



**MK**



MIKE KOENIGS

# GEARGUIDE/2025

---

***“With the right gear, you can turn any room or office into the most productive, profitable resource in your toolkit”***

*- Mike Koenigs, Founder, Superpower Accelerator*

# The Essentials





# MacBook

Time is literally money and I don't waste any of it.

I always own the fastest machine with the biggest drives and most memory. If you're always on the move like me, you need a laptop that matches your tempo.

For my money, nothing outpaces the latest MacBook Pro.

It's my trusty road warrior.

My mantra is - two laptops, always.





# Mac Mini Max

I just swapped out my iMac Pro for this powerhouse. It's the hardest working Mac I've ever had. This thing is on a whole new level.

It's unbelievably quick, solid as a rock, and has a ton of ports. Not to mention, it's reasonably priced.

I sync it up with Dropbox and iCloud. Non-stop backup, replicated on every machine.





# Pro Display XDR or Studio Display

I always own the best display money can buy.

When you spend as much time as I do in front of a screen, these things make a huge difference.

Get yourself the biggest, best and fastest computer, display, office chair, keyboard, mattress and pillow money can buy.

It's where you spend most of your time.



# iPhone

Peek into my studio, home, or business, and you'll only see Apple products.

If your goal is to stay connected, get yourself the latest iPhone. Nothing kills intimacy or a big deal faster than that damned green bubble. I f\*\*king hate Androids.

Right now, I'm using the latest iPhone Pro Max, and it's a powerhouse.



# iPad Pro

Whether I'm traveling, recording, or in a meeting, my iPad keeps me plugged in and productive.

When I just need to write, create or draw, it's portable, has great battery life and compatible with all my files.





# Studio Cameras |

# Panasonic LUMIX GH5 & GH6

## 4K Digital Camera

These cameras are absolute tanks. Practically indestructible, I have 5 of them and I've left them on, non-stop in my studio for over 5 years.

They've never failed me and they're very affordable considering how amazing they are.

You can add any Micro 4:3 lens to these. Amazing cameras.



**Panasonic**

# Elgato - Facecam Pro

## 4K Digital Webcam

This is the highest quality webcam money can buy as of right now. It snaps on the back of the Elgato Teleprompter and looks amazing for the money.

It's about \$400 and worth it.



 elgato

# Elgato Facecam MK.2

## HD / 1080p Digital Webcam

This is the baby brother of the Elgato Facecam Pro. It's about \$100 and is good enough for most productions.

Great lens. Great sensor. Works great with any computer.



 elgato

# Meeting Owl 4+ 4k

## 360-Degree, Conference Camera, Microphone, Speaker

If your business runs on Zoom, like mine does, you know that video and sound quality isn't optional—it's everything. Whether I'm running a high-stakes client meeting, hosting an AI Accelerator session, or collaborating with a founder's team live in Mexico or Málaga, Spain, the tech has to just work. That's why I swear by the Meeting Owl 4 Plus. It's an all-in-one, 360° smart video conferencing device that automatically focuses on whoever's speaking, delivering razor-sharp 1080p video and spatial audio that feels like you're in the room—even if you're not.

I pair it with the Meeting Owl Bar for boosted audio clarity across larger spaces, and the Owl Extension Mic to ensure no voice gets lost—even from the back of the room. Setup is dead simple, and it plays nice with Zoom, Teams, Meet—you name it. The built-in AI does the hard work: switching camera angles, tracking speakers, and balancing sound without lifting a finger.

It's not cheap at \$2k, but this thing earns its keep every time I turn it on. It's portable, powerful, and presentation-proof—exactly what I need as a globally mobile entrepreneur. If your brand depends on presence, trust, and polish—and you want to look and sound like a million bucks from anywhere in the world—this is your go-to tool.



# Logitech Rally Plus Video Video Conference Equipment

My team and clients live all over the world and we can't always meet in person so I need a video and Zoom system that sounds perfect, filters noise, records great video and lets me meet with large groups.

