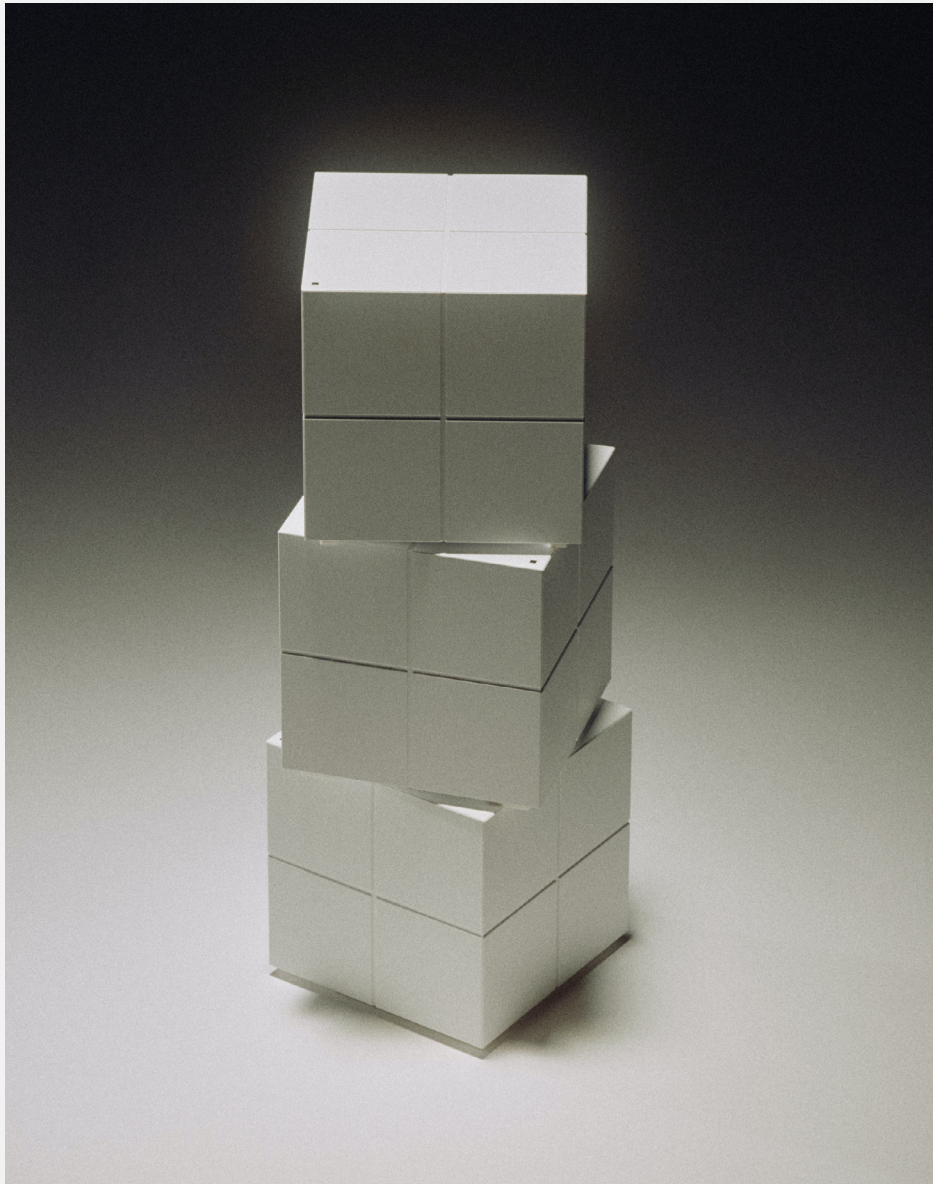


Sophia's Tech Stack

BONUS DOWNLOAD



BY SOPHIA AMORUSO

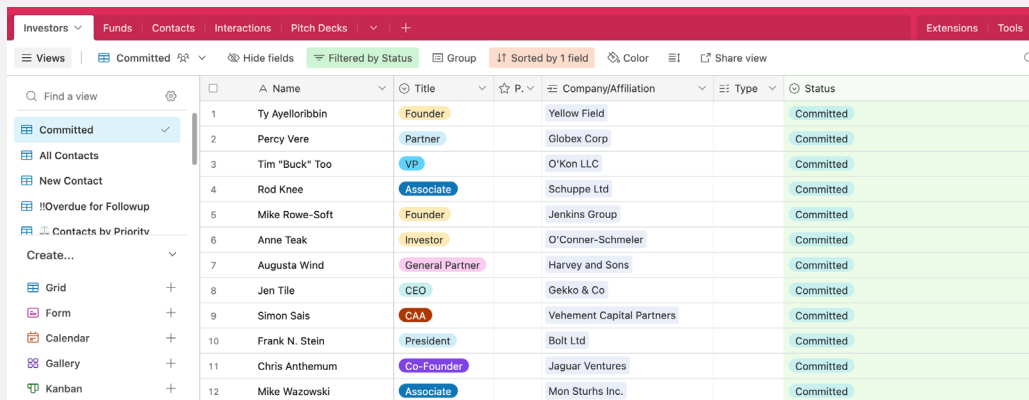


Business Class

Investing

Spreadsheets: Airtable

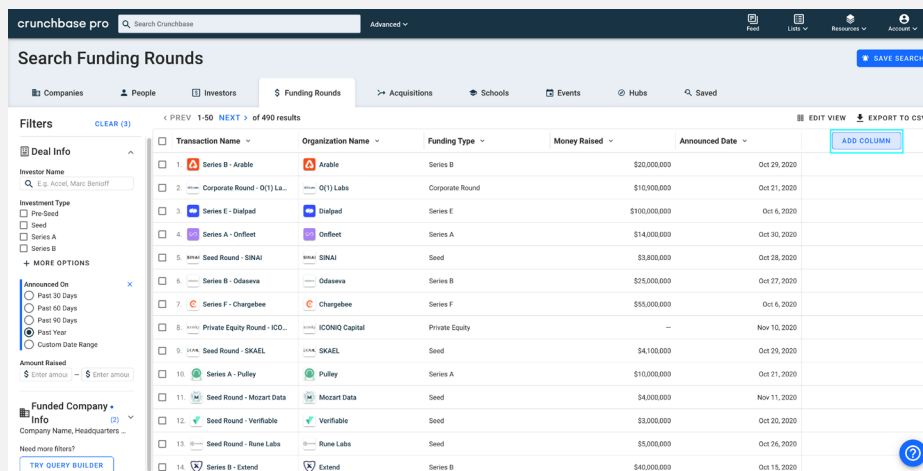
Airtable essentially gives you the power of an ultra-customizable spreadsheet you can turn into a database. I use this for CRM, tracking investors, companies, and fellow venture capitalists and their firms, as well as resources like journalists, experts, attorneys, and service providers to help portfolio companies.



