

# 7 Tools to Get *Paid*.

The complete stack for turning an idea into a live, working product that takes real payments: 7 core tools plus 4 bonus tools, with links, pricing, benefits and exactly where each one fits in your build.

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**11**

TOOLS, LINKED AND PRICED

**7**

FREE TO START, OUT OF 11

**1**WEEKEND TO SHIP YOUR FIRST  
VERSION

START HERE

# Why these 11, and nothing else

Most people never ship because they drown in tooling decisions. There are hundreds of platforms, and every comparison video adds three more. This guide removes the decision entirely: **one tool per job, chosen because they work together**, and because a solo builder can run the whole stack without a team.

Every product, no matter the idea, has to do the same four things. Each tool in this guide maps to one of them.

## STAGE 1

### Build

Claude Max, ChatGPT Plus and GitHub turn your idea into working code.

## STAGE 2

### Store

Supabase or Neon holds your users and data in a real database.

## STAGE 3

### Ship

Vercel puts it live on the internet. Resend sends your emails.

## STAGE 4

### Get Paid

Stripe takes the payments. Everything else is optional.

~\$120/mo

That is the entire core stack. Two AI subscriptions are the only real monthly cost; the other five core tools are free at the level you need to launch. Compare that to hiring one developer for one day.

One rule before you start: **do not buy everything on day one**. Set up the free accounts first, start building, and add the paid tools the moment you feel the ceiling. The launch order on the final pages shows you exactly when.

## 01 Claude Max

YOUR AI BUILDER

**LINK**[claude.com/pricing](https://claude.com/pricing)**PRICING**

From \$100/mo (about £90 in the UK)

**FREE OPTION**

Claude Pro at \$20/mo to trial it

**BENEFITS**

- Includes Claude Code, an AI that writes, runs and fixes entire codebases from plain English instructions
- Enough usage to build all day, every day, without hitting limits mid project
- One flat fee replaces what a freelance developer charges per hour

**USE CASE**

This is the engine of the whole stack. You describe the product you want in plain English, and Claude Code builds it: pages, database, payments, the lot. Every other tool in this guide is something Claude connects to on your behalf.

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## 02 ChatGPT Plus

YOUR SECOND BRAIN

**LINK**[chatgpt.com/pricing](https://chatgpt.com/pricing)**PRICING**

\$20/mo (about £20 in the UK)

**FREE OPTION**

Yes, with daily limits

**BENEFITS**

- A second opinion from a different AI: great for planning, naming, copywriting and marketing angles
- Image generation for logos, mockups and social posts
- Research and brainstorming while Claude does the heavy building

**USE CASE**

Use ChatGPT to shape the idea and sell the product: landing page copy, launch posts, customer research, quick images. Then hand the build spec to Claude. Two AIs checking each other beats one AI doing everything.

## 03 Vercel

YOUR HOSTING

## LINK

[vercel.com](https://vercel.com)

## PRICING

Free to start · Pro \$20/mo per seat

## FREE OPTION

Yes, generous Hobby tier

## BENEFITS

- Push your code and it is live on the internet in about a minute, with a free web address and SSL included
- Every change deploys automatically from GitHub, so shipping updates is effortless
- Scales for you: the same setup serves 10 visitors or 10,000

## USE CASE

This is where your product actually lives. Claude builds the app, pushes it to GitHub, and Vercel turns that into a live website your customers can visit. The free tier comfortably covers your first paying product.

## 04 GitHub

YOUR CODE HOME

## LINK

[github.com](https://github.com)

## PRICING

Free (Pro \$4/mo, rarely needed)

## FREE OPTION

Yes, including private repos

## BENEFITS

- Every version of your code is saved forever: break something, roll back in one click
- The bridge that connects Claude's work to Vercel's hosting automatically
- Private repositories keep your product's code yours alone, free

## USE CASE

Think of it as the safety net under everything. Claude commits code here as it builds, Vercel deploys from here when you ship. You will barely touch it directly, but nothing in this stack works without it. Set it up on day one.

