



• WHAT'S ACTUALLY FREE RIGHT NOW

15 Free **AI** Tools Google Already Shipped

What each one does, where to find it, and which subscription on your list it can probably replace.

• BEFORE YOU OPEN ANY OF THESE

Everyone's Paying For Something Google Already Gave Away

Google has released a full stack of free AI tools. Marketing content, UI design, workflow automation, coding, image generation, research, music, video: there is a free Google tool for nearly every one of them, and most people have never opened a single one.

Meanwhile, plenty of teams are paying monthly for the exact thing one of these tools already does.

“Stop paying for tools Google already replaced.”

Below is the full list of 15: what each tool does, where to find it, and what it's worth replacing on your subscription list. Every tool here is free right now.

Start Here

5 ESSENTIAL TOOLS

POMELLI labs.google/pomelli

AI marketing built from a URL. Paste your website link and Pomelli builds a full brand profile from your colors, fonts, and tone, then generates social content that actually matches your brand instead of reading like generic AI output.

Use it for a month of on-brand social posts without writing a single brief.

STITCH stitch.withgoogle.com

Prompt-to-UI design. Turns a written prompt into a clean, modern UI for an app or website. It exports straight into code, so design and development work from the same file.

Use it for moving from an idea to a real screen you can hand off to build.

OPAL opal.withgoogle.com

AI workflows, no code required. Build the kind of workflow you'd normally piece together in n8n or Make, except it runs on Google's own models.

Use it for the repeatable process you keep doing by hand: intake, summarizing, routing, drafting.

ANTIGRAVITY antigravity.google

Google's agentic code editor, in the same spirit as Claude Code or Cursor. Describe what you want built, and it writes, edits, and runs the code across your project.

Use it for finally building the small tool you've wanted for months.

MIXBOARD labs.google/mixboard

Canva meets Pinterest. An open-ended AI moodboard: generate images, drop them onto one canvas, and keep combining and regenerating until you land on the look you had in mind.

Use it for conceptualizing a look before you commit: brand direction, thumbnails, product shots.

The fastest way to find a look is to stop describing it and start remixing it.

DO THIS FIRST

If you only open one tool in this guide, make it NotebookLM (below). Drop in the last ten things you saved and never read. It's the fastest "oh, that's what this is for" moment on the whole list.

10 More

WORTH YOUR TIME

● Google AI Studio

The free front door to Google's Gemini models. Prompt them directly, compare versions, grab an API key.

aistudio.google.com

● NotebookLM

Upload documents and notes, and it becomes a research assistant grounded only in your own sources. Turns the pile into an audio overview too.

notebooklm.google.com

● Whisk

Image generation where the prompt is other images: a subject, a scene, a style, blended together.

labs.google/fx/tools/whisk

● Flow

Google's AI filmmaking tool. Generate clips, extend shots, keep scenes consistent, cut it together.

labs.google/flow

● ImageFX

Text-to-image on Google's Imagen models, with chips that let you swap one word and see the variation.

labs.google/fx/tools/image-fx

● MusicFX

Text to music. Describe a mood, genre, instrument set, and length. No licensing headache.

labs.google/fx/tools/music-fx

● Jules

An asynchronous coding agent. Hand it a task and it comes back with a plan and a pull request.

jules.google

● Illuminate

Turns dense research papers into a conversational audio discussion between two AI voices.

illuminate.google.com

● Learn About

Ask about anything and it builds an interactive explainer around your actual level.

learning.google.com/experiments/learn-about

● TextFX

Free writing tools for creative work: similes, related concepts, alternate phrasings.

textfx.withgoogle.com

What It Replaces

A social content generator

→ Pomelli

A UI design subscription

→ Stitch

A workflow automation seat

→ Opal

An AI coding assistant

→ Antigravity or Jules

A stock image or moodboard tool

→ Mixboard, Whisk, or ImageFX

How To Use This

- 01** Pick the one that maps to a bill you're already paying. That's where the savings are.
- 02** Give it one real job, not a test. Use a project you already know well so you can judge the output honestly.
- 03** Keep the two that stick. Nobody uses fifteen tools. Two you actually open beats fifteen bookmarks.
- 04** Chain them together. Stitch into Antigravity. Whisk into Mixboard. NotebookLM into TextFX.

WEEKEND PLAN

Open NotebookLM, Mixboard, and Opal. Thirty minutes each. By the end, you'll know which one you're actually going to keep, and probably which subscription you can cancel.

• THE BOTTOM LINE

Fifteen tools. Zero dollars.

Most of these came out of Google Labs. Everyone else spent that time arguing about which paid AI subscription is worth it. You don't need all fifteen — you need the two that replace something you're already paying for, and those two are somewhere on this list.

Pick one this week. See what it replaces.