	Name	Title	Company/Affiliation	Type	Status
1	Ty Ayelloribbin	Founder	Yellow Field		Committed
2	Percy Vere	Partner	Globex Corp		Committed
3	Tim "Buck" Too	VP	O'Kon LLC		Committed
4	Rod Knee	Associate	Schuppe Ltd		Committed
5	Mike Rowe-Soft	Founder	Jenkins Group		Committed
6	Anne Teak	Investor	O'Conner-Schmeler		Committed
7	Augusta Wind	General Partner	Harvey and Sons		Committed
8	Jen Tile	CEO	Gekko & Co		Committed
9	Simon Sals	CAA	Vehement Capital Partners		Committed
10	Frank N. Stein	President	Bolt Ltd		Committed
11	Chris Anthemum	Co-Founder	Jaguar Ventures		Committed
12	Mike Wazowski	Associate	Mon Sturhs Inc.		Committed

Tracking startups and their competition: Crunchbase

Crunchbase is a great resource for researching private and public startups, companies, and investors. There you'll find information on funding rounds, acquisitions, and key personnel.



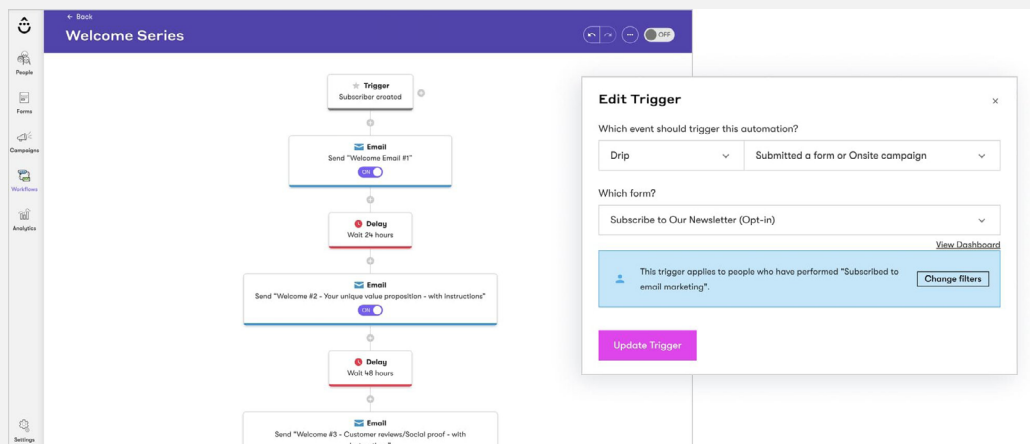
Transaction Name	Organization Name	Funding Type	Money Raised	Announced Date
1. Series B - Arable	Arable	Series B	\$20,000,000	Oct 29, 2020
2. Corporate Round - O(1) Labs	O(1) Labs	Corporate Round	\$10,900,000	Oct 21, 2020
3. Series E - Dialpad	Dialpad	Series E	\$100,000,000	Oct 6, 2020
4. Series A - Onfleet	Onfleet	Series A	\$14,000,000	Oct 30, 2020
5. Seed Round - SINAI	SINAI	Seed	\$3,800,000	Oct 28, 2020
6. Series B - Odasava	Odasava	Series B	\$25,000,000	Oct 27, 2020
7. Series F - Chargebee	Chargebee	Series F	\$55,000,000	Oct 6, 2020
8. Private Equity Round - ICONIQ Capital	ICONIQ Capital	Private Equity	-	Nov 10, 2020
9. Seed Round - SKAEL	SKAEL	Seed	\$4,100,000	Oct 29, 2020
10. Series A - Pulley	Pulley	Series A	\$10,000,000	Oct 21, 2020
11. Seed Round - Mozart Data	Mozart Data	Seed	\$4,000,000	Nov 11, 2020
12. Seed Round - Verifiable	Verifiable	Seed	\$3,000,000	Oct 20, 2020
13. Seed Round - Runo Labs	Runo Labs	Seed	\$5,000,000	Oct 26, 2020
14. Series B - Extend	Extend	Series B	\$40,000,000	Oct 15, 2020



Marketing and Sales

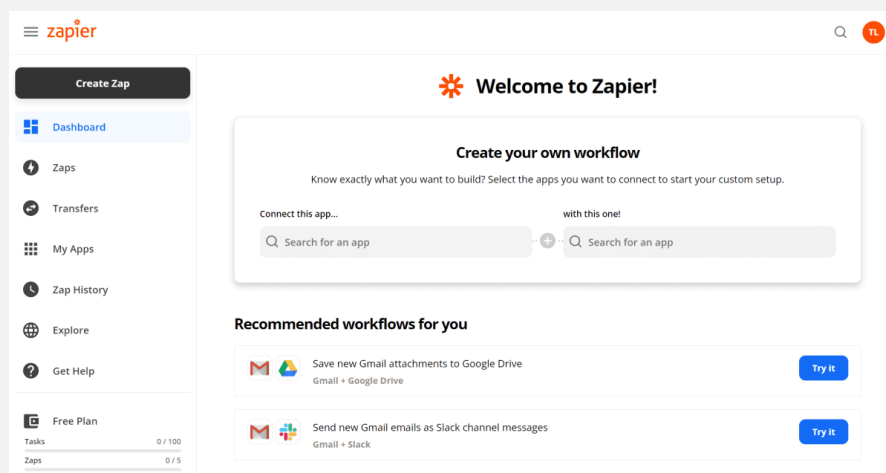
Email marketing and automation: Drip

Drip allows you to harness the power of email automation by leveraging customer segments and targeted email campaigns. Drip helps me send my weekly newsletters, including this one.



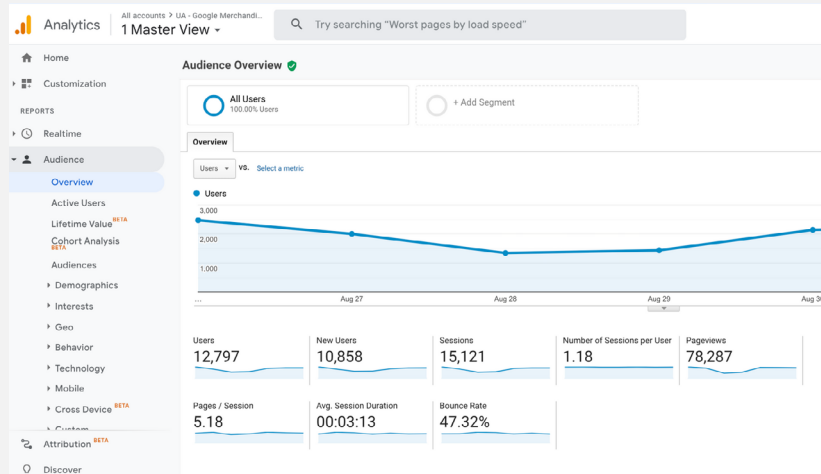
Workflow automation: Zapier

The *ultimate* tool to automate workflow and save time! You can connect multiple apps (including several on this list) and streamline processes without a developer. I couldn't run my business without it.



