Brizwave

TOOLSTACK

THE SMALL BUSINESS AI TOOLBOX

BRIZ LEARNING

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Briz Learning is the digital education arm of Brizwave Inc., dedicated to equipping entrepreneurs, professionals, and organizations with practical AI tools and transformative learning resources.

About Brizwave Inc.

Brizwave Inc. is a leading AI, ERP, and digital transformation consultancy helping organizations become more productive, more profitable, and future-ready.

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Toolstack

THE SMALL BUSINESS AI TOOLBOX

This Tool Repository serves as a comprehensive collection of AI tools, frameworks, and mental models specifically curated for small business owners looking to leverage artificial intelligence in their operations. The resources included here can help you automate processes, enhance marketing efforts, improve customer service, and make data-driven decisions - all designed to save time, increase efficiency, and boost profits.

The repository includes practical resources that range from automation platforms to specialized AI applications, along with frameworks and mental models to guide implementation. Whether you're just beginning your AI journey or looking to optimize existing processes, this collection provides actionable resources for businesses at any stage.

Categories of tools:

1. Automation Tools
2. AI Assistants and Content Creation
3. Marketing and Customer Engagement
4. Customer Service Solutions
5. Financial and Administrative Tools
6. Analytics and Decision-Making
7. Productivity and Communication
8. Implementation Frameworks
9. Mental Models and Decision Frameworks

Toolstack

CATEGORIES OF TOOLS

Automation Tools

Zapier

An automation tool that connects different apps and automates workflows between them. It allows small business owners to create automated processes without coding knowledge, enabling data to flow between different business systems.
Learn more

Microsoft Power Automate

A workflow automation tool that connects different applications and automates processes. It's mentioned as a solution for creating connections between systems that would otherwise require manual data transfer.
Learn more

Monday.com

A work management platform with AI features that help automate workflows and project management. Its AI capabilities can suggest task assignments, automate status updates, and provide insights on team productivity.
Learn more

Make

A visual automation tool that connects multiple apps and services into advanced workflows. It allows small business owners to automate complex processes with drag-and-drop logic, saving hours of manual work.
Learn more

IFTTT

An automation platform that links everyday apps and devices through simple “if this, then that” rules. Small business owners can use it to handle repetitive tasks like posting updates, sending notifications, or managing integrations.
Learn more

Trello Automation (Butler)

A built-in automation tool inside Trello that manages tasks, triggers rules, and schedules actions. Business owners can streamline project management and reduce manual admin by letting Butler handle routine steps.
Learn more

AI Assistants and Content Creation

ChatGPT

An AI assistant tool that can write content, answer questions, and help with creative work. It serves as an example of "smart AI assistants" that can handle tasks like content creation, customer service responses, and business communications.
Learn more

OpenAI API

A programmable interface that allows businesses to integrate OpenAI's language models into their applications and workflows. It enables customized AI solutions that go beyond what's possible with ChatGPT's interface, including content generation, classification, and data extraction.
Learn more

Google Bard/Gemini

Google's conversational AI assistant that can help with content creation, research, and creative work. It provides an alternative to ChatGPT with different capabilities and knowledge bases, giving small businesses another AI assistant option.
Learn more

Claude AI

An AI assistant from Anthropic designed with a focus on helpful, harmless, and honest interactions. It excels at long-form content and complex reasoning tasks that can help small businesses with documentation, policies, and detailed planning.
Learn more

Jasper

An AI content platform specifically designed for marketing content creation, including blog posts, social media, and ads. It offers templates and frameworks tailored to marketing needs that general AI tools might not provide.
Learn more

Notion AI

An AI writing assistant integrated into the Notion productivity platform that can draft, edit, and summarize content. It helps small business owners create documentation, meeting notes, and project plans more efficiently.
Learn more

Grammarly Business

An AI writing assistant that checks spelling, grammar, tone, and clarity in business communications. It helps ensure all customer-facing content maintains professional quality while saving time on proofreading and editing.
Learn more

Copy.ai

An AI writing assistant that generates marketing copy, product descriptions, and ad text in seconds. It helps business owners create persuasive content faster without needing a dedicated copywriter.
Learn more

Surfer SEO

An SEO optimization tool that uses AI to analyze top-ranking pages and provide keyword and content recommendations. Business owners can improve their search visibility and attract more qualified traffic with data-backed insights.
Learn more

