


Best Tools to Maintain an Entrepreneurial Mindset

The Industry Leaders Member Research - Best Tools to Maintain An Entrepreneur Mindset						
Name	What it Does	Why it's Good	Anything bad?	Free Version?	Cost	Other Notes
 HeadSpace	One of the most popular and credible meditation apps developed by mindfulness experts; its mission is to 'improve the health and happiness of the world'. Offers hundreds of hours of content, including both unguided and unguided meditation sessions ranging from two minutes to an entire hour.	Includes huge variation in length of meditation sessions so you can easily fit them into your day. Great for beginners to meditation. Offers a structured meditation routine which slots into the busy lives of entrepreneurs.	Some users may find the app repetitive and the monthly subscription is higher than other meditation apps.	No longer a free version, but you can access the entire library during a 14-day free trial. If you have a Netflix subscription (and let's be honest, who doesn't have one or steal someone else's, you can access Headspace's 'Guide to Meditation' and 'Guide to Sleep' series on Netflix.	Annual membership comes in at £49.99 GBP/yr (£4.17 GBP/month) with a 14-day free trial period, while the monthly membership costs £9.99 GBP/month with a 7-day free trial period.	For those looking to choose between the two biggest competitors in the Meditation App market, simply put, Headspace is great for beginners and those who need to fit meditation into a busy schedule, while Calm is recommended to experienced meditators who want to use lengthy audios.
Calm	Calm is a meditation app that helps with sleep, relaxation and mindfulness.	Recommendations are personalised based on your goals, for example reducing stress or getting better sleep. The interface is relatively simple to navigate, and the creators are always adding new content.	The stories are too long for some users and you can't add 'friends' on the app.	No longer a free version, access to the full library of content during the 7-day free trial period.	£28.99/year	
Momentum	Simple habit tracker for iOS. You are encouraged to turn habits 'green' by ticking them off. Also available as a dashboard extension for Google Chrome.	Very easy to use and functional. Offers inspiring mantras every morning, as well as the neat and concise opportunity to tick off activities, keeping entrepreneurs on track.	Currently not available to download on Android devices. Some users have reported that the desktop interface causes their Google chrome to shut down unexpectedly.	The Chrome extension and the iPhone app are free, with the opportunity for a paid version.	Paid version costs \$39.95 a year or \$4.95 a month, and includes more widgets and features, customised images and quotes, and priority support.	The free version is actually a better choice than the paid version - not enough additional or worthwhile features to make the cost worth it.
7 Minute Workout	This app allows you to workout anytime, anywhere, with no equipment, in less, than 10 minutes. It includes a range of workouts for different abilities, personal trainer with voice and video instructions, and Apple Health integration to track your activity, weight, workouts and calories burned.	Perfect for entrepreneurs who may not find the time to go to the gym or complete lengthy workouts requiring specific equipment but want to exercise for their mindset and physical health. Scientific studies show that even 7 minute workouts improve your health dramatically. The app is very easy to use, customisable, integrates with Apple Health. Also available on Google Play.	Yet to find any find any flaws- previously lacked audio cues but the newest update includes these.	Free to download and use.	Premium version is currently discounted at £17.99/year with a 7-day free trial and includes full access to entire library of workouts, PT plans, exclusive music and more.	
Pocket	Pocket is a "save it for later" app that enables you to save blogs, articles, photos, and other types of media so you can view them later. It's a good tool for those on-the-go entrepreneurs who don't have very much downtime during the workday.	You can view essential information later, and even offline. Perfect for entrepreneurs who often skip over articles or reports when life gets too busy. Includes an iOS share extension to save articles and videos from Safari or other apps with a single tap. Includes the option to follow other users, and includes a discover section where you can read popular articles saved by other users if you are lacking inspiration.	The scope is relatively limited; it saves articles to read for later but doesn't help with other browser-related problems. Also has occasional problems displaying images and infographics.	Free version available.	Premium version costs £3.99/month or £34.99 /year: ad-free, permanent library of everything you've saved, unlimited highlights, premium fonts, suggested tags and full-text search.	If you're strictly looking for a save-it-for-later functionality, this app is perfect.