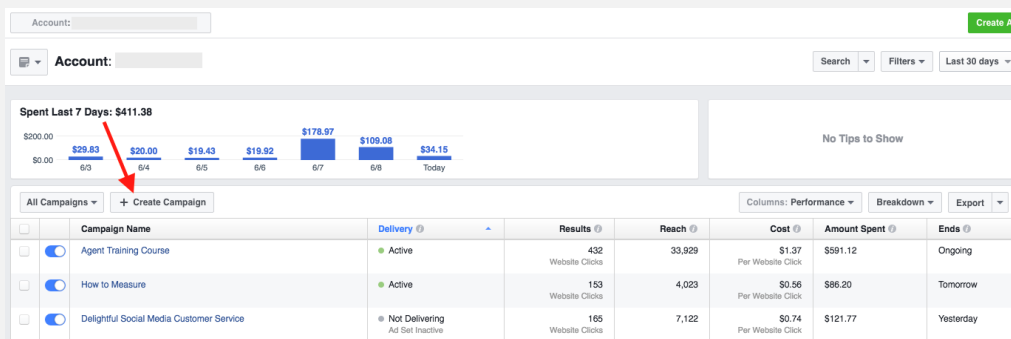
Website traffic reporting: Google Analytics

A must-have tool for anyone with a website to get insights on website traffic and user behavior. Want to know why your website isn't converting? This is the tool to use.



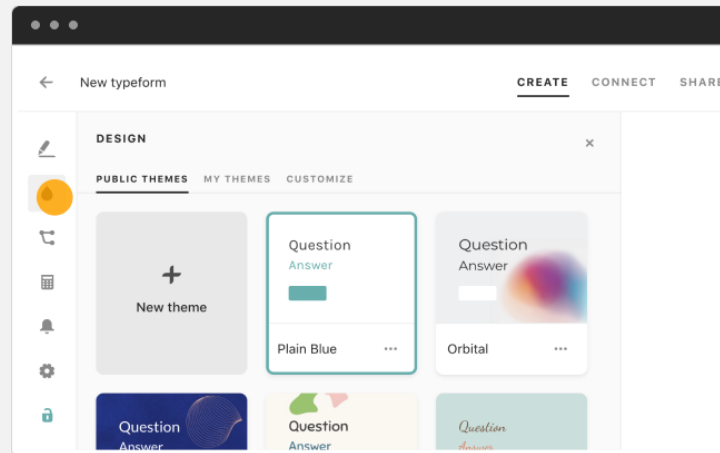
Social paid media: Facebook and Instagram Ads

I use this to reach my audience (and more) through different types of video ads, placements and platforms. It basically turns your ad into a digital stalker until your targeted customers purchase lol.



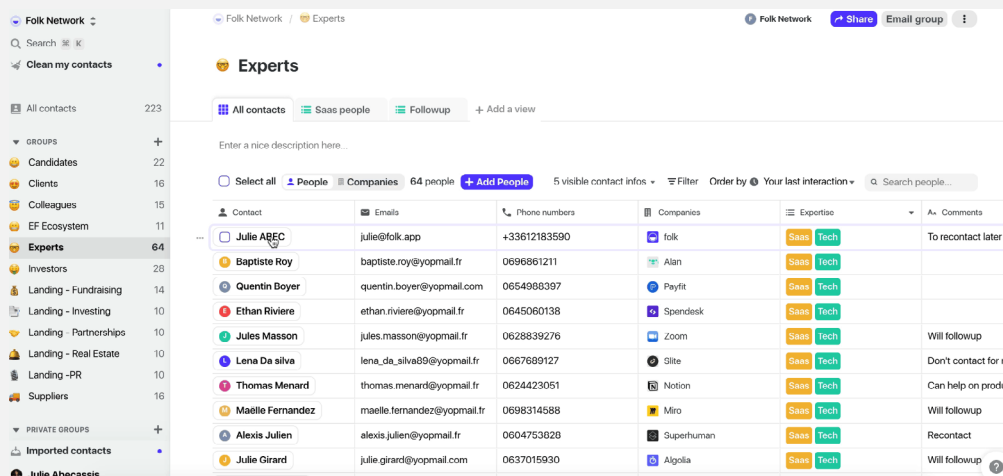
Custom forms and surveys: Typeform

The best platform for customizable surveys. I just built an application form using this and found a new great hire to help me with the Trust Fund community raise.



CRM: Folk

A collaborative CRM platform where you can sync contact data, send emails, and track interactions. (Full transparency: I'm still trying this one out, but liking it so far!)



Business Class Platforms & Community

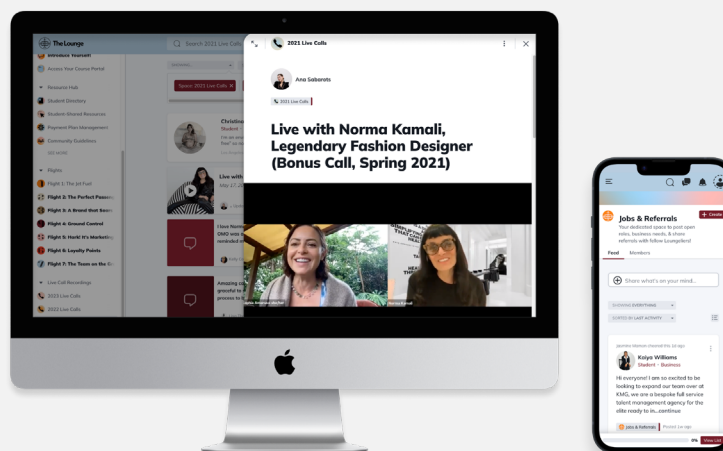
Customer support: HelpScout

A shared inbox, customer support platform, and knowledgebase rolled into one. We use this to personally answer every customer email and question at Business Class.

J & G Clothing Dashboard		
Support support@jandg.co	Sales sales@jandg.co	Developer Support devs@jandg.co
Chats	Unassigned	Unassigned
Unassigned 2	Mine 3	Mine
Mine 26	Assigned 1	Assigned
Assigned		
Drafts 74		
2		

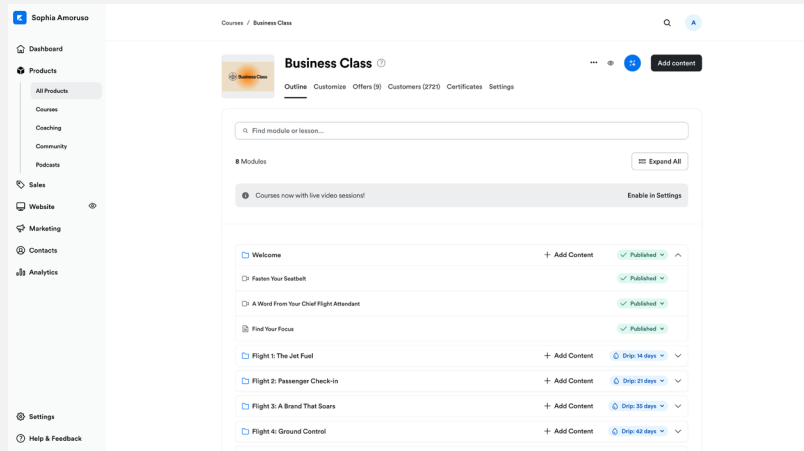
Courses and memberships: Mighty Networks

This is the platform that brings The Lounge, our private community of Business Class entrepreneurs, to life! Customize and manage courses, memberships, events and more to keep your own community thriving and engaged.



