

Klipp — Launch Kit

Written 17 August 2026. Every figure below is our own measurement of closed launch days: 89 days, 18 May – 14 Aug 2026, on Product Hunt, Uneed, Show HN and Fazier. Medians, never means — launch days are skewed and a mean flatters them.

This is a sample. The document is the real one: same structure, same length, same method as every Launch Kit we deliver. **Klipp does not exist** — the product, the reach figure and the chosen date are invented so that a whole kit can be shown without publishing a customer's unreleased product. The platform figures are not invented: they are the days we measured in the window named above.

Do not launch this on Product Hunt. With 55 people you can reach on the day, you are 78 upvotes short of the lowest score that got featured on a measured day — and an unfeatured launch is invisible. Launch on Uneed instead, and move it from Wednesday 3 September to Sunday 7 September.

1 • Which platform this belongs on

You told us you can personally reach about 55 people on the day: 380 followers on X, a Discord of 90, no mailing list. That number decides the room, and everything after it.

PLATFORM	LAUNCHES/DAY	RANK 1	RANK 5	RANK 10	MEDIAN LAUNCH
Product Hunt	676	474	—	—	featured at 133
Show HN	118	252	33	11	2
Fazier	13	69	37	26	29
Uneed	22	34	10	3	2

On Product Hunt, 133 upvotes was the *lowest* score among launches that got featured on a measured day. It is a floor we observed, not a rule Product Hunt publishes — but 55 is not near it, and rank 100 that day cost 5 upvotes. You would be on the site and nobody would see you.

On Uneed, a visible placement in the top five cost 10 upvotes in the median day, and rank 1 cost 34. Your 55 clears both. That is the whole reason for the recommendation: not that Uneed is friendlier, but that your reach is enough there and is not enough on Product Hunt.

Fazier looks like the small, easy room — 13 launches a day — and is the trap in this table. Its *median* launch scored 29, against 2 on Uneed and Show HN. Bringing 55 people would put you near the top there too, but 15 would put you below the middle of a 13-product day. We cannot tell you why that median is so high; our data measures what a placement cost, not who was voting.

2 • Your date: no, move it three days

You picked Wednesday 3 September. On Uneed — the platform this kit recommends, so these are Uneed's weekdays, not Product Hunt's — Wednesday is the fullest day we measured: 27 launches, and rank 1 cost 54 upvotes. Sunday is the emptiest: 15 launches, rank 1 for 27.

This differs by platform and is worth knowing for later. On Product Hunt the field swings hard across the week (434 to 1076 launches) while the featuring floor barely moves (125 to 145) — an empty day there buys less

competition but not a cheaper place. On Uneed both fall together, which is why the move is worth three days of waiting.

Launch Sunday 7 September. Same product, roughly half the field, and rank 1 at half the price.

3 · An honest target number

With 55 reachable people, expect **18 to 30 upvotes** on Uneed on a Sunday. Not everyone you reach votes, and not everyone who votes does it on the day.

That puts you in the top five of a median Sunday, and within reach of rank 1 at 27. It does not put you on Product Hunt's front page, and no amount of preparation would have.

What we cannot tell you, and will not estimate: how much traffic any of those placements sends. None of these platforms publishes it. Where a placement is achievable is measured; what it yields is not, so we do not claim it.

4 · Tagline, description, categories

Yours: "*Klipp — the clipboard manager you'll actually keep*" (48 characters). The problem is the second half: "you'll actually keep" is a claim about your product's future, not a statement of what it does. A reader scrolling a feed learns only that it is a clipboard manager, a category with a dozen entries.

Three that say what it does:

- "Clipboard history that never leaves your Mac" (44)
- "Every snippet you copied, searchable, offline" (45)
- "Paste anything you copied in the last 30 days" (45)

All three fit Product Hunt's 60-character cut, the tightest of the four platforms — useful as a ceiling even when launching elsewhere.

Uneed categories. Uneed's five categories are measured, so this is not a guess. Over the window, Design took 222 launches across 80 days (2.8 a day) while Personal Life took 458; the top place in Design cost 6 upvotes against 16 to 21 in the busier ones. Put Klipp in **Developer Tools** as the primary and Design as the secondary. All of these are small ponds — 2.8 launches a day is a handful, and the numbers move accordingly.

Alternative to: Raycast's clipboard history, Maccy, Paste. This is our reading of the market, not a measurement — but it is the phrase most of your visitors will arrive by, and it belongs in your description.

5 · Six changes, by effect

1. **Move the launch to Sunday 7 September.** Half the field, rank 1 at half the price. Costs three days.
 2. **Replace the tagline** with one of the three above. It is the only text most people will read.
 3. **Redraw the thumbnail.** Yours is the wordmark on white at 512×512. In a feed it renders at about 40 pixels tall, next to animated GIFs. Use the icon alone, no wordmark, on a solid non-white ground.
 4. **Put the keyboard shortcut in image 1 of the gallery.** Your first frame is the settings pane. The core action — summon, search, paste — is in image 4, and most visitors never scroll there.
 5. **Write to your 90 Discord members the day before**, not on the morning. Ask them to look on Sunday, and say why the day matters. This is the single largest lever you have, and it is the one that expires.
 6. **Add "alternative to Raycast clipboard history"** to your description. It is how people search for this.
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6 · Your first comment, ready to paste

Post this within a minute of going live, before anyone else comments.

I built Klipp because I kept losing things I had copied ten minutes earlier — a tracking number, a one-time code, half a sentence I wanted back. Every clipboard manager I tried either wanted an account or synced my clipboard to somebody's server. Mine does neither: everything stays on the machine, and there is no account to make.

It is one keyboard shortcut. It opens, you type a few letters of whatever you copied in the last 30 days, you hit Enter and it is pasted. That is the whole product.

It is a solo build and there are rough edges — no Windows version, and the search is exact-match for now. If you try it, I would like to know what you reached for that was not there.

A Launch Kit is a judgement, not a result. We cannot get you upvotes, and we never promise that a launch will be featured — 133 is the lowest score we observed among featured launches, not a threshold Product Hunt publishes. Handcraft and timing are a minority of what decides a launch; the rest is the audience you bring and whether the product interests people. Questions on this kit: hello@launchcamp.eu