Descript

An AI-powered audio and video editor that transcribes, edits, and repurposes media files. It makes it easy for small businesses to produce professional podcasts, training, or marketing videos quickly.
Learn more

Marketing and Customer Engagement

Midjourney

An AI image generation tool that creates professional-quality visuals from text descriptions. It allows small businesses to produce custom marketing imagery without graphic design skills or expensive stock photo subscriptions.
Learn more

DALL-E

OpenAI's image generation system that creates original, realistic images from text descriptions. It enables small businesses to quickly generate custom visuals for marketing, product demonstrations, and social media content.
Learn more

Canva with AI Features

A design platform with integrated AI tools that help create marketing materials, social posts, and presentations. Its AI features include text-to-image generation, Magic Design, and text effects that simplify design for non-designers.
Learn more

Mailchimp

An email marketing platform that enables automation of welcome messages and email sequences for customers. It allows small businesses to set up automated marketing communications that trigger based on customer actions.
Learn more

ConvertKit

An email marketing platform designed for creators and small businesses to automate email sequences. It's mentioned as a tool that can pay for itself through time savings and increased customer engagement.
Learn more

Buffer

A social media management tool that allows for scheduling posts across multiple platforms. It enables business owners to plan and automate their social media presence rather than posting throughout the day.
Learn more

Hootsuite

A social media management platform that enables scheduling and automation of social media posts. It's presented as a time-saving alternative to manual social media management that requires constant attention.
Learn more

Albert

An AI platform used for automating social media content creation and optimization. The book mentions its use by Cosabella to automate their marketing content creation and learn which content performs best.
Learn more

HubSpot Marketing Hub

A comprehensive marketing platform with AI capabilities for content optimization, lead scoring, and predictive analytics. Its AI tools help small businesses automate marketing processes and make data-driven decisions without specialized knowledge.
Learn more

Typeform

An interactive form and survey platform that can collect customer data and feedback with AI-powered analysis capabilities. It helps small businesses gather insights from customers in an engaging way that increases response rates.
Learn more

ActiveCampaign

A marketing automation platform that combines email campaigns, CRM, and AI-driven personalization. It allows small businesses to nurture leads, improve targeting, and build stronger customer relationships.
Learn more

Pictory

An AI video creation platform that transforms scripts or blog posts into short, engaging videos. Business owners can repurpose written content into visual marketing assets without needing video editing skills.
Learn more

Manychat

A chatbot and messaging automation tool for Instagram, Facebook, and WhatsApp. It enables small businesses to engage followers, answer questions, and generate leads with conversational AI.
Learn more

Customer Service Solutions

Hostie

An AI tool for restaurants that manages reservations by analyzing booking patterns and optimizing seating arrangements. The book cites it as a real example that helped a restaurant increase revenue by 23% through better table management.
Learn more

Drift

A conversational AI platform focused on sales and marketing automation through intelligent chatbots. It helps businesses capture and qualify leads 24/7 through automated website conversations that feel natural and helpful.
Learn more

Intercom

A customer messaging platform with AI-powered chatbots that can handle common customer inquiries. Its Resolution Bot can answer questions instantly, route complex issues to humans, and continuously learn from interactions.
Learn more

Ada

An AI-powered customer service automation platform designed to resolve common customer inquiries without human intervention. It specializes in creating conversational AI experiences that can handle complex customer service scenarios.
Learn more

Zendesk AI

AI customer service features integrated into the Zendesk support platform that automate responses and suggest solutions to agents. It combines automated self-service with intelligent assistance for human agents when needed.
Learn more

Tidio

A live chat and AI chatbot platform designed to help small businesses connect with customers in real time. It improves response speed, automates FAQs, and increases sales opportunities through instant support.
Learn more

Forethought

An AI-powered customer support platform that predicts intent and automates responses. It helps small businesses reduce support tickets and provide faster, more accurate answers to customers.
Learn more

Freshdesk with Freddy AI

A customer service platform with AI-powered Freddy features for ticket routing, automated replies, and insights. It allows businesses to deliver professional support without overloading small teams.
Learn more

Financial and Administrative Tools

FreshBooks

An invoicing and accounting solution that automates the creation and sending of invoices. It helps small businesses reduce time spent on financial tasks through automation.
Learn more

Wave

A free financial software that helps with invoicing automation for small businesses. It's mentioned as a cost-effective solution for automating financial processes that might otherwise consume significant time.
Learn more

