

MAIN STREET OPERATING SYSTEM

Your start-to-finish guide to the digital software
that runs your business in 2026.

THE VALLEY HUB · ANDREW FLYNN

The Problem

Winging it

Random free tools duct-taped together. Nothing talks to anything else.

Overpaying

Enterprise software you don't need. Salesforce for a 3-person shop.

Overwhelmed

500 options for every category. Analysis paralysis stops you from starting.

Just kidding.

That would suck.

What if you could buy 'digital business in a box'?

\$1,289

One-time hardware

~\$135/mo

Core software stack

<\$5K

Year 1 all-in

Every tool, every piece of hardware, from zero to making them dollar bills

Hardware - Your Physical Setup

One-time purchases. Buy once, good for 3-4 years.



MacBook Air M4

13" / 16GB / 256GB - your business computer

~\$999



eero 6 3-Pack

Mesh wifi - covers 4,500 sq ft, 75+ devices

~\$140



Ring Cameras (3)

Indoor/outdoor security cameras for your space

~\$150

Total: ~\$1,289

The Core Software

13 tools every business needs. ~\$135/mo.



Namecheap

~\$1



Basecamp

\$15



Google Workspace

\$7



Ring Protect

\$10



Google Voice

\$10



iCloud+

\$1



QuickBooks Online

\$38



Google Analytics

Free



Mailchimp

\$13



Zapier

Free



Canva Pro

~\$10



Claude Pro

\$20



DocuSign

~\$10

Identity & Communication

Your domain, your email, your phone number - the foundation.



Namecheap - \$1/mo (~\$12/yr)

Your domain name. Platform-agnostic - point it at Squarespace, Shopify, or whatever comes next.



Google Workspace - \$7/mo

Professional email (you@yourbusiness.com), Calendar, Drive for cloud storage & backups.



Google Voice - \$10/mo

Dedicated business phone number. Rings on your existing phone. Voicemail transcription + spam filtering.

Money

Track every dollar in, every dollar out.



QuickBooks Online - \$38/mo

Simple Start plan. The industry standard for small business bookkeeping.

Connect your bank, auto-categorize transactions, send invoices, track expenses, run P&L reports, share with your accountant. Often 50% off first 3 months.

Customers

Reach them, keep them, get them to sign things.



Mailchimp - \$13/mo

Essentials plan, 500 contacts. Email marketing + basic CRM. Tags, segments, automated sequences. Your customer database lives here.



DocuSign - ~\$10/mo (annual)

Personal plan. E-signatures for contracts and proposals. No more printing, signing, scanning. 5 envelopes/month.

Content & AI

Design, post, and think smarter.



Canva Pro - ~\$10/mo (annual)

Design + social scheduling in one tool. Premium templates, brand kit, background remover, Magic Studio AI.



Claude Pro - \$20/mo

Your AI assistant. Draft emails, write descriptions, summarize documents, brainstorm strategy, research competitors.

Operations & Infrastructure

Project management, automation, analytics, security.



Basecamp - \$15/mo

Project management. To-dos, message boards, schedules, file sharing.



Zapier - Free

Connects everything. 100 tasks/mo, two-step automations. The duct tape of your stack.



Google Analytics - Free

Website traffic, visitor behavior, conversion tracking. Essential data.



Ring Protect Plus - \$10/mo

Video storage for all cameras at one location. 180-day history.



iCloud+ - \$1/mo

Apple Passwords, iCloud backup, Hide My Email.

Pick Your Track

Same core. Different way of operating.



STANDARD

Services

Plumber, coach,
photographer,
freelancer

~\$158/mo



ECOMMERCE

Online Sellers

Artisan, maker,
specialty food,
Etsy grad

~\$213/mo



NOT-FOR-PROFIT

Community Orgs

Charity, foundation,
community org,
arts council

~\$203/mo



REGISTER

Brick & Mortar

Coffee shop,
boutique, bakery,
food truck

~\$158/mo

Standard Track

Service businesses, consultants, freelancers, trades

Tool	Cost
Core Stack (13 tools)	\$135/mo
Squarespace - Website + scheduling	~\$23/mo
Square - Invoicing + mobile payments	Free
TOTAL	~\$158/mo

Squarespace handles the website, scheduling (Acuity), and booking.

Square handles invoicing and taking the occasional card payment.

No storefront needed - you sell your time and expertise.

Ecommerce Track

Online sellers, product-based businesses, DTC brands

Tool	Cost
Core Stack (13 tools)	\$135/mo
Shopify - Website + store + payments	\$39/mo
ShipStation - Shipping + fulfillment	\$10/mo
Intercom - Customer support / live chat	\$29/mo
TOTAL	~\$213/mo

Shopify replaces Squarespace - it IS your website and store.

