

M A V E R I C K A I

Google's Free AI Tools

5 THAT REPLACE TOOLS YOU'RE PAYING FOR (PLUS 5 MORE)

Google quietly shipped a stack of free AI tools that do the work people pay agencies and software subscriptions for, marketing, automations, design, coding, and more. Here's what each one does, exactly where to find it, and how to start, all free.

The 5 from the video, with what each replaces

5 more free Google AI tools worth knowing

Exactly where to find each one

What's genuinely free vs what has limits

The one hub where they all live

A one-page cheat sheet of all 10

2026 Edition

Start Here: The Hub

Almost all of these live in one place: Google Labs, at **labs.google**. Sign in with a free Google account and you can open most of them right there, no credit card, no subscription. A couple are their own apps (we'll note those). The whole point of this guide is that Google is giving away tools that used to cost real money.

10

free tools in this guide

\$0

to use them

1

hub: labs.google

ONE HONEST HEADS-UP

Google Labs moves fast, tools launch, get renamed, merge, or roll out by country. So a few of these have regional waitlists, and the lineup shifts over time. If a tool isn't available where you are yet, check back, and whenever you want the current list, labs.google is always the place to look.

The 5 From The Video

1. Pomelli, your free marketing team

Give Pomelli your website link and it studies your brand, your tone, colors, and style, into a "Business DNA" profile, then generates on-brand social posts, ad ideas, and marketing assets. It's the kind of thing agencies charge thousands a month for. Free during its public beta.

Find it: [labs.google \(search Pomelli\)](#) • **Try:** "Here's my site, build me a week of on-brand social posts."

2. Opal, build automations in plain English

Opal builds working mini-apps and automations that you describe in plain English, then share with a link, no code, no setup. It's doing the kind of thing people pay tools like Make, n8n, and Zapier for. Free.

Find it: [labs.google \(Opal\)](#) • **Try:** "Build me a mini-app that turns a topic into 5 post ideas."

3. Mixboard, Canva and Pinterest had a baby

Mixboard is an AI concept board. You generate images and keep combining, remixing, and tweaking them on one canvas until it's exactly what you pictured. Perfect for mood-boarding, brainstorming a look, or planning a project visually. Free.

Find it: [labs.google \(Mixboard\)](#) • **Try:** "A cozy minimalist coffee brand," then remix from there.

4. Stitch, designs from a sentence

Type a normal prompt (or upload a rough sketch) and Stitch hands you a beautiful, modern design for your app or website, plus the frontend code. This is the kind of work designers charge real money for, done in seconds. Free.

Find it: [labs.google \(Stitch\)](#) • **Try:** "Design a clean landing page for a fitness app."

5. Antigravity, Google's AI code editor

Antigravity is Google's agentic AI coding tool, its answer to the paid AI editors developers use. You describe what you want to build and watch it happen, even if you've barely coded. It's a full editor you download, not a Labs page.

Find it: [antigravity.google](#) • **Try:** "Build me a simple habit-tracker web app."

5 More Free Google AI Tools

The video mentioned there are more. Here are five others that are genuinely free and worth having.

6. NotebookLM (now Gemini Notebook)

Upload your documents, notes, PDFs, and it becomes a research assistant that answers from your material and even generates an audio "overview" you can listen to like a podcast. Free tier included (with daily limits).

Find it: notebooklm.google.com

7. Google AI Studio

A free playground to build and prototype with Google's Gemini models, test prompts, tune settings, and even get code to plug into your own projects. Fully free.

Find it: aistudio.google.com

8. Jules, your background coding agent

Jules is an AI coding agent that works on your projects in the background, you hand it a task and it goes off and does it, then shows you the result. Free tier available.

Find it: jules.google

9. Flow, AI images and short video

Google's AI creation tool for images and short video clips (it's where the old Whisk and ImageFX tools now live). Great for quick visuals and experiments. Has a usable free tier, with limits on heavier video.

Find it: labs.google/flow

10. Gemini, the free front door

Google's flagship AI assistant, and the free app that ties a lot of this together: answers, writing, image help, and more. If you only open one, open this. Free.

Find it: gemini.google.com

Getting The Most Out Of These

Bookmark the hub

Save labs.google. It's the front door to most of these, and it's where new free tools show up. A five-minute browse every few weeks keeps you ahead of almost everyone.

"Free" usually means a free tier

Most of these are genuinely free to start, but the heavier ones (long videos, huge usage) may cap you or nudge you toward a paid plan. That's fine, you can do a lot inside the free limits, just don't be surprised when the biggest jobs ask you to upgrade.

If it's not available where you are

Some Labs tools roll out country by country and have waitlists. If one won't open for you yet, join the waitlist and check back, they tend to expand quickly.

Match the tool to the job

Marketing content, Pomelli. Automations, Opal. Visual brainstorming, Mixboard. App or web design, Stitch. Coding, Antigravity or Jules. Research, NotebookLM. You don't need all ten, grab the two that fix your biggest time-sink and start there.

TIP

These pair beautifully with each other and with Claude and ChatGPT. Draft a strategy in one, design it in another, automate it in a third. The free stack is more powerful combined than any single paid tool.

The One-Page Cheat Sheet

All 10, what they're for, and where to find them. Screenshot this.

Tool	Use it for	Where
Pomelli	On-brand marketing content from your website	labs.google
Opal	No-code automations and mini-apps	labs.google
Mixboard	AI mood/concept boards	labs.google
Stitch	App and website design from a prompt	labs.google
Antigravity	AI code editor, build by describing	antigravity.google
NotebookLM	Research assistant + audio from your docs	notebooklm.google.com
AI Studio	Build and prototype with Gemini	aistudio.google.com
Jules	Background AI coding agent	jules.google
Flow	AI images and short video	labs.google/flow
Gemini	The free flagship AI assistant	gemini.google.com

YOUR ACTION PLAN

1. Open labs.google and sign in with your Google account.
2. Pick the two tools that fix your biggest time-sink.
3. Run one real task through each today.
4. Bookmark the hub and check back monthly for new ones.
5. Stack them, one tool to plan, another to make, another to automate.

Want More AI Tips Like This?

I post daily AI content, tool breakdowns, and simple guides that actually help you get more done.
Follow me for the latest.

@MavGPT

TikTok | Instagram | Facebook

The best tools in AI right now cost nothing. You just had to know where to look.