Calendly

A scheduling platform that automates appointment booking and eliminates back-and-forth emails. It's cited as a tool that shows immediate ROI through time savings and improved customer experience.
Learn more

Acuity

A scheduling tool that automates appointment bookings and reminders. It's presented as a solution for automating the time-consuming process of scheduling meetings and appointments.
Learn more

Stripe

A payment processor that offers features for automated invoicing and payment collection. It's mentioned as a tool that can automate financial processes to save time and improve cash flow.
Learn more

Square

A payment processing platform with built-in features for automated invoicing. It's referenced as a solution for automating payment-related processes to save time for business owners.
Learn more

QuickBooks Online with AI

An accounting platform that uses AI to automate expense tracking, invoicing, and forecasting. Small businesses can gain better financial visibility and reduce time spent on bookkeeping tasks.
Learn more

Expensify

An expense management tool that scans receipts, categorizes expenses, and creates automated reports. Business owners can cut down on manual data entry and keep finances organized.
Learn more

Gusto

A payroll and HR automation platform that manages salaries, benefits, and compliance. Small business owners can simplify workforce management and save hours on administrative tasks.
Learn more

Analytics and Decision-Making

Zoho Analytics

An AI-powered business intelligence and analytics platform that helps small businesses make sense of their data. It includes features like Ask Zia, an AI assistant that can answer questions about business data in natural language.
Learn more

Tableau

A data visualization and analytics platform that transforms raw data into interactive dashboards. It allows small businesses to make smarter, evidence-based decisions with clear visual insights.
Learn more

Google Looker Studio

A free analytics tool that creates customizable dashboards from various data sources. Small business owners can track performance metrics in real time without complex coding.
Learn more

MonkeyLearn

An AI platform for text analysis, sentiment detection, and data categorization. It helps businesses understand customer feedback and market trends to improve decision-making.
Learn more

Productivity and Communication

Loom with AI features

A video messaging tool with AI capabilities for automatic transcription, summaries, and highlights. It enables asynchronous video communication with AI-enhanced features that make videos more searchable and actionable.
Learn more

Krisp

An AI-powered noise cancellation app that removes background noise during calls and meetings. It ensures professional-sounding communications regardless of environment, particularly valuable for small business owners working from varied locations.
Learn more

Otter.ai

An AI meeting assistant that records, transcribes, and summarizes meetings and conversations. It creates searchable, shareable notes from any voice conversation, saving time on meeting documentation and follow-up.
Learn more

Slack with AI Integrations

A team communication platform enhanced with AI tools for search, automation, and workflows. It helps small businesses stay organized and reduce wasted time in team coordination.
Learn more

ClickUp AI

A productivity platform with built-in AI for writing, summarizing, and managing tasks. Small businesses can centralize projects, documents, and communication in one system.
Learn more

Fathom

An AI meeting assistant that records, transcribes, and summarizes Zoom calls. It saves small business owners hours by automatically capturing and highlighting key takeaways.
Learn more

Implementation Frameworks

AI ROI Framework

A decision-making framework detailed in the book for calculating whether an AI tool investment is worth the cost. It helps business owners evaluate tools based on time saved, hourly value, and monthly costs.

The Automation Audit Method

A framework for identifying tasks suitable for automation by tracking time spent on repetitive activities. It involves a week-long time audit and a three-question evaluation process to determine automation candidates.

AI Budgeting Tiers

A framework for AI investment that categorizes spending into *Starter* ($50-150/month), *Growth* ($150-400/month), and *Scale* ($400-800/month) tiers. It helps businesses align their AI investment with their current needs and capabilities.