What's really cool about this system is that the camera can be programmed to “auto-follow the current speaker” So when I’m speaking to a group, moving around the room or making notes on a whiteboard, the camera follows me and records my every move.

The audio not only sounds fantastic, it isolates the current speaker and removes all outside noise. Where I live, it’s not uncommon for leaf blowers to be blasting and big trucks to be driving by. My recordings still end up clear as a bell.



[SHOP NOW](#)

A professional studio microphone is mounted on a boom arm, positioned in a room with acoustic foam. The microphone is a large-diaphragm condenser type, featuring a silver grille and a black body. It is connected to a cable. The background is a dark, textured surface of acoustic foam. The text "For the Studio" is overlaid on the left side of the image.

For the Studio

# Microphones

# Shure MV7 USB Microphone

If you're looking to up your podcasting game, the Shure MV7 USB Microphone is exactly what you need.

With its dual USB/XLR output, this mic can connect to anything.

It has touch panel controls. Adjusting your gain, monitoring volume, headphone mix, and mic muting is easy.

It also has the built-in headphone output that allows for direct headphone monitoring during recording. This mic is the real deal.



**SHURE**<sup>®</sup>

# Shure MV7 USB/XLR

## Dynamic Microphone

All the same great features of the Sure MV7 USB Microphone in white. It think it looks cooler than black. This is my travel mic.

**SHURE**<sup>®</sup>



# RØDE DS2 Desktop Studio Arm

## Portable Microphone Stand

When I'm on the road, this is the microphone stand that I bring with me. I can put it in my bag along with my Shure microphone and know that it's going to look great on camera and do a great job.

Right attachments they also function as a fantastic camera mount. They're about \$100 but worth every penny.

# RØDE



# Shure SM7B Vocal Dynamic Microphone

As someone who's been in the studio recording industry for over 30 years, I can personally vouch for this mic. It's not "just another microphone."

Why is it so popular? Well, it's got this incredibly smooth frequency response. And when I say smooth, I mean it covers a wide range, ensuring natural sound reproduction. Another plus - It's a champ at eliminating unwanted noise.

In the recording world, both pros and newbies trust the SM7B. It's just that good. You can count on it to deliver high-quality sound, every time.



**SHURE**<sup>®</sup>

# Blue Yeti USB Microphone



I absolutely love the Yeti microphone! It's cheaper than the Shure if you're price sensitive and sounds great.

USB. Plug and play. Just make sure you put something under the stand because it does pick up desk noise if you bang on the desk with your hands when you speak. You've been warned.



# Yeti Nano

## Premium USB Microphone

This is a really nice baby version of the bigger Yeti. Sounds great. More portable.





# Wireless Lavalier Microphone

## DJI Mic (2 TX + 1 RX + Charging Case)

I love these microphones. The two pre-linked transmitters and receiver are securely stored and charged in the case and it has an impressive maximum transmission range of 820 feet.

The transmitters have up to 5.5 hours of battery life, while the receiver lasts up to 5 hours. And the charging case offers an amazing 15 hours of charging capacity so you'll never run out of power.

It has a magnetic attachment that you can easily attach to clothing or any other object, ensuring it remains discreet. And when you're ready to transfer your audio files to your computer, a data cable will do the trick in no time.



# Rode Wireless GO II / Pro

## Dual Channel Wireless Microphone System

After the DJI microphones, I have a set of these too. My 2nd choice, but they're still great.

This is an AWESOME portable microphone package. It records on the devices. They have built-in microphones. They're rechargeable and last for hours.

Around \$300. Great deal. There's an upgraded model that sounds even better.



# RØDE



For the Studio

Recording Accessories

# Rode Rodecaster Pro II

## Podcast Production Console

This is what I have in my studio. 4 microphone inputs, bluetooth support to use your phone for interviews, tons of built-in effects and more.

I can't recommend this device enough if you want your audio to sound PERFECT.