## 05 Supabase or Neon

YOUR DATABASE

## LINK

[supabase.com](https://supabase.com) · [neon.tech](https://neon.tech)

## PRICING

Both free to start · Paid from \$19 to \$25/mo

## FREE OPTION

Yes, both

## BENEFITS

- A real production database (Postgres) without hiring anyone or managing a server
- Supabase bundles extras: user logins, file storage and instant APIs in one dashboard
- Neon is pure Postgres that scales to zero, so quiet projects cost nothing

## USE CASE

Every product needs somewhere to keep users, orders and content. Pick one: Supabase if you want logins and storage built in, Neon if you just want a fast, simple database. Claude wires either one into your app in minutes.

## 06 Resend

YOUR EMAIL ENGINE

## LINK

[resend.com](https://resend.com)

## PRICING

Free for 3,000 emails/mo · Pro from \$20/mo

## FREE OPTION

Yes, 3,000 emails/mo (100/day)

## BENEFITS

- Welcome emails, receipts, password resets and magic links that actually reach the inbox
- Built for this exact stack: works with your app's code, not a clunky marketing dashboard
- 3,000 free emails a month covers most products well past launch

## USE CASE

The moment someone signs up or pays, your product needs to email them. Resend is how it does that from day one, free. Connect your domain once and every email comes from your brand, not a generic address.

## 07 Stripe

YOUR MONEY

## LINK

[stripe.com](https://stripe.com)

## PRICING

No monthly fee · UK: 1.5% + 20p per sale · US: 2.9% + 30¢

## FREE OPTION

Free until you earn

## BENEFITS

- Take one-off payments, subscriptions and invoices with cards, Apple Pay and Google Pay
- Costs nothing until money actually moves: it only earns when you do
- Handles the hard parts for you: VAT, receipts, refunds, failed card retries

## USE CASE

This is the tool the whole guide is named after. A product without payments is a hobby. Claude connects Stripe Checkout to your app, and from that moment strangers on the internet can send you money while you sleep.

That is the core seven. Now the bonuses.

TOOLS 8 TO 11

The next four tools are not required to launch. They are the upgrades you reach for when the product is live and you want more control, more power or more content. Add them when you feel the need, not before.

## BONUS 08

### DigitalOcean

Self-host anything on your own server.

## BONUS 09

### Spaceship

Own your domain name for the price of a coffee.

## BONUS 10

### OpenRouter

One API key for every AI model.

## BONUS 11

### Higgsfield

AI images and video to market it all.

## 08 DigitalOcean

YOUR OWN SERVER

## LINK

[digitalocean.com](https://digitalocean.com)

## PRICING

Droplets from \$4/mo

## FREE OPTION

Free credit for new accounts

## BENEFITS

- A virtual private server (VPS): your own always-on computer in the cloud from \$4 a month
- Self-host bots, background jobs, automations and anything Vercel is not built for
- Fixed, predictable pricing with no surprise usage bills

## USE CASE

Vercel is perfect for websites, but some things need a machine that never sleeps: a Telegram bot, a scraper that runs hourly, a long background process. A \$4 to \$6 droplet handles all of it, and Claude can set the server up for you.

## 09 Spaceship

YOUR DOMAIN

## LINK

[spaceship.com](https://spaceship.com)

## PRICING

.com from about \$3 first year, about \$10/yr renewal

## FREE OPTION

No, but nearly free

## BENEFITS

- Among the cheapest .com prices anywhere, with transparent renewal costs shown upfront
- Free WHOIS privacy, so your personal details stay off the public record
- Clean, modern dashboard that connects to Vercel in two minutes

## USE CASE

`yourproduct.vercel.app` works, but `yourproduct.com` sells. A real domain is the cheapest credibility money can buy: it upgrades your product, your checkout page and your Resend emails all at once. Buy it the week you launch.

## 10 OpenRouter

EVERY AI MODEL

## LINK

[openrouter.ai](https://openrouter.ai)

## PRICING

Pay as you go · small fee on top-ups · free models available

## FREE OPTION

Yes, rate-limited free models

## BENEFITS

- One account and one API key unlocks hundreds of AI models: Claude, GPT, Gemini, Llama and more
- Swap the model behind your product in one line, no new accounts or contracts
- Free and cheap models let you test AI features before spending anything

## USE CASE

This is for when your product itself has AI features: a chatbot, a summariser, a generator. Instead of managing five provider accounts, your app calls OpenRouter and you choose whichever model is best or cheapest for each job.