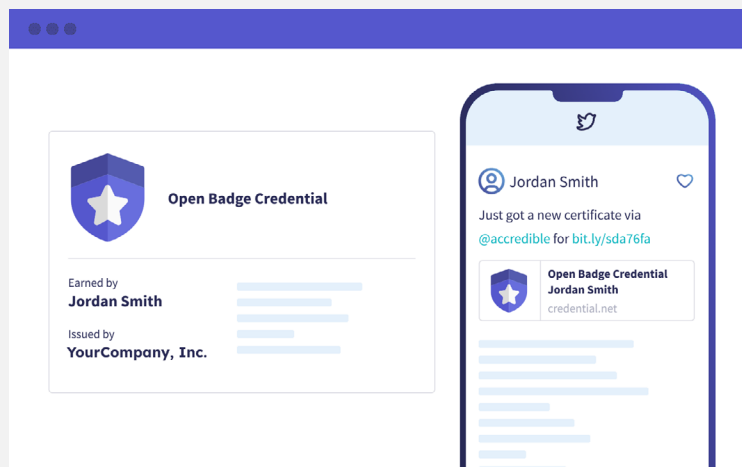
Online course builder: Kajabi

Kajabi stores our Business Class course content. If you're creating your own online course or coaching program, their software can help you create, market, and sell all in one place.



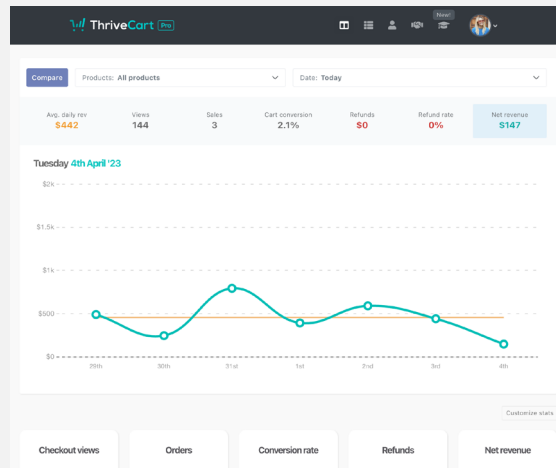
Digital badges and certificates: Accredible

Used to create official certificates, credentials, and badges. Each Business Class student receives a Certificate of Completion we created with Accredible they can print or post anywhere from Instagram to LinkedIn, or email to their mom.



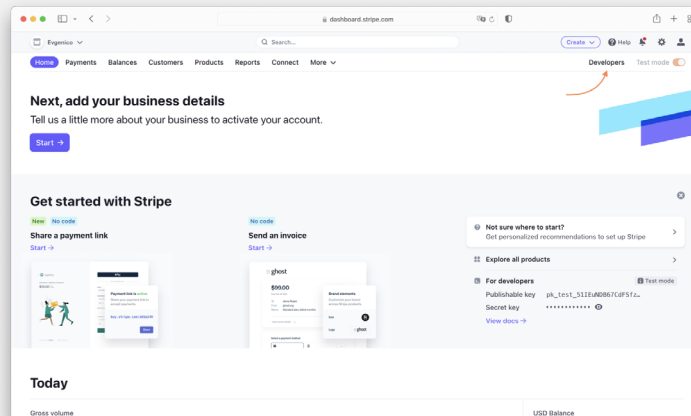
Sales cart solution: ThriveCart

Our online shopping cart platform! It's designed to help you create high-converting funnels and easily manage customer payments and memberships.



Payment processing: Stripe

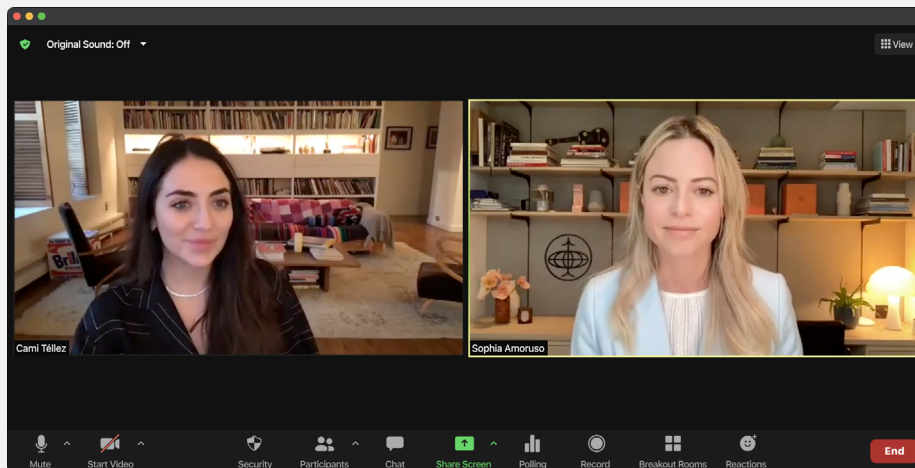
Stripe is a payment processing platform that I use to accept payments from customers and investors. It's fast, secure, and easy to use.



Communication & Collaboration

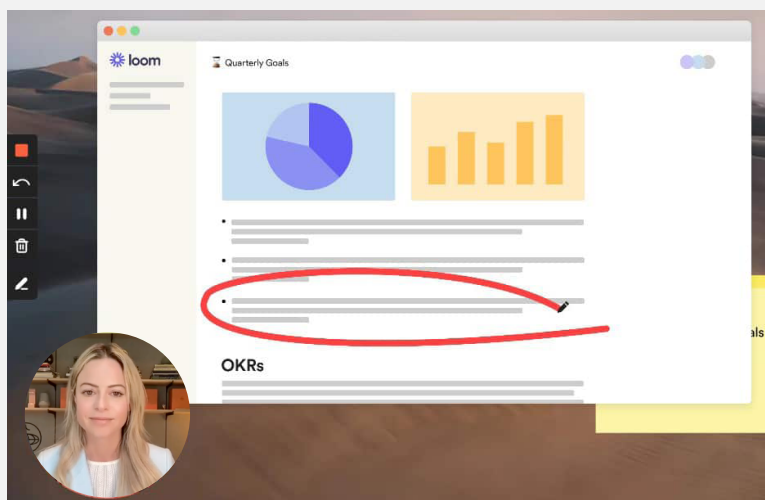
Video conferencing: Zoom

Just in case you've been hiding under a rock, Zoom lets you connect with video, audio, phone, and chat whether you're hosting a 1:1 meeting or a 10,000 person live stream webinar.

