, or edit in real time.



⚠ **Warning:** With large documents (like our 40,000-word book [Unstable Innovation](#)), Docs starts breaking down around the **10,000–20,000 word mark**, especially if there are images. At that point, you'll want to switch to Word (preferably the installed version) to avoid performance nightmares.

📠 Google Meet – Fast, Compatible Online Meetings

Let's be honest: **Google Meet just works.**

Everyone knows it, most people default to it, and it rarely fails. It has all the basics—and some nice upgrades:

- Live subtitles
 - AI-powered note-taking
 - Easy screen sharing
 - Better browser compatibility than Zoom (no downloads needed)
-

Tips & tricks

- If you're a small startup, the **free tools** (Gmail, Drive, Meet, Docs) can get you surprisingly far
- For structured growth, consider switching to a **custom domain + Workspace subscription** early; it pays off later.
- **Use N8N + Google Workspace** together, it's automation heaven!
- Accept the small compromises (e.g., performance tradeoffs) for the bigger gains in speed and collaboration

Pricing 🇪🇺

🆓 **Free is Good Enough** – for personal use or very small teams

💰 **Better Paid** – for any growing company

Plans typically run **\$12–\$15/month per user**, depending on the country and features. Just having professional Gmail, shared storage, and reliable Meets is more than worth it.

Link: <https://workspace.google.com>



Category 9: Communication

Discord – Community-Focused Chat & Voice for Teams

Why we chose it & what it does

We started using **Discord** because, well... we're geeks. And like many geeks, that meant video games, online communities, and collaborative spaces.

Discord is essentially the **Slack of the gaming world**, but with a twist: it's far more community-oriented and **insanely flexible**, especially if you're looking to **build a community around your brand or project**. It supports:

- Multiple text and voice channels
- Roles and permissions
- Bots and automation
- Embedded links, files, and custom branding

It might not integrate with business tools quite like Slack, but for **community-driven conversations**, it's brilliant.

Tips & tricks

- Design your **channel structure** and **roles** thoughtfully
- Use bots to track engagement or reward active contributors
- Voice channels are fantastic for impromptu team syncs or support rooms
- Gamify participation to keep your community alive and active

Pricing

 **Free is Good Enough** –

Discord Nitro and server boosts exist, but aren't needed for most business use cases.

Link: <https://discord.com>



Nostr – Decentralized Communication Protocol for the Freedom Web

Why we chose it & what it does

Nostr isn't an app. It's a **protocol** just like Bitcoin, but for communication.

You can build nearly **any social media platform** on top of Nostr:

- A decentralized Twitter/X
- A LinkedIn alternative
- A private Messenger or WhatsApp
- A decentralized publishing/blogging system

Nostr is built for those who **value privacy, ownership, and freedom of expression**. It's one of the most exciting freedom-tech projects out there, and it's open, unstoppable, and still early.

Tips & tricks

To understand why Nostr matters, grab our book [Unstable Innovation](#).

You'll find an intro to the project and links to get started.

Or if you want to jump right in, visit primal.net and create an account to explore.

Pricing



Free –

It's a protocol. No ads. No tracking. Just freedom.

Link: <https://primal.net>



Signal – Private Team Messaging with End-to-End Encryption

Why we chose it & what it does

Signal is like WhatsApp, but without the surveillance, tracking, or corporate overreach. We use it as our **internal chat tool for sensitive conversations**. It's fast, private, and secure.

What makes it stand out:

- End-to-end encryption by default
- No ads, no metadata collection
- Works on desktop and mobile
- Clean, distraction-free UX

Tips & tricks

Use Signal to keep **one messaging space just for work**.

That way, WhatsApp stays for family, Telegram for communities, and **Signal stays focused on what matters**: work communication.

We've also looked into **Threema**, another privacy-first messenger, but adoption in our team wasn't widespread. For now, Signal is our pick.

Pricing

FREE

Free –

No premium tiers. No weird business plans. Just pure messaging with privacy baked in.

Link: <https://signal.org>



LinkedIn – Professional Network for Thought Leadership & Growth

Why we chose it & what it does

LinkedIn is where business gets social.

Whether you're building a B2B brand, networking with professionals, or sharing thought leadership, it's still **the most relevant platform** for getting noticed in a professional context.