# RØDE

# PreSonus Eris E5 BT-5.25"

## Near Field Studio Monitors with Bluetooth

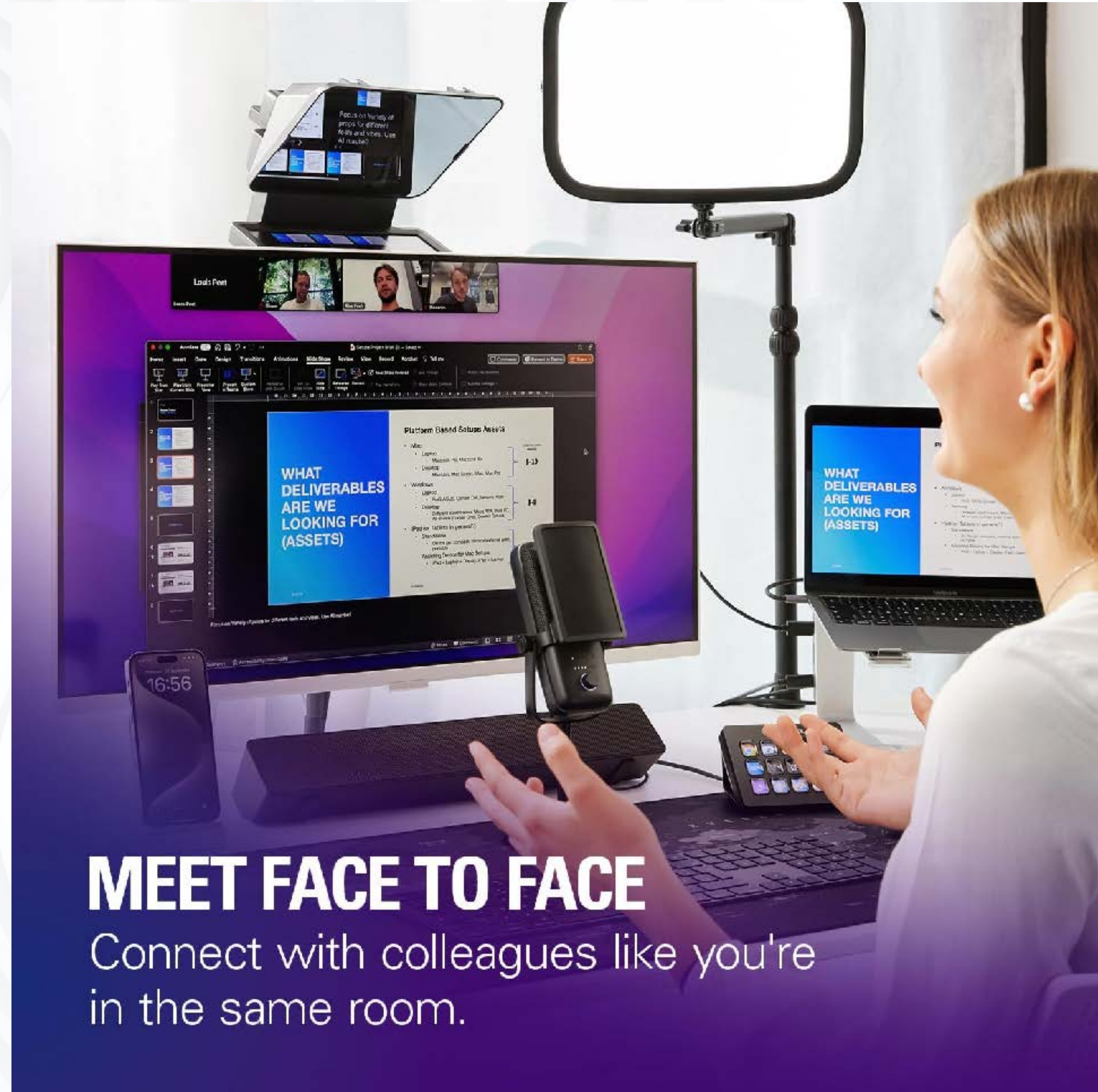
Despite their compact size, these speakers pack a massive punch with 100W of Class D power. Featuring 5.25-inch woven composite drivers, they deliver precise and deep bass, making them an absolute dream for gaming, movies, and music production enthusiasts.

