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WOMEN IN GLOBAL EXPORT

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Introduction

In this document you will find product sheets with the main features of six of the many digital storytelling software tools. The tables provide for some basic and practical information on the selected software tools, such as a concise description, pricing (all tools are available in a free version as well), pros and cons.

Given the fact that this kind of software tools are often updated, this short guideline should be regarded as indicative of the offer available in early 2023, but their websites should be regularly checked and explored for an up to date overview.




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Powtoon

	Website	https://www.powtoon.com/	
	Contact	support@powtoon.com	
	Tutorial	How to Make Animated Videos in No Time How To Use Powtoon	
Description	<p>PowToon is an e-Tool that creates animated videos for personal, educational, or business/professional use. It is a free, web-based (with options to upgrade), user-friendly software that creates presentations via three simple and easy steps: writing a script, recording a voiceover, and adding visuals.</p> <p>Once completed, these animation videos can be exported and shared on YouTube, Facebook, Twitter, Google+, LinkedIn, or e-mail.</p>		
Platforms	<p>Web Yes Desktop No Mobile Yes</p>		
Pricing	Plan	Monthly Pricing	Annual Pricing
	Free	Free	Free
	Pro	\$ 20 / month	\$ 240 / Year
	Pro+	\$ 60 / month	\$ 720 / Year
	Agency	\$ 100 / month	\$ 1200 / Year
Available subscriptions	Free and subscriptions		
Free version	Yes		
Free downloads	Yes		
Sign-up required	Yes		





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Customer support	Help center, Submit a ticket, Chat
Pros	<ul style="list-style-type: none">➤ Simple interface;➤ Its animation templates help the user finish the presentation faster;➤ Animations can be created freely as it is highly customizable, easy, and quick without the need to be an expert in graphic design;➤ There are a large number of backgrounds, images, audios, texts, etc. that can be added to the video presentation;➤ Very easy to use, no previous experience is needed.➤ It has a lot of features (images, backgrounds, videos, sounds, etc.);➤ It automatically saves the work;➤ Once the video is ready, it can be downloaded in different resolutions or published through different channels.
Cons	<ul style="list-style-type: none">➤ Although it is simple to use, it takes a bit of patience to achieve proper animation;➤ Price difference between packages can be quite high; the pro version is too limited in comparison to the pro+;➤ The free version has a watermark on the background.



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Anchor

	Website	https://anchor.fm/
	Contact	https://help.anchor.fm/hc/en-us/articles/360062303971-Contact-Us-
	Tutorial	Creating a show with Spotify music on Anchor
Description	Anchor, by Spotify, is a podcasting platform, enabling the user to create, distribute, and monetize a podcast. It is available via a free plan. It features built-in uploading, recording, and editing tools so it is easy to create and publish episodes.	
Platforms Web Desktop Mobile	Yes No Yes	
Pricing	Free	
Available subscriptions	Available via a free plan	
Free version	Yes	
Free downloads	Yes	
Sign-up required	Yes	
Customization tools	Yes	
Customer support	Chat, email	
Pros	<ul style="list-style-type: none"> ➤ Podcasting Hosting and Distribution Solution: Anchor offers a great solution for hosting and distributing podcasts to various platforms and provides the user with the RSS Feed which can be added to supported platforms; ➤ Recording Facility: Anchor has features to help the user record podcast episodes without any special equipment or much technical knowledge; 	

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	<ul style="list-style-type: none">➤ Anchor allows guests to record together remotely;➤ Editing: Anchor has a workflow available that allows arranging various parts and recordings of the podcast and allows adding elements like advertisements, music, sound effects, etc.
Cons	<ul style="list-style-type: none">➤ Documentation could be improved;➤ Tutorials/onboarding could be improved;➤ Using Anchor to listen to podcasts could be a bit cumbersome. The UX of the consumer side could be improved.
Additional notes	<p><u>How to write podcast episode descriptions, according to Spotify writers</u></p>



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WeVideo

	Website	https://www.wevideo.com/	
	Contact	Help center Contact page	
	Tutorial	WeVideo Tutorial	
Description	WeVideo is an online video creation platform, providing editing, collaboration, and sharing capabilities across any device. Anyone can access WeVideo, from any computer or device at home, work, or on the go to capture, edit, view and share with secure storage of their content in the cloud.		
Platforms Web Desktop Mobile	Yes Yes Yes		
Pricing	Plan	Monthly Pricing	Annual Pricing
	Free	Free	Free
	Power	\$ 4.99 / month	\$ 59.88 / year
	Unlimited	\$ 7.99 / month	\$ 95.88 / year
	Professional	\$ 19.99 / month	\$ 239.88 / year
	Business	\$ 36.99 / month	\$ 443.88 / year
	Enterprise	Upon request	Upon request
Available subscriptions	Free and subscription plans		
Free version	Yes		
Free downloads	Yes		

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Sign-up required	Yes
Customization tools	Yes
Customer support	Help center, contact page, support@wevideo.com
Pros	<ul style="list-style-type: none">➤ Connect with enterprise apps like Kaltura and Canvas;➤ Easy to use for novice users;➤ Robust publishing capabilities;➤ Robust collaboration tools.
Cons	<ul style="list-style-type: none">➤ User management and roles could be improved.
Additional notes	According to the online reviews, WeVideo is really user-friendly and easy to use even for beginners with no skills on video editing.