5 Minute Journal	The 5 Minute Journal app allows you to effortlessly keep a journal on-the-go. Asks you each morning to list three things you're grateful for, goals for the day, and daily affirmations.	Includes a new mantra every day. Great for busy entrepreneurs who want to begin journaling. Based on proven psychological research, allows you to appreciate life more and counter automatic negative thinking.	The app can run into some difficulties sometimes, updates are often required.	Free version available.	Premium version costs £34.99/year, working out at just £2.92/month, and allows to create a more personalised experience and adds photos and videos.	Premium version not necessary for the purposes entrepreneurs would usually be using this app for.
Happify	The app offers evidence-based tools, techniques, games, and activities designed to help you combat stress and negativity.	Offers a personalised experience. The tools and activities are thoroughly researched by scientists and experts, making it a more trustworthy source for stress management. There are different "tracks" to choose from when using the app, such as "Fuel Your Career Success," "Conquer Your Negative Thoughts," and "Cope Better with Stress." App designed to make meaningful and lasting impact.	Lots of prompts asking you to download the paid version. Hard to cancel and delete your account. Free version is pretty limited.	Free version available.	Premium version is pretty expensive, coming in at £124.99/year, £13.49/monthly or £399.99/lifetime. Includes full access to all activities, games, expert tracks and more.	
Fabulous	Helps you build a healthy lifestyle through a holistic approach. Uses behavioural science to transform mindset. Builds a personalised habit plan based on individual preferences.	Perfect for entrepreneurs who might struggle to make healthy routines for themselves and take time for self care. Offers app notifications to keep you on track. You have to accept small challenges, making you feel accomplished. Uses a 'gamified' experience which makes goal setting enjoyable.	Unable to set non daily habits, healthy eating part of the app focuses on losing weight which can be useless/triggering for some users, not a lot of option for customisation if you don't pay for the full version.	Free version available.	Premium version costs £36.99/year after a 7-day free trial period.	
Any.do	Helps you to stay organised by verbally or manually adding tasks and prioritising their urgency.	Clear and easy to navigate interface, prioritises tasks. Syncs with phone calendar and across multiple devices. Can customise preferences such as colour of interface and preferred home screen between tasks, calendar or last viewed.		Free version available.	Premium version costs £4.79/month for 12 months with a 7-day free trial period or £8.99 monthly. Includes whatsapp reminders, customized themes, recurring tasks, unlimited daily planner, color tags and labels and location reminders.	
Blinkist	Blinkist transforms the key insights of 5,000+ bestselling nonfiction books & popular podcasts into powerful explainers you can read or listen to in 15 minutes.	Content is super quick and easy to digest, a typical podcast is between 5-15 minutes making it perfect for busy entrepreneurs. User interface is simple to navigate. Better value for money than most book summary sites.	Range of topics is pretty limited- a large percentage of the books on offer are self-development or self-help books. May not be a bad thing for entrepreneurs.	Free version available.	Offers in-app purchases.	
Audible	Audible holds thousands of reading materials, podcasts, and other resources in their library to expand business knowledge on the go.	You own all Audible books in your library even if you cancel your subscription. Operates smoothly across Android, smartphone or tablet. Cheaper than buying books and your first audio book is free.	iPhone users are currently unable to purchase books directly through the Audible app due to contract restrictions, so you must download via a computer. Books cannot be streamed, so downloading to your mobile device will use up storage.	No, monthly subscription.	Audible has four membership plans: 1 book monthly membership £7.99/month, 12 books annual membership £69.99/year, 2 book monthly membership £14.99/month, 24 books annual membership £109.99/year (best value).	
Streaks	A habit-forming to-do-list app. As you complete tasks, you build a streak of consecutive days.	Tasks sync across all of your devices using iCloud (in particular integrates well across Apple Watch and Mac) and can be integrated with Apple Health app. You can share your tasks with other users to hold yourself accountable. Push notifications available. Can also set negative tasks to break bad habits. Excellent charts and graphics which stand it apart from any other habit-tracking apps.	Only available on the Apple Store.	No free version.	£4.49 to download.	