With Bluetooth 5.0, these speakers offer seamless wireless stereo connectivity and provide multiple input options, catering to all your audio needs.

These speakers go above and beyond so you can enjoy a private listening experience without any compromise in audio quality.



# Elgato Teleprompter



**MEET FACE TO FACE**

Connect with colleagues like you're in the same room.

# Elgato Stream Deck Pedal

## Hands-Free Studio Controller

My studio is set up with multiple cameras and shot angles. The Stream Deck Pedal lets me pick the best shot without lifting a finger - literally. I switch 5 cameras with my feet.

I have two sets of these for a total of 6 switches.



# ULANZI Camera Desk Mount Stand with Flexible Arm

If you're serious about capturing the perfect shot, you need this camera desk mount stand in your life. And with its compatibility with various equipment, 360° ball head, and padded desk clamp, you'll have all the tools you need to get the shot you want.

It's made of aviation aluminum alloy and has a load-bearing capacity of 2KG and is perfect for top-down video and photo scenes. This camera desk mount stand is an absolute necessity.

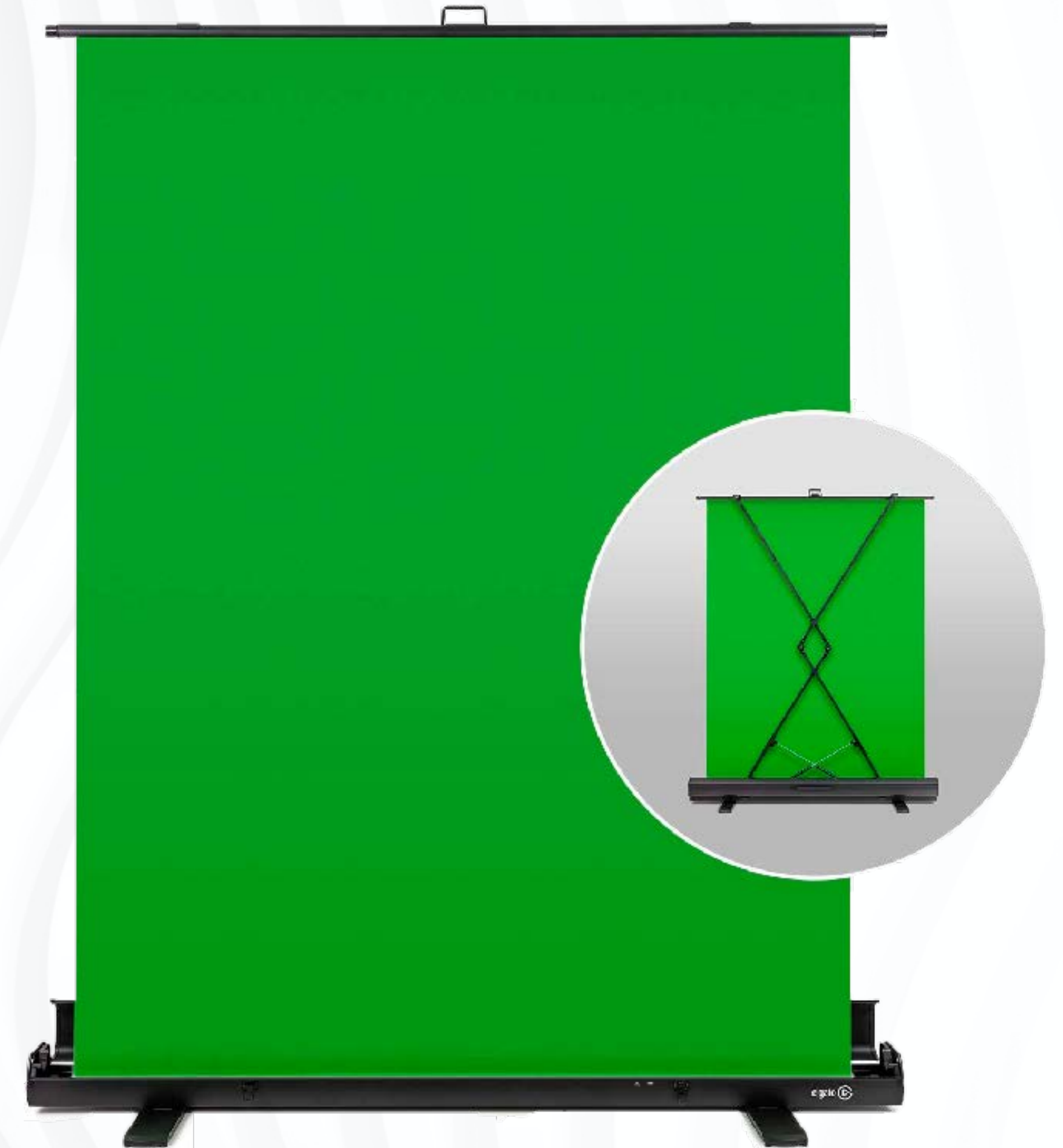


# Elgato Green Screen

## Collapsible

With this Green Screen, you can pop it up when you need it and back down when you're done. It's easy to use, portable and incredibly easy to use. Just flip open the aluminum case, lift the handle to a suitable height, and let the pneumatic x-frame automatically lock your canvas in place.

If you're ready to take your broadcasting to the next level, get yourself a green screen today. It's the ultimate solution for a captivating experience that will leave your audience in awe.



elgato 



For the Studio

# Lighting Options

# Video Light & Stand Lighting Kit

## Neewer 2 Packs Dimmable Bi-Color 480 LED

These lights pack a serious punch when it comes to brightness and color options. Whether you're creating YouTube videos or conducting online meetings, this light has you covered. And with a high CRI of 96+, you'll get natural and vivid color that will make your content pop.