We use it to:

- Grow our **follower base**
- Share insights from our agency, book, and sprints
- Connect with like-minded innovators and future clients

Tips & tricks

- **Don't post just to post**; add real value.
- Teach something, inspire action, or share useful tools
- Be human, be helpful, and skip the corporate jargon

Pro tip: LinkedIn is slowly turning into “Instagram with ties,” but if you stick to valuable posts, you'll build a **reputation that actually matters**.

Pricing



Free is Good Enough –

Unless you're a recruiter or a serious outbound sales rep, you probably don't need Premium. That said, some of us have **grandfathered Premium plans** from years ago, paying ~\$8–9/month, which are still great. Newer Premium tiers? Check carefully if they fit your needs because they are way more expensive.

Link: <https://www.linkedin.com/company/wesparkinnovation>



Category 10: Presentations





Microsoft Office 365 Suite – Deep Work & Creative Tools for Professionals

Why we chose it & what it does

At WeSpark, we've been using **Microsoft software for over two decades**, and while many things have changed, some tools continue to deliver solid value when it comes to **deep, individual work**.

Even after moving most of our operations to Google Workspace for collaboration, we still actively use **Office 365**, especially when we need powerful desktop software for designing, sketching, writing, or managing data-heavy tasks.

Two quick **honorable mentions** before we get into our favorites:

-  **Outlook** – Despite moving our email hosting to Gmail, we still use the **Outlook desktop app** daily. It's fast, familiar, and handles scheduling and email threading beautifully.
-  **Excel** – Often underestimated. Press **Alt + F11** and unlock the **Visual Basic editor**, where you can turn Excel into a programmable automation powerhouse. It's a secret weapon for the geeky and powerful enough to interact with your system or the internet. (Similar to Google AppScript, but it can control your entire PC)

That said, the two tools we truly want to highlight as **innovation must-haves** are: **OneNote** and **PowerPoint**.



OneNote – Visual Facilitation & Sketch-Based Thinking

Why we love it

OneNote is the tool we use for **visual facilitation**; it's where our ideas first come to life. We don't just jot down notes; we sketch thoughts, map flows, and diagram entire systems.

If you've ever seen our **WeSpark sketches** (black lines, yellow spark color, sun-shadow glow), you've seen OneNote in action.

It's been fundamental to:

- Explaining complex ideas visually
- Sketching app and service concepts
- Getting entire teams aligned quickly



- Closing communication gaps in seconds

Tips & tricks

- Sharing individual pages is frustrating (you often have to share entire notebooks)
- Not all versions are equal; some have different toolsets or color options
- Despite quirks, it's one of the **most important tools behind WeSpark's success**

Pricing 🇪🇺

 **Free is Good Enough** – Comes pre-installed with Windows

 **Better Paid** – Included in Microsoft 365 if you want synced storage

Link: <https://onenote.com>

PowerPoint – Slides, Prototypes, Designs & Visual Mastery

Why we love it

PowerPoint is far more than a slide tool. We use it:

- For **presentations**, of course
- But also for **design mockups**
- Even for **interactive prototypes**
- And as a lightweight **Photoshop alternative**

With tools like the **Animation Pane**, **Morph transitions**, **layer controls**, and **VBA scripting (Alt + F11)**, you can build polished, branded, interactive content that goes way beyond bullet points.

We open PowerPoint **every single day** at WeSpark; it's one of our core creative tools.

Tips & tricks

- Master the advanced features (animations, transitions, master slides)
- Store PowerPoint files in Google Drive for basic collaboration alerts
- Push it beyond slides—use it to visually *explain*, not just present




Pricing

Better Paid –

Best value comes from the **Microsoft 365 Family Plan**:

- ~\$99/year total
- Includes full Office Suite for **up to 5 users**
- Each user gets **1 TB storage + 6 TB shared folder**

 **Note:** You can't use this plan with your custom business domain, so use it personally and store files in your company cloud manually (or with OneDrive sync tricks). Still, **best deal in the market by far**.

Link: <https://microsoft.com/microsoft-365>



Category 11: Other Tech Tools

Visual Studio Code – Lightweight Code Editor for All Languages

Why we chose it & what it does

As an innovation agency, we're always **coding little things, testing scripts, building quick prototypes**, or customizing AI workflows. We don't just design, we build. And that means we need a code editor that's light, fast, and flexible.

Visual Studio Code (VS Code), the lighter cousin of Microsoft's full Visual Studio IDE, is exactly that:


- Runs on Windows, Mac, and Linux
- Supports virtually **every programming language**
- Loads in seconds
- Doesn't require a bloated installation

Tips & tricks

You don't need to install 8GB+ of dev tools to get started.

