



AI Tools' Report.

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Product Link	Type of AI / Main Function	Description	Access Type	Cost (NZD, approx)
AdCreative.ai	Generative AI <i>Ad/Image/Copy Creation</i>	An AI-powered marketing platform that generates high-conversion ad creatives, texts, and videos for advertising platforms, helping marketers boost sales with optimized content and providing creative insights.	Open	From \$40/month to \$718/month; free trial available
Bolt.new	Generative AI <i>Quick Docs/Notes</i>	An AI tool for generating, testing, and deploying web apps using modern frameworks, with features for AI code generation, manual code editing, package installation, and seamless deployment.	Open/Beta	Free (beta); pricing not listed
Canva	Generative AI <i>Design, Image/Text Creation</i>	A design platform with AI features including Canva AI (creative assistant), Magic Charts, Canva Code, and other visual creation tools for designing presentations, graphics, and other visual content.	Open	Free; Pro from \$24/month
Chat GPT	Generative AI <i>Conversational, Text</i>	An AI assistant that helps with writing, answering questions, coding, and performing tasks using text, images, and voice.	Open	Free; Plus \$32/month
Claude	Generative AI <i>Conversational, Text</i>	Is used by marketers to generate and polish campaign ideas, emails, and ad copy with a natural, collaborative tone. Its emphasis on safe and coherent conversation makes it ideal for sensitive brand messaging and internal content review	Open	Free; Pro \$32/month
CrewAI	Generative/Assistive AI <i>AI Agents/Workflows</i>	A Python framework for creating autonomous AI agent teams where each agent has specific roles, tools, and goals, enabling collaborative intelligence for complex tasks and workflows.	Open/Beta	Free (beta); paid plans coming soon
ElevenLabs	Generative AI <i>Speech Synthesis, Voice Cloning</i>	A text-to-speech platform that converts text into lifelike audio with nuanced intonation, pacing, and emotional awareness across 32 languages, offering various voice options and quality levels.	Open	Free trial; paid plans from \$8/month
FloraFauna.ai	Predictive/Assistive AI <i>Plant/Animal ID, Info</i>	An AI-powered creative platform designed by and for creatives, combining intuitive design with advanced tools to empower users with both ease and control in their creative workflows.	Open/Beta	Free trial; paid plans from \$30/month
Gemini.google.com	Chatbot	Great for everyday questions, writing assistance, summarisation, document analysis, image generation, deep research etc.	Open	Free (basic)
Gumloop	Generative AI <i>No-code Automation</i>	An AI-native automation platform that allows users to create and manage complex workflows without coding expertise, using a visual interface and integrating with various business applications.	Open/Beta	Free (beta); pricing not listed
Hey Gen	Generative AI <i>AI Avatars, Video</i>	AI platform that creates lifelike avatars for video content, enabling realistic visual storytelling, education, and tutorials.	Open	Free trial; paid plans from \$38/month

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Icon.me	Generative AI <i>Avatar/Image Creation</i>	An AI-driven ad creation studio that streamlines the entire creative process from ideation to analysis, with tools for script generation and automated video editing to help marketers produce campaigns efficiently.	Open/Beta	Free (beta); pricing not listed
Jasper	Generative AI <i>Writing/Content</i>	An AI-powered platform for content creation and optimization, including writing tools, brand voice, and style guide features.	Open	From \$62/month
KlingAI	Generative AI <i>Video Creation</i>	A text-to-video generation model that creates high-quality, realistic videos up to two minutes long with 1080p resolution from text prompts, using 3D spatiotemporal joint attention mechanisms.	Open/Beta	Free trial; paid plans from \$24/month
Labs.google/experiments	Experiments and newest in AI	Used for exploring the possibilities of AI from writing tools, designing UI, creating images, music FX etc.	Open	Free and paid plans
Lovable.dev	Generative AI <i>Product/Branding Tools</i>	An AI-powered app development platform that allows users to build entire web applications using natural language prompts, generating full-stack code with working frontends, backends, and databases.	Open/Beta	Free (beta); pricing not listed
Manus AI	Generative AI <i>Writing/Content</i>	An autonomous AI agent that can independently execute complex tasks like report writing, data analysis, and content generation, with multi-modal capabilities and advanced tool integration.	Open/Beta	Free (beta); pricing not listed
MetaAI	Generative AI <i>Conversational/Image text</i>	Conversational AI assistant that provides information, answers questions, generates text and images, and engages in discussions on various topics. You can ask follow-up questions, explore ideas, or get help with tasks like writing or brainstorming.	Open	Free
MetaAI App	Generative AI <i>Conversational, Image/Text, Integrated Chatbot</i>	The Meta AI App is a mobile version of the conversational AI, offering similar functionality to the website. You can generate text, create images, get answers to questions, and access information on a range of topics. The app provides an intuitive interface for chatting with the AI, making it easy to use on-the-go.	Open	Free
Midjourney	Generative AI <i>Image Creation</i>	AI image generator that transforms text descriptions into high-quality visuals using advanced machine learning algorithms, offering customizable styles and high-resolution outputs.	Open	From \$16/month
Notebook LM	Assistive AI <i>Research, Note-taking, Summarization</i>	An AI-powered research assistant that uses your uploaded documents to summarize, explain, and generate insights grounded in your sources. It enables personalized note-taking, fact-checking, and content creation.	Open/Beta	Free; Plus from \$32/month (Google One AI Premium)
Pigeon AI	Generative AI <i>Website Creation</i>	A content creation platform with AI-driven presentation tools, storytelling generation, and editing features to help knowledge creators produce professional content efficiently.	Open	Free plan; paid plans from \$19/month