One of the best things about this light is how customizable it is. You can use the control knobs to adjust the brightness and color temperature to your liking. Plus, the U-bracket lets you swivel the light around to achieve optimal beam angles, while the white diffuser creates soft and flattering lighting that will make you look your best.



**NEEWER**

**MK** MIKE KOENIGS | GEAR GUIDE 2023

[SHOP NOW](#)

# Video RGB Light Sticks

## Handheld/Magnetic LED Video Light

No matter where you are, you need good lights. These have built-in batteries are adjustable. You can change the colors and they run on USB. They're also super small and you can control them with an app.

When Vivian and I are on the road, and we need to produce a quality production, the combination of these two lights and a good microphone and WebCam and our teleprompter, we are absolutely set to go.

This is what you need to create professional quality podcasts on the ground.

**NEEWER**



# Video Light Panel

## Neewer 18.3" RGB LED

This awesome 60W RGB LED video light, it's packed with features to give you the perfect lighting for all your needs.

The light is adjustable in hue, brightness, and color temperature. It has a 120° beam angle, a high color rendering index of 97+, and a maximum illuminance of 5000 lux at 0.5m.

That means you can achieve accurate color reproduction and softer lighting for various applications like games, YouTube videos, video blogs, portrait photography, and more.



**NEEWER**

# Neewer Ring Light Kit

This LED ring light has 240 pieces of dimmable LED bulbs with a wide dimming range from 1% to 100%. It's lightweight and portable, with no ultraviolet and infrared light radiation and low heat output for safety and environmental protection.

It's made from durable aluminum alloy and comes with a soft tube that allows the light to rotate freely for the best position. The white and orange color filters are made of high light transmission plastic material with steady color temperature.


I promise, this light will help you look your absolute best.