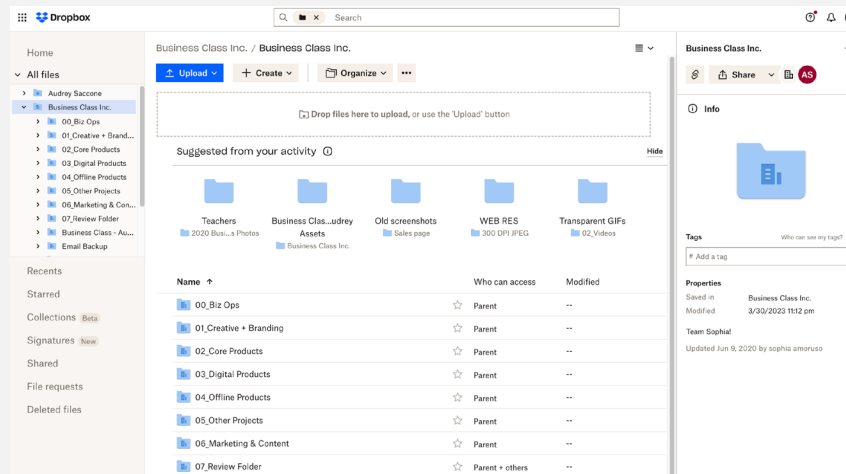


Video messaging: Loom

Not every meeting needs to be a Zoom – for asynchronous communication, use Loom. We use this to record our screen, give video feedback and create shareable how-tos.

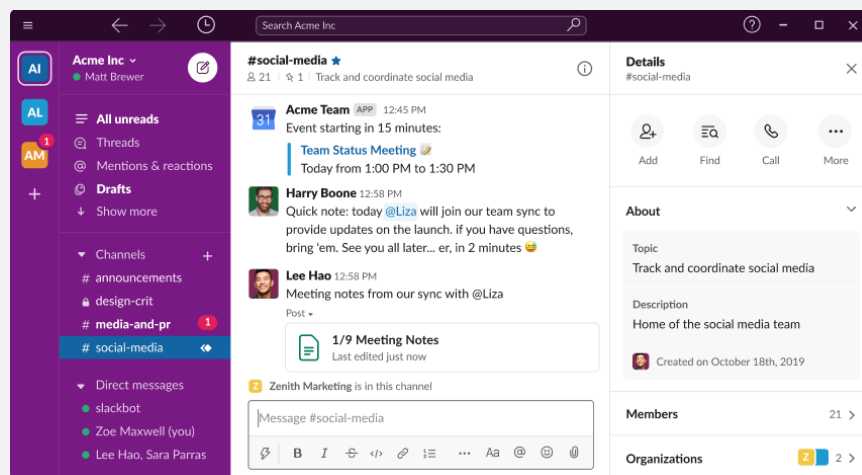


Online file storage: Dropbox for files that aren't frequently updated



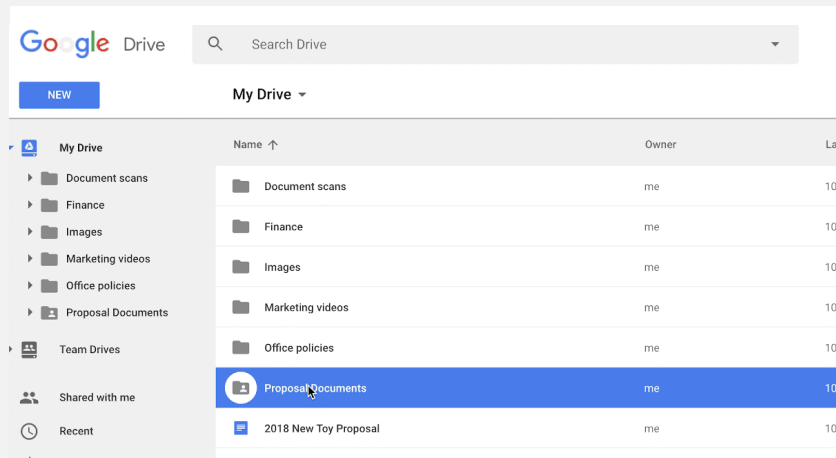
Direct messaging: Slack

Instant messaging but for work. I love that you can do voice and video calls now, too!



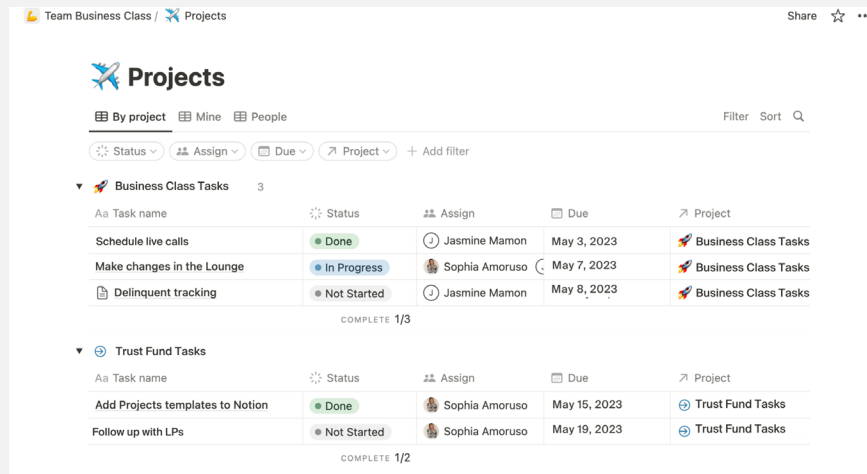
File storage and sharing: Google Drive

Store and share documents, spreadsheets, and presentations with your team and partners. One of the best collaboration tools you can access anywhere!



Project management: Notion

Jot down your thoughts, manage projects, store team SOPs, and more. I keep all of my cross-collaborative to-dos and delivery trackers here.



Project and workflow management: ClickUp

A project management tool that we use this to plan, manage, and track workflow when there are a lot of moving pieces!

The screenshot shows a 'Release Project' board in list view. It features a table with columns for 'ISSUES FOUND', 'TRACKED', 'ASSIGNEE', 'DUE DATE', 'STAGE', and 'PRIORITY'. Tasks are grouped into three categories: 'ISSUES FOUND', 'REVIEW', and 'READY'. Each task includes a title, a tracked status, an assignee, a due date, a stage (e.g., INITIATION, PLANNING, EXECUTION), and a priority icon.