Peptalk Motivation	Gallery of motivational podcasts aimed at personal growth and professional development.	Can personalise what kind of motivation you need- options for 'Wisdom and Knowledge', 'Focus and Productivity', and 'Chasing Success and Money' would be most relevant to building an entrepreneurial mindset. Perfect for listening when you need a boost of motivation.	Lots of ads on the free version.	Free version available.	Premium version costs £6.49/monthly, £26.99 /yearly or £249.99/lifetime. NB: These are currently discounted prices.	
Instapaper	Through Instapaper, you can save and read web content at a later date. You can save from emails, other apps, or your phone or desktop browser.	Users can highlight and save important text from any article (up to 5 free highlights a month for free users), share articles directly to their social channels or to friends, and can also convert text to speech to listen to articles on the go. Includes a simple folder method for organisation so you can drag and drop articles into folders to read later.	Limited features on the free version, and limited search capability on app but not on web version.	Free version available.	Premium version costs £2.29/month or £22.99 /year. Includes unlimited notes, text-to-speech playlists and speed reading.	Instapaper has a simpler and more minimalist interface than Pocket.

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RescueTime	Time tracking tool which is very popular amongst Silicon Valley entrepreneurs. Tracks how you spend your time on your phone and desktop.	Entrepreneurs have commented that the free version is sufficient. Very easy to use, requires minimal technological know-how. Feedback and reports to measure productivity. Can set goals for yourself.	Pretty minimalistic design. Seems to essentially do the same job as the Apple screen time feature, which also allows you to set limits on certain apps. Probably more useful in a big company where productivity is an issue rather than in a small start-up.	Free version available.	Premium version costs \$77.99/year or \$11.99 /month, both with a 2-week free trial period.	
Buddhify	Easy-to-follow, guided meditations to help overcome life's challenges.	Meditations range in level of expertise required from complete beginners to experienced meditators. Kids content to keep kids happy. Up-front cost is less than the monthly subscription for most meditation apps.	You pay up-front for the app. If you want to use it across two devices e.g. iPhone and Android, you pay twice. Not much coherence to your meditation routine. To access the full library, an additional membership free is required.	No free version.	£4.49 to download with additional in-app purchases (membership subscription).	
Todoist	An organisational app allowing you to sync your to do list across your desktop and phone.	Can personalise the theme of the app. Can sort tasks by name, priority, due date or added date. 4 different priority options. Also available on desktop. No hidden complications.	Tasks disappear once you've ticked them off, can be a problem if you want a track of what you've completed.	Free version available.	Premium version costs £35.99/year or £3.99 /month; you can add up to 300 projects, unlimited reminders, more guests per project, more file uploads and unlimited activity history.	
Insight Timer	Insight Timer has a huge, ever-increasing library of free guided meditations from experts in areas such as stress, healing, sleep, creativity, anxiety management, and more.	Personalises your options to match you to guided meditations. Tracks your consecutive days of meditation and milestones, as well as offering a daily check-in of your mood. Interface is aesthetic and simple to navigate. Can connect with other users.	Sometimes it can be hard to hear the meditations even with your volume right the way up and prompts to purchase upgraded version can be annoying, but this is the same with all free versions of apps.	Free version available.	Premium version costs £55.99/year with a 7-day free trial period. Includes advanced player features to fast forward, rewind, and pick up where you left off, 1000s more courses and offline listening.	
SworKit	A fitness app which creates personalized workouts for you and changes them up each time you do them based on the time, space, and capability you have for that particular session.	Includes a range of different workouts from yoga to strength training and gives you the option to train for any length of time from 5-60 minutes. Option for push notifications to hold you accountable. Excellent 'Ask a Trainer' feature for guidance especially if you are a beginner.	Calendar can't be edited so you can't plan your workouts ahead. Pretty expensive.	No free version.	A personalised subscription comes in at £49.99 /year or £8.99/month with a 7-day free trial.	10% off subscriptions at the following link: https://app.sworKit.com/welcome