**NEEWER**

A dark, moody photograph of various Apple accessories. In the foreground, a dark laptop with the Apple logo is partially visible. To its right, a pair of white AirPods is centered. Further right, a white Apple Pencil lies diagonally. Below the pencil is a matchbox with an eagle design. In the background, a smartphone with a moon wallpaper is visible, along with a pair of glasses. The overall scene is dimly lit, creating a sophisticated and minimalist aesthetic.

# iPhone accessories

 peak design

# Mobile Tripod SlimLink™

## Phone Accessory

This fantastic case and tripod combo will become your new secret weapon for shooting videos or making training content.

The case and tripod is magnetic so it pops on and off easily.





# Phone Gimbal

## DJI OM 5 Smartphone Gimbal Stabilizer

This stabilizer lets you take perfect selfies, videos, and even tracks on auto-pilot. Plus the 3-axis motor makes sure your footage stays steady.

It works with most smartphones and cases, and it fits easily in your palm or pocket. It's perfect for your studio.





Headphones |

# ***BOSE***

## Noise Cancelling Headphones 700

I fly. A lot. If you don't have noise cancelling headphones, you're going to arrive at your location tired. No screaming babies for me.

When it comes to sound, the latest Bose are very good. Maybe not the best, but really good quality. They have a physical cord in addition to bluetooth, so they work well.

Nice padding, comfortable and you can get replacement pads WHEN they wear out.





# On the move essentials |

# Tumi ALPHA BRAVO Search Backpack

I've had this thing for 10+ years now. It still looks like brand-new. And if anything breaks, they repair it for life. Tumi gear is outstanding.

Tons of pockets, secret compartments. Enough room for two laptops, my iPad, Kindle, bags of cables, snacks, extra socks, underwear, batteries and slides on the handle of your suitcase.



# Cord Case

## FYY Electronic Organizer

I have two big bags I carry with my everywhere. One has every cable imaginable in it. The other carries power adapters, converters, dongles and more.

If you like things better organized, this does a decent job. The two-tier design fitting cords, cables, USB drives, cellphones, chargers, mice, flash drives, and other must-haves.



# Cord Ties

## 70 pcs Computer Cable Ties

Cord chaos is a tech traveler's nightmare. Untangling a nest of power cords, and connection cables is not my idea of fun. That's why cord organizers are my constant travel companions.

These cord ties are my secret for cord control, wrapping neatly around my cables, maintaining order, and keeping my case clutter-free.

Wouldn't step out without 'em - they're one of my travel must-haves.