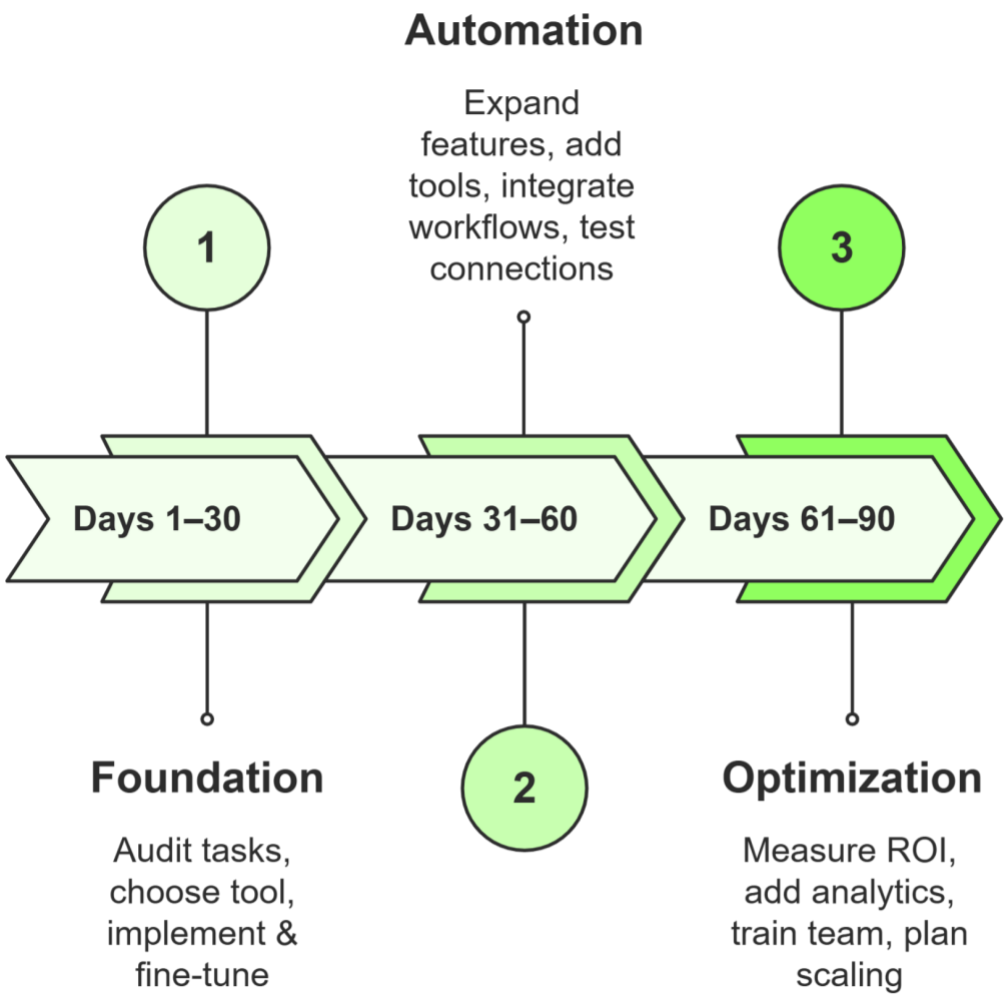
AI Implementation Timeline

A structured approach dividing AI adoption into three phases: foundation building (first 30 days), expansion and optimization (days 31-60), and integration and scaling (days 61-90). It

provides clear milestones and expectations for each phase of AI adoption.

90-Day AI Implementation Plan

A structured roadmap divided into three 30-day phases: *Foundation*, *Automation*, and *Optimization*. It provides a step-by-step approach to implementing AI tools without overwhelming the business or team.



The AI Implementation Maturity Model

A suggested framework for assessing where a business stands in its AI adoption journey across multiple dimensions. It helps business owners identify their current capabilities and plan logical next steps based on their maturity level.

The 4-1-1 AI Content Strategy

A suggested content framework where for every 4 pieces of automated content, you create 1 deeply human piece and repurpose it into 1 additional format. This balances efficiency with authenticity in content marketing.