## 11 Higgsfield

YOUR CONTENT STUDIO

## LINK

[higgsfield.ai](https://higgsfield.ai)

## PRICING

From \$19/mo (or \$15/mo billed annually)

## FREE OPTION

Limited free credits

## BENEFITS

- Studio-quality AI images and video from text prompts, no camera or editor needed
- Access to top image and video models in one subscription instead of several
- Turns one product screenshot into ads, demos and social content

## USE CASE

Building the product is half the job; getting attention is the other half. Higgsfield is your one-person content team: launch videos, product visuals, ad creatives and daily social content, all generated in an afternoon.

## THE NUMBERS

# What the whole stack costs

| TOOL            | JOB               | START AT                    | UPGRADE WHEN                         |
|-----------------|-------------------|-----------------------------|--------------------------------------|
| THE CORE SEVEN  |                   |                             |                                      |
| Claude Max      | AI builder        | \$100/mo (~£90 UK)          | Start on Pro \$20 if unsure          |
| ChatGPT Plus    | Planning and copy | \$20/mo                     | Day one                              |
| Vercel          | Hosting           | Free                        | Real traffic → Pro \$20/mo           |
| GitHub          | Code storage      | Free                        | Almost never                         |
| Supabase / Neon | Database          | Free                        | Real users → \$19 to \$25/mo         |
| Resend          | Emails            | Free (3,000/mo)             | Past 3,000 emails → \$20/mo          |
| Stripe          | Payments          | Free                        | Never: pay per sale only             |
| THE BONUS FOUR  |                   |                             |                                      |
| DigitalOcean    | Self-hosting      | From \$4/mo                 | When you need a bot or always-on job |
| Spaceship       | Domain            | ~\$3 to \$10/yr             | Launch week                          |
| OpenRouter      | Multi-model AI    | Free models / pay as you go | When your product has AI features    |
| Higgsfield      | Content and ads   | From \$19/mo                | When marketing starts                |

**\$120/mo**

**Total to launch.** Claude Max plus ChatGPT Plus, with every other core tool on its free tier. Cautious version: start with Claude Pro instead and the whole stack is \$40 a month.

# Set it up in this exact order

Do not open eleven tabs and sign up for everything. Follow this sequence; each step unlocks the next.

1

## Create your GitHub account

Free, two minutes. Everything else plugs into this.

2

## Subscribe to Claude

Max if you are committed, Pro to test the waters. Install Claude Code.

3

## Add ChatGPT Plus

Use it today to write the one-page spec of what you are building.

4

## Connect Vercel to GitHub

Free tier. Now everything Claude builds can go live instantly.

5

## Create a Supabase or Neon project

Free tier. Hand the connection details to Claude.

6

## Set up Resend

Free tier. Your app can now email every signup.

7

## Activate Stripe

Connect your bank. The moment this is live, you can get paid.

8

## Then, and only then, the bonuses

Domain at launch, Higgsfield for marketing, OpenRouter for AI features, DigitalOcean when something needs its own server.

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**The one-weekend challenge:** steps 1 to 7 take less than an hour of signups combined.

That leaves the whole weekend for Claude to build your first version. By Sunday night you can have a live product, on a real URL, with a working checkout.

## FINAL WORD

# The stack is not the hard part. *Starting is.*

Five years ago this exact capability cost a funded startup: a developer, a designer, a DevOps contractor and months of runway. Today it is eleven logins and about \$120 a month, and most of it is free until you grow.

Which means the excuse inventory is empty. You have the tools, the prices and the order to set them up. The only remaining variable is whether you open GitHub tonight or add this PDF to the folder of things you meant to do.

Pick the idea you keep talking about. Give it one weekend on this stack. Ship it, put Stripe on it, and let the internet tell you if it is good.

SAMUEL ILELABOYE · 7 TOOLS TO GET PAID · PRICES CHECKED JULY 2026