# SanDisk®

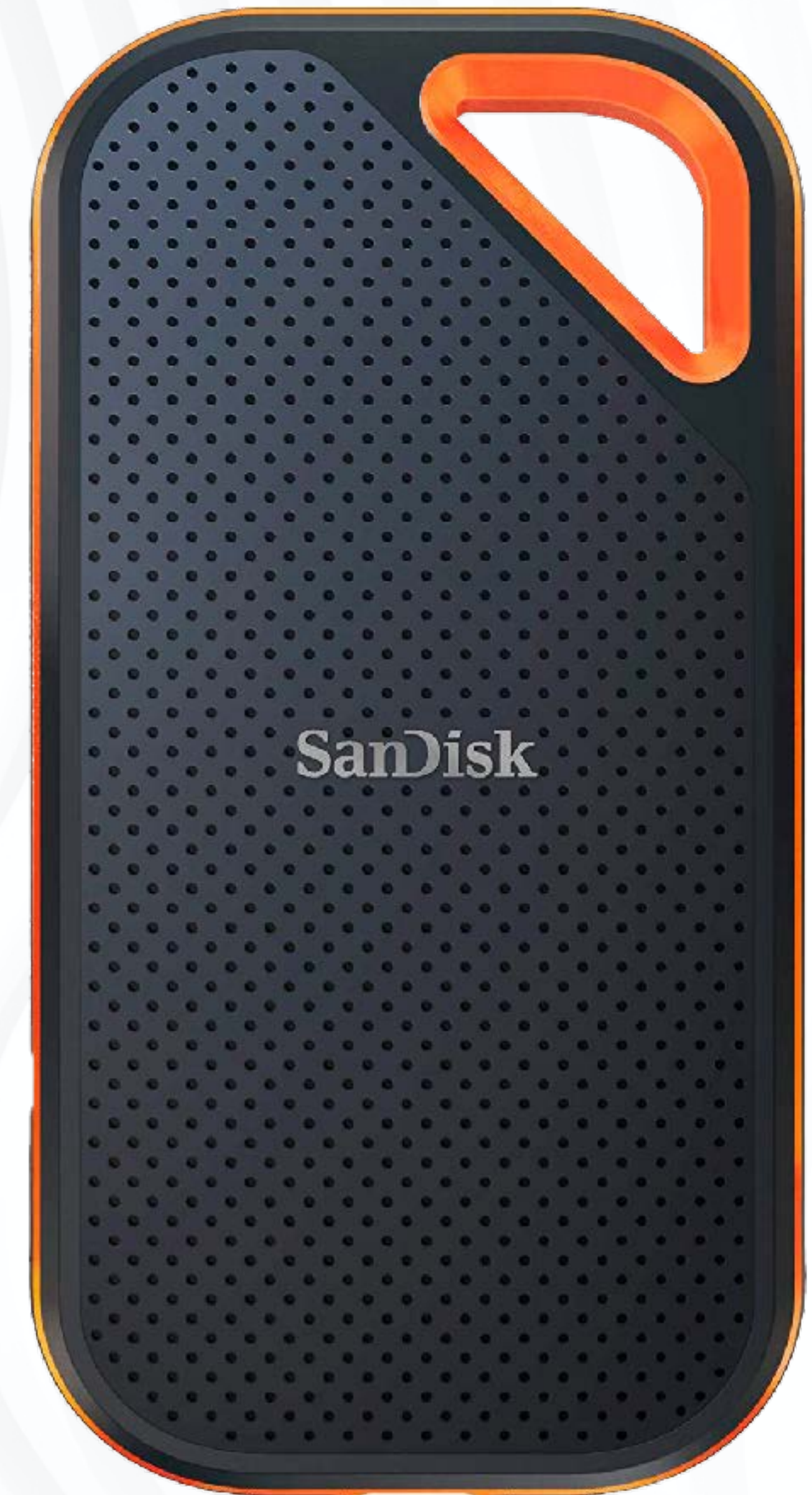
## 1TB-4TB External Hard Drive

All of my machines are backed up non-stop with DropBox and iCloud. Every file is replicated on 6 computers.

And in studio, I can't lose files and DropBox isn't fast enough to sync, so I have a ton of these. I have triplicates of every video and audio file that's being made, in real-time and these drives are fast as hell.

If you lose a file, you're screwed. I treat every hour as though it's worth \$10,000 to me. Because it is. You might not ever be able to replicate an authentic performance.

**NBF = Never Be F\*\*ked. Back your sh\*t up.**



# Whiteboard

## Double Sided Whiteboard Flipchart

You can't underestimate the sheer power of a whiteboard.

During my vision days with clients, this rectangle of potential comes to life with our thoughts and dreams. It's the catalyst that sets our creativity on fire and turns meetings into brainstorming sessions and scribbles into breakthroughs.

I've used my trusty whiteboard more times than I can count. Trust me, there's something magical about physically etching your thoughts into existence that just elevates your message to a whole new level.