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Prezi

	Website	https://prezi.com/
	Contact	Contact support
	Tutorial	How to make a Prezi presentation
Description	Prezi is a web-based tool for creating presentations (called prezis for short). It's similar to other presentation software like Microsoft PowerPoint, but it offers some unique features that make it a good alternative. In recent years, it has become popular in schools and businesses.	
Platforms Web Desktop Mobile	Yes Yes Yes	
Pricing¹	Plan	Monthly Pricing
	Free	Free
	Standard	\$ 9 / month
	Plus	\$ 15 / month
	Premium	\$ 59 / month
Available subscriptions	Free and subscription plans	
Free version	Yes	
Free downloads	Downloading a presentation is available for users with a Prezi Next Plus plan or higher.	
Sign-up required	Yes	
Customization tools	Yes	

¹ These pricings refer to the Basic and Individual Plan, but there are also the "Students & Educators" and the "Business" Plans. Check [Prezi website](#) for detailed information.





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Customer support	Contact support
Pros	<ul style="list-style-type: none">➤ Prezi offers a large number of pre-designed templates that allow the slides to come to life, can be converted into a presentation with a unique design and allows the user who is making the slide to organize the information;➤ Each of the templates that Prezi offers have bright and formal colors for all kinds of topics in general;➤ The autosave system that Prezi offers is quite advanced since it is capable of saving all the information that is inserted in the slide that is being made automatically. Prezi performs the process automatically every 15 seconds, allowing users to keep their data completely safe against any loss of information;➤ Prezi offers a great variety of shapes, drawings that are available so that the user can insert them into the presentation without any restrictions.
Cons	<ul style="list-style-type: none">➤ Users must be careful when designing presentations as they can become quite busy;➤ Prezi desktop application is quite slow and it consumes a lot of space on the computer. Currently, this application takes a long time to load the data of each slide when successfully logged in.




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Vizzlo

	Website	https://vizzlo.com/
	Contact	Contact page
	Tutorial	How to make a SWOT Analysis How to make a Simple Gantt
Description	<p>Vizzlo is an easy and elegant data visualization platform that increases productivity by providing users with extremely intuitive online tools to create designer-grade charts and diagrams in no time.</p> <p>Vizzlo helps users create marketing reports, financial forecasts, track progress, improve project management, and timeline events.</p> <p>Vizzlo supports all data visualizations from complex graphs like the Gantt chart, Business model canvas or the Waterfall chart.</p>	
Platforms	<p>Web Yes</p> <p>Desktop Yes</p> <p>Mobile No</p>	
Pricing	Plan	Monthly Pricing
	Free	Free
	Professional	€ 9 / month
	Teams	€ 39 / month
	Enterprise	Upon request
Available subscriptions	Free and subscription plans	
Free version	Yes	
Free downloads	Yes	
Sign-up required	Yes	





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Customization tools	Yes
Customer support	Yes
Pros	<ul style="list-style-type: none">➤ Very easy and very fast to use;➤ Good program to create charts, it offers a sufficient range of graphic samples with several color options. The result can be downloaded in PNG file format for free;➤ Creates professional, polished charts really quickly;➤ Vizzlo has a great Portfolio of charts and graphics. It's easy to use.
Cons	<ul style="list-style-type: none">➤ Some small things could be more intuitively, like changing fonts;➤ The huge number of available templates could also have downsides, as it could make finding the right model long and difficult.



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Animoto

	Website	https://animoto.com/
	Contact	help@animoto.com Help center
	Tutorial	How to create a video with Animoto
Description	It is a web-based program for creating videos from a collection of images. You can use it to make personal slideshows or mini marketing videos. They provide a variety of templates you can use to display your family vacation photos, professional photography skills, or your latest business products.	
Platforms Web Desktop Mobile	Yes Yes No	
Pricing	Plan	Monthly Pricing
	Free	Free
	Basic	€ 7 / month
	Professional	€ 14 / month
	Professional Plus	€35 / month
Available subscriptions	Free and subscription plans	
Free version	Yes	
Free downloads	Download is available subscribing a plan.	
Sign-up required	Yes	
Customization tools	Yes	
Customer support	Email, Help center	

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Pros	<ul style="list-style-type: none">➤ Extremely easy to learn and use;➤ Variety of templates and outlines;➤ Above-par customization abilities;➤ Very capable audio functionality;➤ Plethora of export and share options;➤ Very quick learning curve;➤ Music library makes it easy to add background music;➤ Animoto allows you to add/change overall aesthetic, fonts, transitions, etc. very quickly with almost no know-how;➤ It also includes stock image library for when user doesn't have a good image/video clip on hand.
Cons	<ul style="list-style-type: none">➤ Limited control over transitions, themes;➤ Lack of "undo" button;➤ Placement of text on videos is too limited;➤ Limited arrangement of images (various grid options for multiple photos) doesn't always work well for every video.



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