The AI Tools Directory:
50 Free and Paid Tools

A plain-English guide to useful AI services for conversation, research, writing, learning, creativity, meetings, automation and coding. Pick a tool for the task, then check its current features and terms before relying on it. Access, features and pricing vary by region, account and plan, and may change. This directory makes no promise that a tool is free. Checked on 20 October 2026. AI can make mistakes: verify important claims and avoid sharing sensitive information unless the service is approved for it.

Everyday assistants

01 ChatGPT General assistant for questions, drafting, summaries, analysis and creative work.
02 Claude Assistant for writing, document analysis, coding help and extended conversations.
03 Google Gemini Google's assistant for questions, writing, planning and working with supported Google services.
04 Microsoft Copilot Web and Windows assistant for questions, summaries, drafting and image creation.
05 Mistral Le Chat Mistral's conversational assistant for everyday questions and productivity tasks.

Search and explore

06 Perplexity AI search and research assistant that presents answers with links to web sources.
07 Grok Conversational assistant from xAI, with web and X-related features depending on access.
08 DeepSeek AI assistant offering chat and reasoning-focused models for questions and problem solving.
09 Poe Platform for chatting with a range of AI models and bots in one place.
10 Pi Conversational AI designed for natural dialogue and personal reflection.

Writing, research and learning

These services help shape text, explore evidence and turn source material into learning resources. Check outputs against original documents, studies and editorial standards.

Writing and editing

11 Grammarly Writing assistant for spelling, grammar, clarity and tone suggestions.
12 Jasper AI writing platform focused on marketing content and brand-aware workflows.
13 Copy.ai Generative AI platform for creating and adapting business and marketing content.
14 Writer Enterprise-focused generative AI for writing and knowledge workflows.
15 Notion AI AI features in Notion for drafting, summarising and finding information in workspaces.

Research and learning

16 Elicit Research assistant for finding and comparing academic papers and extracting study details.
17 Consensus Search tool that uses scientific papers to help explore evidence-based questions.
18 SciSpace Research platform for discovering, reading and working with scholarly literature.
19 NotebookLM Google tool for asking questions about your chosen sources and creating study materials.
20 MagicSchool Education-focused AI tools for teachers' planning, assessment and classroom resources.

Images, design and presentations

Visual tools range from prompt-based image generation to editable designs and presentation building. Review outputs, licences and usage rights before publishing or using them commercially.

Image generation and editing

21 Adobe Firefly Adobe's generative tools for creating and editing images and other media.
22 Midjourney Image-generation service for creating stylised visuals from text and image prompts.
23 Ideogram Image generator with tools for creating and editing visuals, including text-led artwork.
24 Leonardo.Ai Generative platform for making and refining images and other creative assets.
25 Stability AI DreamStudio Web interface for generating images with Stability AI models.

Design and presentations

26 Canva AI AI features inside Canva for design, image creation, writing and presentations.
27 Krea Creative AI workspace for generating and enhancing visual content.
28 Gamma AI-assisted tool for creating presentations, webpages and other visual documents.
29 Beautiful.ai Presentation software with AI support and automated slide layout tools.
30 Microsoft Designer Microsoft's AI-assisted design tool for generating and editing visual content.

Video, voice and audio

These tools support generated video, presenter-led content, speech and audio clean-up. Confirm consent, likeness rights and commercial-use terms before sharing synthetic media.

Video creation

31 Runway Generative video platform with tools for creating and editing video and images.
32 Pika AI video creation service for generating and transforming short visual clips.
33 Luma Dream Machine Luma AI's tools for generating video and working with visual ideas.
34 Synthesia Platform for producing presenter-style videos with AI avatars and voiceovers.
35 HeyGen AI video platform for avatars, translated videos and related video workflows.

Voice and audio

36 ElevenLabs AI audio platform for text-to-speech, voice creation and audio tools.
37 Suno Generative music service for making songs from written prompts and ideas.
38 Descript Audio and video editor with transcription-based editing and AI production features.
39 Adobe Podcast Web tools for recording and enhancing spoken audio for podcasts and other projects.
40 Auphonic Automated audio post-production for levelling, noise reduction and preparing spoken recordings.

Meetings, automation and coding

These services capture conversations, connect apps and assist software development. Review meeting-consent rules, check workflow permissions and test generated code before relying on it.

Meetings and notes

41 Otter.ai Meeting assistant for recording, transcribing and summarising conversations.
42 Fireflies.ai AI meeting assistant for capturing, transcribing and searching conversations.
43 Fathom Meeting recorder that creates transcripts and AI-generated summaries.
44 tl;dv Meeting recording and note-taking platform with searchable transcripts and summaries.

Automation and coding

45 Zapier Automation platform that connects online apps and can add AI steps to workflows.
46 Make Visual automation platform for connecting services and building multi-step workflows.
47 n8n Workflow automation platform for building connected and AI-enabled processes.
48 GitHub Copilot Coding assistant integrated with GitHub and supported development environments.
49 Cursor AI-assisted code editor for asking questions about and making changes to codebases.
50 Replit Browser-based coding platform with AI assistance for building and deploying projects.