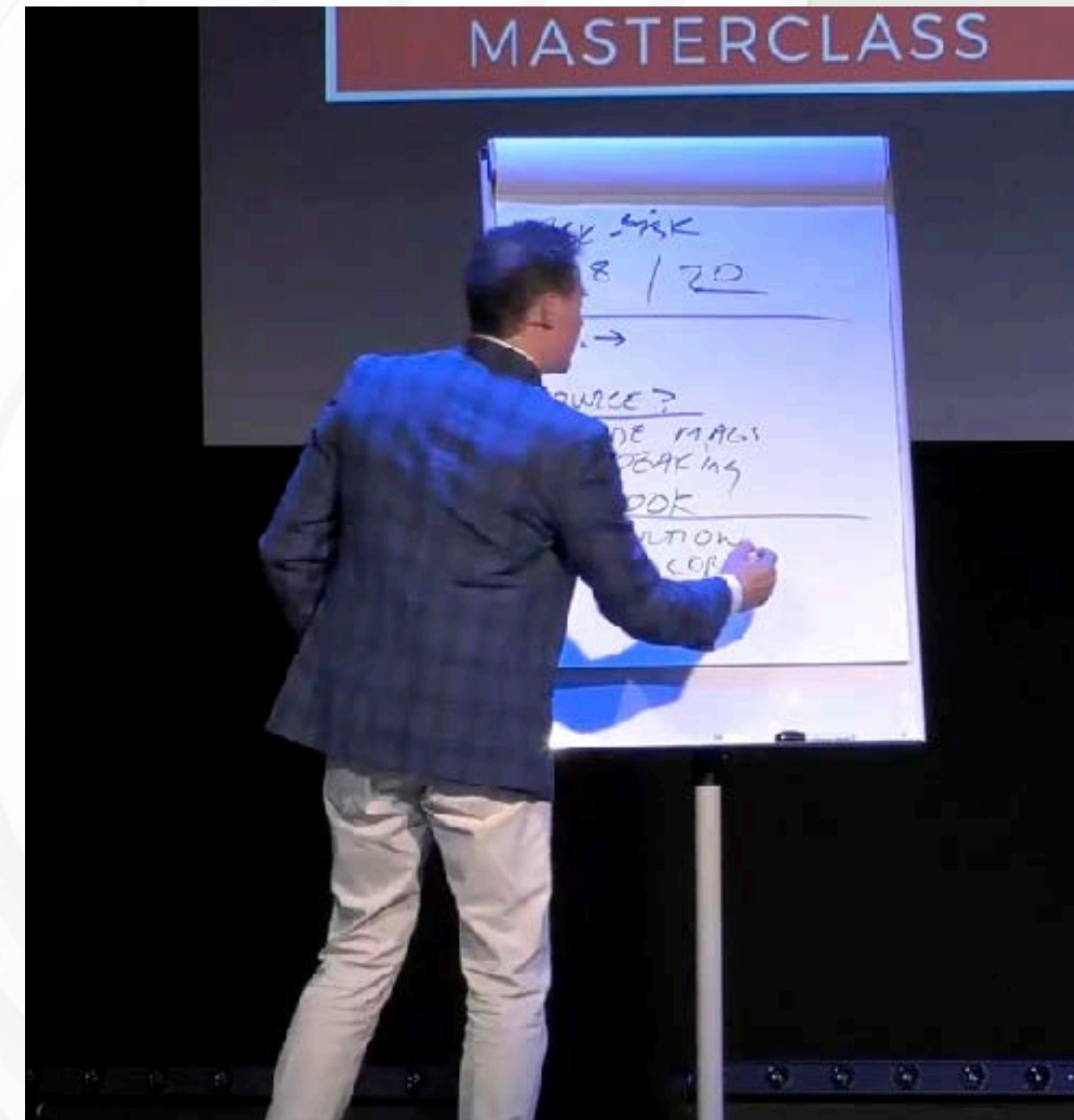


# Sticky Easel Pad

## Post-it Super Sticky Easel Pad

If you've attending one of my "1:1 Vision Day Experiences", I'm drawing, writing and sticking these things all over every wall at my condo. I like to stick my Post-It pads on top of an easel.

We take photos of them and put them in your master document. Lots of my clients bring them home with them as memories because we've created a brand-new business or product in a week. It's an emotional thing to them.





**MK**



MIKE KOENIGS

# GEARGUIDE/2025

---

***“With the right gear, you can turn any room or office into the most productive, profitable resource in your toolkit”***

*- Mike Koenigs, Founder, Superpower Accelerator*