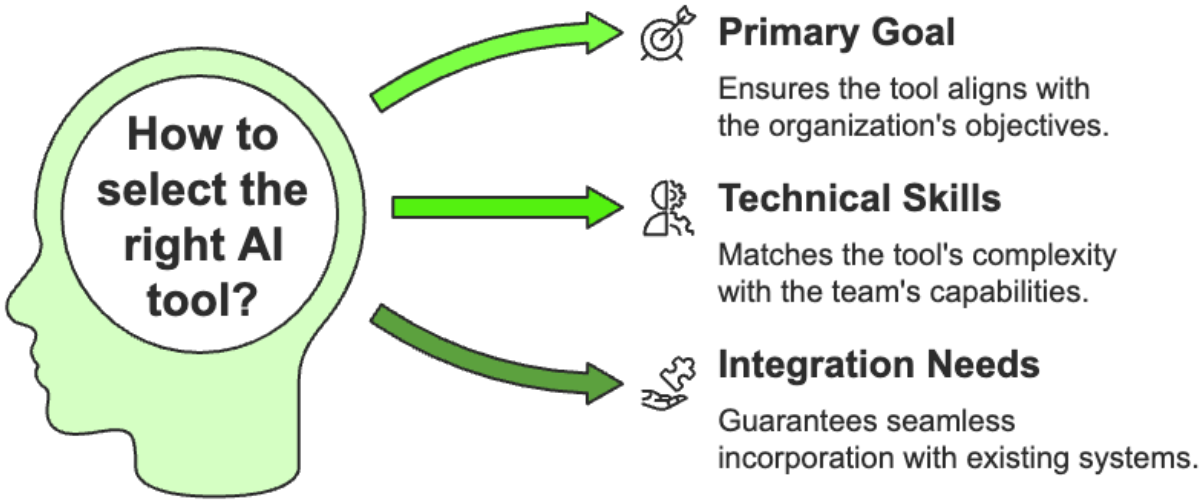
The AI Ethics Checklist

A suggested framework for evaluating AI implementations against ethical considerations including privacy, transparency, and fairness. It helps small businesses implement AI responsibly and build customer trust.

Mental Models and Decision Frameworks

AI Tool Decision Framework

A three-step process for selecting appropriate AI tools based on primary goal, team's technical skills, and integration needs. It helps prevent purchasing unsuitable or unnecessary AI solutions.



AI-Powered Decision-Making Framework

A four-step process for using AI insights in business decisions: defining the decision needed, gathering relevant data for AI analysis, combining AI recommendations with human judgment, and implementing with ongoing monitoring. It bridges the gap between AI insights and practical business actions.

AI Sweet Spot Identification

A mental model for identifying areas where AI delivers the biggest returns in a small business. It focuses on finding tasks that are predictable, frequent, and directly tied to saving time or cutting costs.

Human-AI Balance Model

A concept that helps business owners determine *when to use AI* (for routine, factual tasks) versus *when human involvement is needed* (for emotional situations, complex problems). It ensures AI is deployed appropriately without losing the human touch where it matters.

AI Hype vs. Reality Filter

A mental model to help business owners separate practical AI applications from overblown claims. It focuses on identifying where AI works well (repetitive tasks following patterns) versus where it struggles (tasks needing judgment or emotional understanding).

The AI Types Taxonomy

A simplified classification of AI types relevant to small businesses: *simple automation*, *smart AI assistants*, and *predictive AI*. This mental model helps business owners

understand different AI capabilities without getting lost in technical details.

Proactive vs. Reactive Service Model

A framework contrasting traditional reactive customer service with AI-enabled proactive service. It illustrates how AI can identify and solve problems before customers ask, creating a superior customer experience.

The Hidden Cost of Manual Tasks

A mental model that helps business owners see the true cost of manual processes beyond just the time spent. It incorporates opportunity costs from delayed strategic decisions and compounding effects of time savings.

The AI Capability Ladder

A suggested mental model for categorizing AI implementations from basic to advanced: *Automation* (basic tasks), *Augmentation* (enhancing human work), *Analysis* (deriving insights), and *Autonomy* (independent decision-making). It helps businesses plan their AI evolution strategically.

The Task Triage Framework

A suggested decision framework for sorting business tasks into four categories: *Automate* (repetitive, rule-based), *Augment* (complex but structured), *Delegate* (requiring judgment), and

Focus (strategic, creative). It clarifies where and how AI can help most effectively.

Final Words

CONCLUSION

The tools, frameworks, and mental models in this repository represent a starting point for leveraging AI in your small business. Each resource has been selected for its practical application and potential to deliver measurable results. By experimenting with these resources and adapting them to your specific needs, you can create a customized AI strategy that drives efficiency, productivity, and growth.

Consider starting with one or two tools that address your most pressing business challenges, and gradually expand your AI toolkit as you become more comfortable with the technology. Remember that successful AI implementation is about finding the right balance between automation and human expertise – using technology to handle routine tasks while freeing your team to focus on creative, strategic work that builds stronger customer relationships.

Accelerate Your Business With AI — Partner With Brizwave Inc.

Brizwave Inc. helps organizations become more productive, more profitable, and future-ready through AI strategy, automation, ERP transformation, and corporate training.

Our Core Services Include:

- AI Strategy & Implementation (DORWIL™ Framework)
- AI Automation & Intelligent Workflows
- ERP & Digital Transformation (SAP, Workday, Odoo)
- Business Process Optimization
- AI Training & Corporate Upskilling
- Custom AI Agents & Integration

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