ShipStation handles labels, tracking, and carrier rate shopping.

Intercom gives your customers live chat and AI-powered support.

Not-for-Profit Track

Community orgs, charities, local nonprofits

Tool	Cost
Core Stack (13 tools)	\$135/mo
Squarespace — Website	~\$23/mo
Little Green Light — Donor CRM + gift mgmt	\$45/mo
Square — Donations + event payments	Free
TOTAL	~\$203/mo

Little Green Light handles donor tracking, gift management, and board reports.

It syncs with Mailchimp for donor communications.

Square handles event ticketing and in-person donations.

Register-Based Track

Brick & mortar, retail, food service, pop-ups

Tool	Cost
Core Stack (13 tools)	\$135/mo
Squarespace - Website + scheduling	~\$23/mo
Square POS - Register + inventory	Free
TOTAL	~\$158/mo

Square POS software is free. Squarespace handles your web presence.

You only pay for hardware and per-transaction processing fees.

One-Time Add-On: Square Register Kit - ~\$1,339

Register + cash drawer + receipt printer + paper rolls. Plug in and start selling. Or finance at ~\$39/mo.

The Full Picture

	Standard	Ecommerce	Not-for-Profit	Register
Hardware	\$1,289	\$1,289	\$1,289	\$2,628
Monthly	\$158	\$213	\$203	\$158
Year 1 All-In	\$3,185	\$3,845	\$3,725	\$4,524

Your entire first year of business — computer, wifi, security, register, and every piece of software — for under \$5,000.

The Customer Journey

How the tools connect across a single customer's experience.

1	Find You	Google Analytics + Canva (social)
2	Visit Website	Squarespace / Shopify
3	Make Contact	Google Voice / Mailchimp signup
4	Purchase	Square / Shopify Payments
5	Get Receipt	QuickBooks auto-logs the sale
6	Follow-Up Email	Mailchimp automation
7	Repeat Customer	Mailchimp CRM + ongoing campaigns

Level Up

You don't need these on day one. But when you're ready:



Zapier Starter

\$20/mo

Multi-step automations, 750 tasks/mo



Calendly

\$10/mo

Advanced scheduling, round-robin, paid bookings



Slack

Free-\$9/mo

Team communication once you have employees



Gusto

\$40+\$6/person

Payroll, benefits, HR for your first hire



HubSpot CRM Starter

\$15/seat/mo

Real sales pipeline when Mailchimp isn't enough



LegalZoom

One-time

LLC formation, operating agreement, EIN filing



Notion

Free-\$10/mo

Internal wiki, SOPs, knowledge base



Buffer

\$6/channel/mo

Dedicated social media scheduling

Other Services

Handle these before (or alongside) setting up your stack.



Business Insurance

[Next Insurance](#)

General liability starts ~\$25/mo. Get a quote online in minutes.



Business Banking

[Relay + TCT/Arrow](#)

Relay for free online checking + QuickBooks sync; pair with a local bank (TCT or Arrow) for cash, checks, and in-person help.



LLC / EIN

[NY SOS + IRS.gov](#)

LLC formation ~\$200 in NY. EIN from IRS.gov is free and takes 5 minutes.

Getting Started From Zero

Don't do it all at once. Four weeks, four phases.

WEEK 1

Identity + Money

Mac, wifi, Namecheap, Google Workspace,
Google Voice, Relay bank account, QBO

WEEK 2

Website + Payments

Squarespace or Shopify, Square,
Ring cameras, Google Analytics

WEEK 3

Marketing + Customers

Mailchimp, Canva Pro, DocuSign,
set up social accounts

WEEK 4

Operations + Polish

Basecamp, Zapier, Claude Pro,
iCloud+, connect everything

Getting Started When You're Already Started

Map the tools you already use to each step. Circle duplicates. Star one swap to tackle this month.

1	Find You	
2	Visit Website	
3	Make Contact	
4	Purchase	
5	Get Receipt	
6	Follow-Up Email	
7	Repeat Customer	

Write in your current tool at each step. Circle duplicates to remove. Star one swap to tackle this month.

You're open for business.

For about \$1,300 in hardware and \$5 a day in software, you have a Mac, wifi, security cameras, a professional email, a business phone number, a website, a payment system, bookkeeping, email marketing, a CRM, a design studio, project management, an AI assistant, e-signatures, and analytics.

That's everything.

Q&A

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*Want help implementing? Ask about Valley Hub
workshops and 1:1 office hours.*