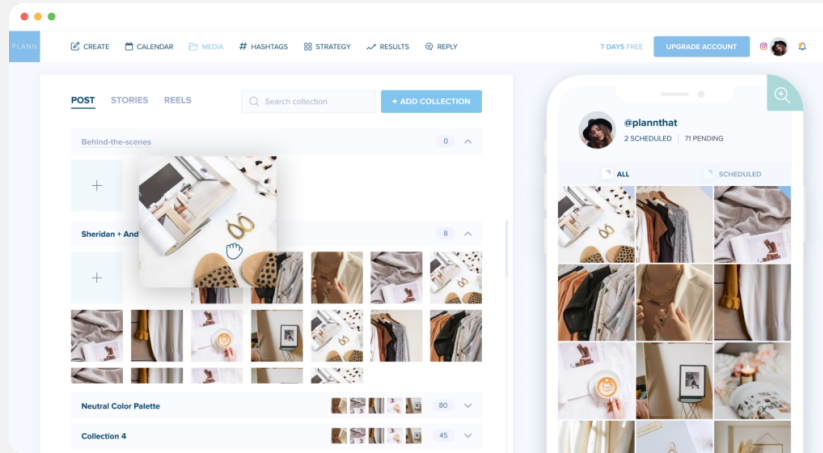
ISSUES FOUND	TRACKED	ASSIGNEE	DUE DATE	STAGE	PRIORITY
Update contractor agreement	🕒	👤	📅	INITIATION	🚩
Plan for next year	🕒	👤	📅	INITIATION	🚩
How to manage event planning	🕒	👤	📅	PLANNING	🚩
REVIEW					
Budget assessment 3 🗨️	🕒	👤	📅	PLANNING	🚩
Finalize project scope	🕒	👤	📅	EXECUTION	🚩
Gather key resources +4 🗨️ 5 👤	🕒	👤	📅	INITIATION	🚩
Resource allocation +2 🗨️	🕒	👤	📅	EXECUTION	🚩
READY					
New contractor agreement	🕒	👤	📅	PLANNING	🚩
Refresh company website	🕒	👤	📅	EXECUTION	🚩
Update key objectives 5 👤	🕒	👤	📅	EXECUTION	🚩

The screenshot shows a 'Release Project' board in Kanban view. The board is organized into three columns: 'Ready', 'In Progress', and 'Review'. Each column contains task cards with titles, assignees, and progress indicators. A 'Gather key resources' card is shown in a floating window, indicating it is being moved or edited. The interface includes a sidebar with navigation options like Home, Notifications, Goals, Spaces, and Dashboards.

Design, Web, & Social Media

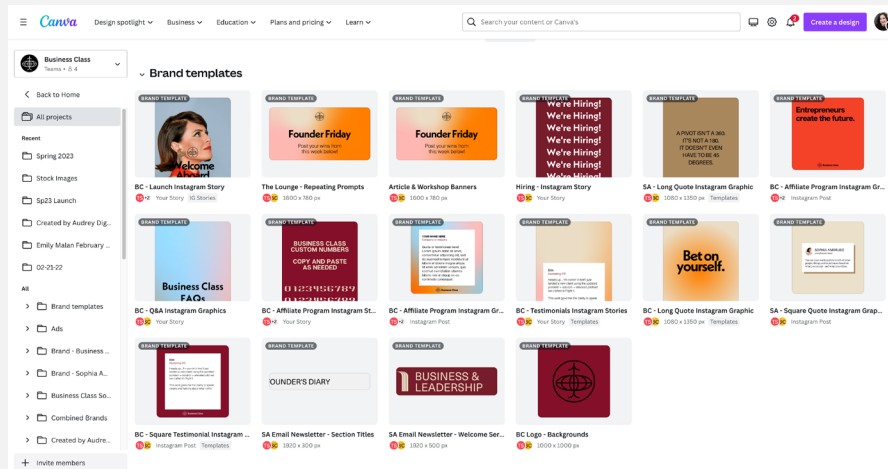
Instagram management: Plann

A social media management tool that helps me schedule posts and analyze engagement across multiple platforms.



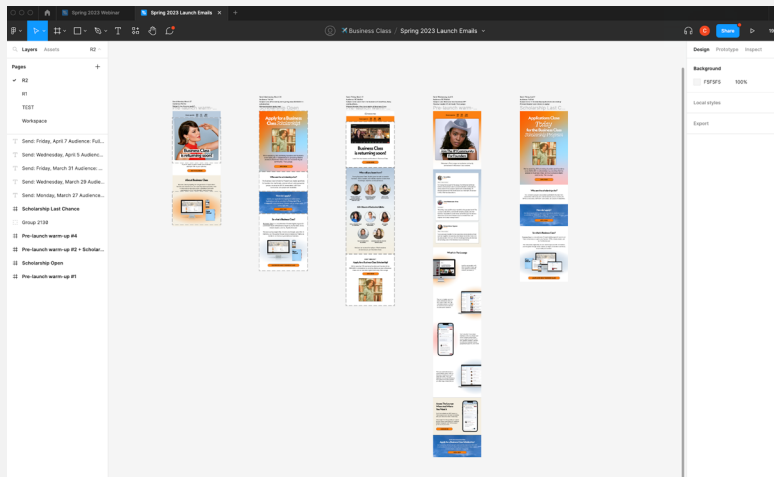
Graphic design: Canva

This will make you feel like a graphic design pro. I wish I had this in my Nasty Gal days.



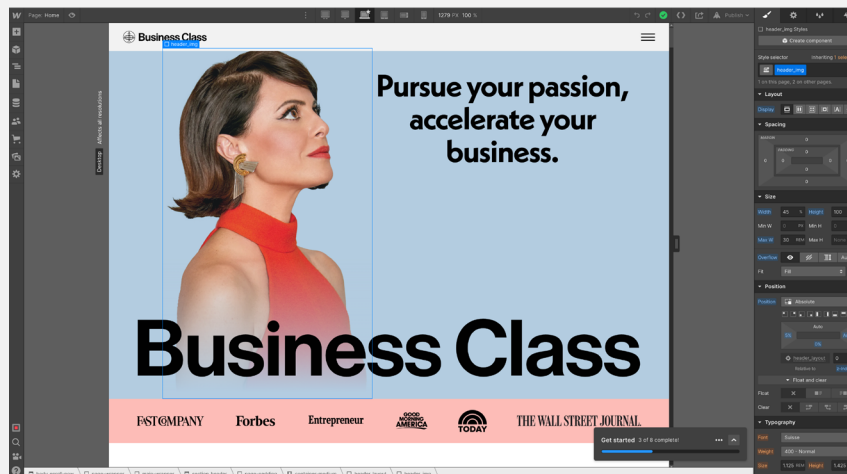
Interface design: Figma

More technical than Canva, Figma helps you create anything from websites, apps, and more. We use this to design everything from socials to email templates!