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<u>Paradigm AI</u>	Generative AI <i>Multi-agent workflows</i>	A general-purpose AI technology that transforms AI from a specific application to a configurable tool for various tasks like conversations, assistance, decision making, and content generation.	Invite	Not publicly listed
<u>Perplexity</u>	Generative/Assistive AI <i>Conversational, Search</i>	Helps marketers quickly research trends, competitor insights, and industry topics by delivering concise answers with real-time web citations. It's like a search engine with a built-in AI researcher that provides both speed and credibility.	Open	Free; Pro \$32/month
<u>Pickle AI</u>	Assistive AI <i>Meeting Summaries, Insights</i>	A meeting assistant that creates virtual clones to mimic a user's presence during meetings, allowing participation without being on camera and helping manage multiple responsibilities simultaneously.	Open/Beta	Free trial; paid plans from \$32/month
<u>Plus AI</u>	Assistive AI <i>Spreadsheets, Docs Automation</i>	An AI tool that integrates with Google Workspace to help create and edit presentations and documents, offering features like slide creation, content generation, theme customization, and translation.	Open/Beta	Free trial; paid plans from \$32/month
<u>Pollfish</u>	Predictive AI <i>Survey/Market Research</i>	An AI-enabled survey creation platform that can generate professional-grade insightful survey questionnaires in seconds based on a single sentence, helping brands and researchers quickly gather insights.	Open	Pay-per-survey; custom pricing
<u>Replit</u>	Generative AI <i>Coding, Code Completion</i>	This platform facilitates rapid software development, allowing users to build, collaborate, and deploy applications quickly.	Open	Free; paid plans from \$11/month
<u>Sesame AI</u>	Assistive AI <i>Business Automation</i>	Simplifies AI adoption for businesses by offering tailored, easy-to-use AI solutions with features like automated AI solutions, natural language processing, and data analytics.	Open/Beta	Free trial; paid plans from \$78/month
<u>Simular AI</u>	Predictive/Assistive AI <i>Simulation/Planning</i>	An AI agent that browses the internet alongside users on their computers, automating tasks through human-like interaction with interfaces rather than APIs, working across different software environments.	Open/Beta	Free (beta); pricing not listed
<u>SparkToro</u>	Predictive/Assistive AI <i>Audience Research/Insights</i>	An audience research tool that analyses social and web data to provide insights into target audience behaviours, preferences, and online activities, helping marketers understand where their audience spends time online.	Open	Free tier; paid plans from \$80/month
<u>SuperAds AI</u>	Generative AI <i>Ad Creation</i>	An AI-powered creative analytics platform for digital advertising that helps marketers analyse and optimize ad performance across platforms like Meta, LinkedIn, and TikTok with visual reporting.	Open/Beta	Free trial; paid plans from \$46/month
<u>Thoughtly</u>	Generative AI <i>Writing/Content</i>	Exists in two forms: a conversational AI platform for business communication and an AI-powered note-taking app that helps organize, summarize, and enhance notes in real-time with contextual suggestions.	Open	Free; paid plans from \$14/month

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<u>Whimsical</u>	Generative/Assistive AI <i>Diagrams, Mind Maps</i>	An AI-powered diagramming tool that generates flowcharts, mind maps, and sequence diagrams from text prompts, helping visualize concepts and processes for product teams and designers.	Open	Free; paid plans from \$16/month
<u>WordCrafter AI</u>	Generative AI <i>Writing/Content</i>	An AI-powered SEO platform designed to help create high-quality content that ranks higher on Google, using SERP Intelligence to uncover what Google rewards for specific keywords.	Open/Beta	Free trial; paid plans from \$19/month