Just download the editor (a few hundred MB), add a few extensions, and boom, you're ready to build! It's also a great alternative to opening random files in Notepad or TextEdit.

Pricing

 **Free** – Fully open-source and maintained by Microsoft

Link: <https://code.visualstudio.com>



GitHub – Cloud-Based Code Repository & Collaboration Platform

Why we chose it & what it does

If you're writing code and want to **store, track, and collaborate**, GitHub is the go-to platform. It's the world's largest **code hosting and version control service**.

Beyond code, GitHub is also great for:

- Managing documentation
- Publishing guides and technical manuals
- Collaborating across teams

Tips & tricks

It can look intimidating at first, but it's not as complicated as it seems. Watch a few basic tutorials, and you'll quickly get the hang of repositories, commits, and pull requests.

Pricing



Free is Good Enough – Perfect for small teams and public projects

Larger companies with private repositories and CI/CD pipelines often pay for extras

Link: <https://github.com>



Shadow Tech – On-Demand Cloud PC for Heavy Computing

Why we chose it & what it does

We discovered **Shadow Tech** when onboarding new team members, especially in places like **El Salvador**, where getting the perfect tech setup can be a challenge.

With **Shadow**, you can spin up a **virtual high-performance PC** in under an hour. It's hosted in a data center, comes with 1 Gbps internet speed, and can handle:

- Rendering
- 3D work (like Blender)
- Heavier software loads
- Testing across environments

Tips & tricks

Whenever you need a **second computer**, but don't want to buy a new one, or when your current machine can't handle the load, Shadow can **offload that workload**. It's also great for short-term rendering jobs or demo testing.

Pricing

 **Better Paid** – Starting at around **\$30/month** for personal plans, and **\$35+** for business plans

(There used to be waiting lists, but now setup is near-instant)

Link: <https://shadow.tech>

Elgato Stream Deck – Custom Macro Keyboard for Work & Play

Why we chose it & what it does

We didn't know we needed the **Stream Deck**... until we had one.

It's basically a **programmable mini-keyboard** with LED buttons, each one can show a custom icon and trigger any action or macro you define.

What can it do?

- Launch apps or documents
- Control lights, volume, camera scenes
- Trigger OBS actions or AI workflows
- Speed up literally everything




Tips & tricks

Watch YouTube videos for setup inspiration. Then spend 2–3 hours configuring your perfect setup.

You'll save **hundreds of hours** over the year, and your workspace will feel futuristic.

Bonus: It makes a **fantastic gift** for the nerd or creative in your life.

Pricing

 **Better Paid** – Hardware-only; prices range from **\$50 to \$200+** depending on the model. There's also a mobile app version, but we haven't tested it yet.

Link: <https://www.elgato.com/lm/en/s/explore-stream-deck>



Outro – Stay Focused, Innovator ★★★★★

Alright, innovators... that's a wrap!

We truly hope this **WeSpark Innovation Agency Tech Stack** helps you cut through the noise and choose the tools that will move you forward.

If you ever feel lost in the sea of options (it happens to all of us), just reach out and comment on our posts, DM us, or tag us. We're here to help.

This wasn't just a random list. These are the **tools we actually use**, every week, to run experiments, build products, automate processes, design learning experiences, and keep our teams sharp and aligned. We hope this stack:

- Makes your day easier
- Helps your company plan better
- Saves you time and money
- And gives you the confidence to **build what truly matters**

Now, here's our closing advice:

Stop chasing shiny distractions.

You don't need every new tool out there. You need a few **solid, focused ones** and the drive to execute on your mission.

And if you're ever looking for an innovation agency to back you up, here's how we can help:

1. **AI-Powered Product Development**

From design to code, we help you imagine, prototype, and build new products or services with cutting-edge tech and creativity.

2. **Transformational Corporate Training**

We don't just inspire teams: we train them to **think, build, and grow like innovators**, using proven tools, mindsets, and action-based learning.

3. **Next-Gen Learning Experience Design**

If you're in education or training, we'll help you **digitize and gamify your curriculum** with powerful visuals, interactivity, and AI-enhanced learning flows.

Sounds good? Visit us at <https://wespark.io>

And if you found anything valuable in this guide, your way to say *thanks* is simple:

👉 [Follow us on LinkedIn](#)

We hope to become your innovation agency of choice.

Until then—**stay focused, stay curious, and release your inner genius.**

Thank you. 🙌



W E S P A R K