Website building and hosting: Webflow

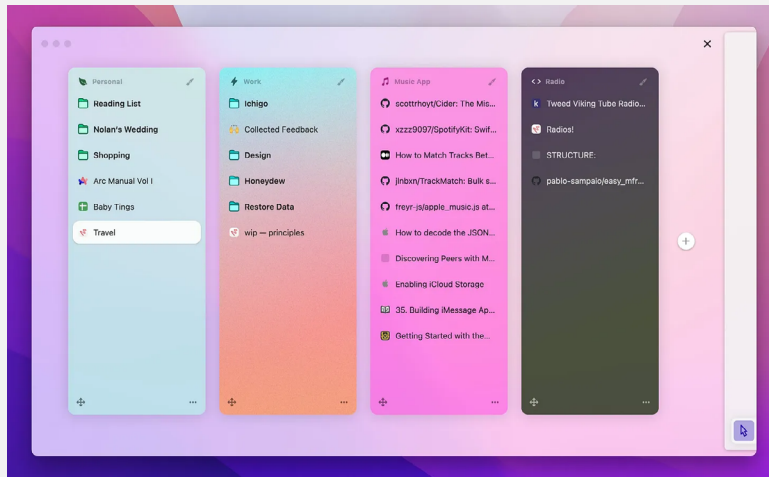
Build and host a website without coding. A total time saver for those wanting a fully customizable site.



Everyday Life Apps

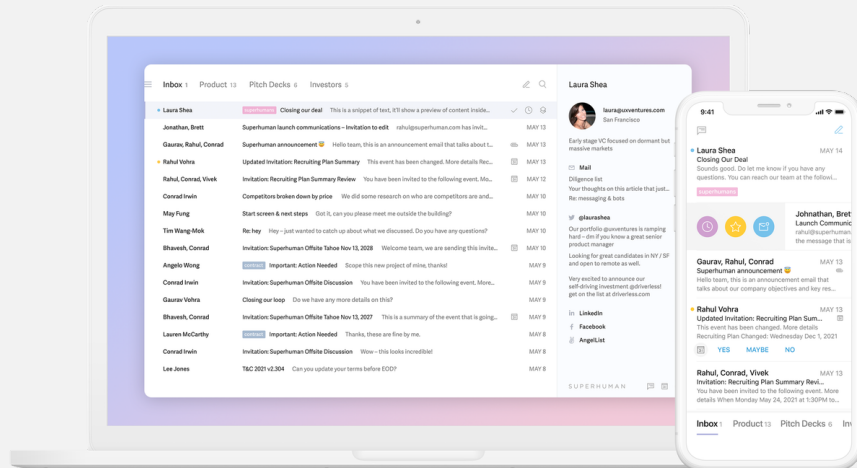
Internet browser: Arc Browser

My favorite internet browser. As someone with ADD, Arc gives me a prettier, less distracting, more personal interweb. Plus, their multiple splitscreens feature helps me stay more productive.



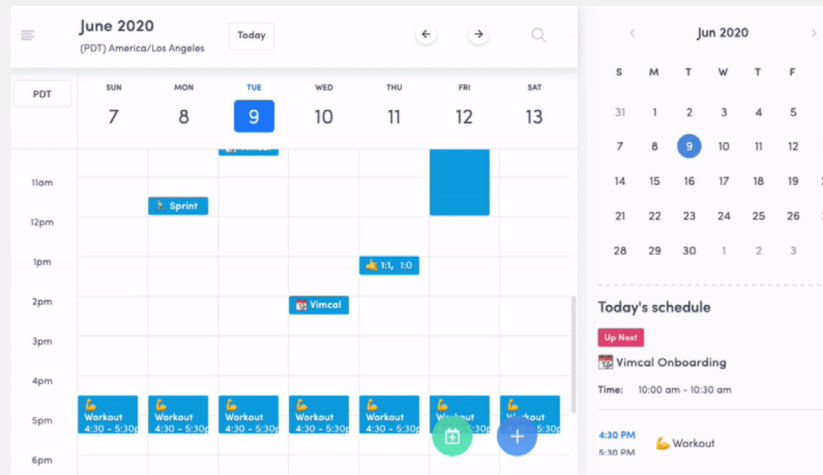
Email management: Superhuman

If you have 2,349,549 email notifications, you need this. Fly through your inbox faster with shortcuts, send later, read statuses, undo sends, and more.



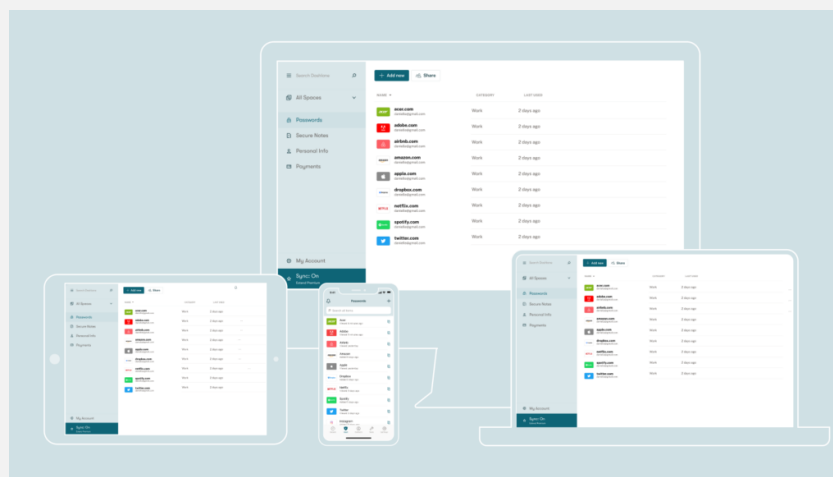
Calendar management: Vimcal

The best calendar. I have a ton of meetings – Vimcal allows me to share my availability, convert time zones, and save time with so many shortcuts. It's like Superhuman for your calendar.



Password manager: Dashlane

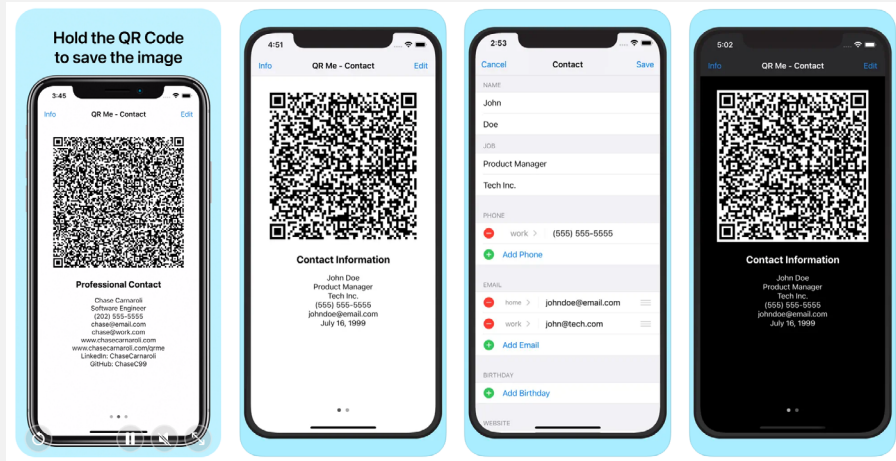
Manage your passwords, payments, and personal details all in one secure place. Say goodbye to redundant, easily-hacked login – they've never been breached.



Networking

Personalized contact sharing: QR Me App

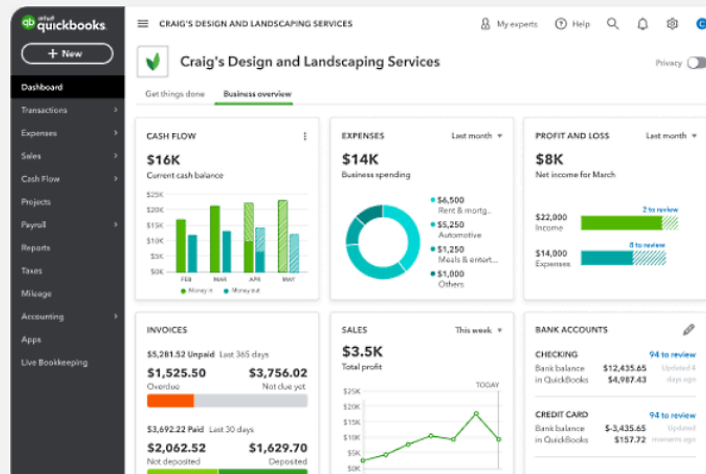
The best app to share your info. I've been using this to share my business card at conferences!



Finance, Accounting, & HR

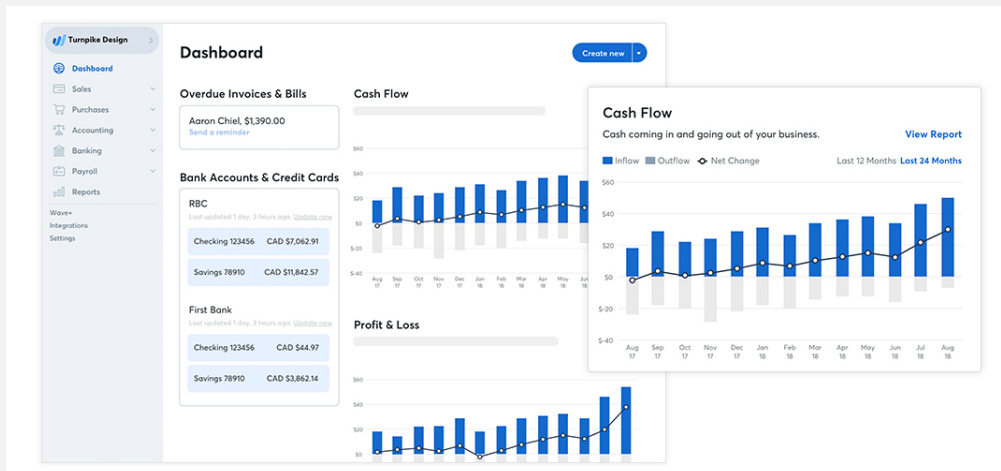
Accounting software: QuickBooks

QuickBooks Online is my preferred accounting software for both personal and business. It helps me manage my finances, track expenses, and generate financial reports.



Financial management for small businesses: Wave

Kind of like QuickBooks, but totally free to get started!



Employee management: Justworks

The best platform for small businesses to manage employee-related tasks like HR, health and dental insurance, payroll, and tax documents all in one place!

Last pay change

AS OF: All time

KEYWORD SEARCH:

	NAME	PREVIOUS PAY	CURRENT PAY	DATE OF CHANGE	DEPARTMENT
	Anna Merlos SOFTWARE ENGINEER	\$103,600 Salary	\$123,600 Salary	2018-09-10 2 days ago	Engineering New York
	Kavita Patel ART DIRECTOR	\$47,500 Salary	\$101,000 Salary	2017-02-01 61.1 days ago	Engineering New York

AMEX Delta Credit Card

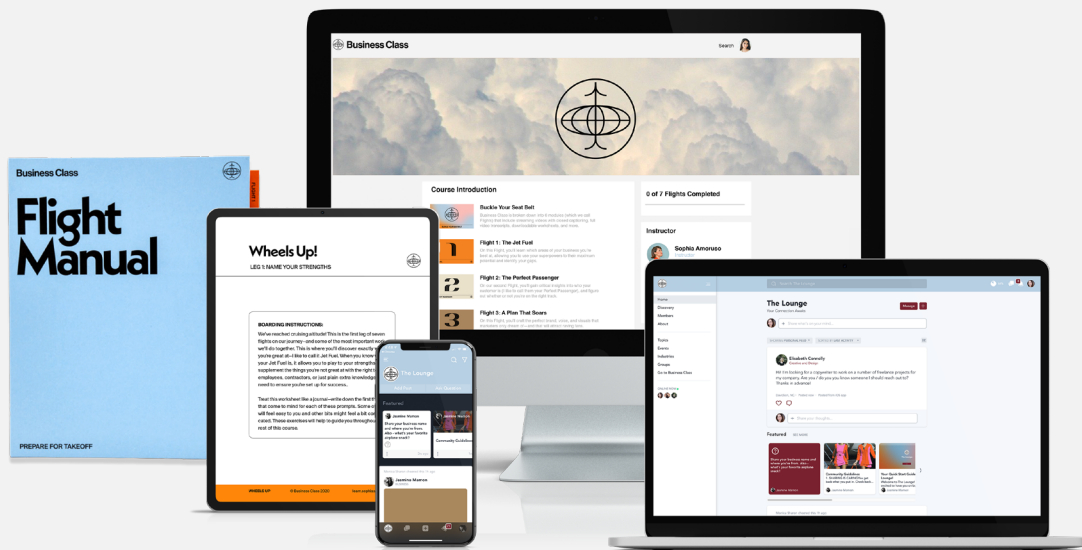
The American Express Corporate Program for Startups offers the option of Full Corporate Liability with no personal credit score impact, plus select benefits, rewards, and business tools that come with American Express Card Membership.





Business Class

About Business Class



Business Class is propelling the next generation of impact-driven founders and founders-to-be. Our e-learning universe provides a best-in-class business education and an unparalleled community spearheaded by Chief Flight Attendant, Sophia Amoruso.

With Business Class, you'll gain lifetime access to:

- HOURS OF VIDEO TRAININGS**
- 300+ PAGES OF WORKSHEETS**
- 8 LIVE GROUP VIDEO CALLS LED BY SOPHIA**
- \$5,000 WORTH OF BONUS MATERIALS**
- OUR LIMITED-EDITION FLIGHT MANUAL DELIVERED TO YOUR DOORSTEP**

JOIN TODAY



About Sophia Amoruso



Sophia Amoruso is an award-winning serial entrepreneur, investor, New York Times Bestselling Author of #GIRLBOSS, online educator, and mom to three small poodles.

Called “One of the most inspiring entrepreneurs in America” by the Huffington Post, Sophia made her mark when she founded fashion retailer Nasty Gal, bootstrapping it to \$30 million in annual revenue and eventually scaling the business to over \$100 million.

Sophia has been featured on the cover of Forbes magazine and featured in the Fortune 40 under 40, Forbes 30 under 30, Inc. 30 under 30, Fast Company’s Most Creative People in Business, and Inc. 500 lists—and named one of Forbes’ Richest Self-Made Women.

Sophia’s mission is to use her 15 years of hard-won experience to further the next generation of creative entrepreneurs.