YC launch day checklist

Work through this with the founder who posts, the person who signs off, and the production lead. Start from the launch post date and plan backward.

LAUNCH DETAILS

Company / batch

Launch post date

Who posts

Final approval by

Thesis in one sentence

Embargo until

CHECKLIST — 12 CHECKS

01 Lock the date

- [ ] Put the launch post date on the calendar and name who posts it.
- [ ] Set the final approval date and the one person who signs off.
- [ ] Fix the edit window, review rounds included, and the shoot day with location access confirmed.

02 Decide what the film says

- [ ] Write the one-sentence thesis the film has to land.
- [ ] Choose the one thing the product will be shown doing, on camera, for real.
- [ ] Agree who speaks, the approved claims, and anything that must stay off camera (NDA, embargo).

03 Have every version ready

- [ ] Approve the hero cut, 45–90 seconds.
- [ ] Export vertical 9:16 and square versions with captions, and a silent-autoplay version for feeds.
- [ ] Keep a clean, no-text master for press, with selected stills and b-roll.

04 Check before the post

- [ ] Set delivery a few days before the post, to leave time for captions, the vertical cuts and a final technical check.
- [ ] Confirm where the film will run: the launch post, LinkedIn and X, the website, the deck.
- [ ] Keep unreleased footage off public links until your announcement window.

Sign-off: founder

Sign-off: approver

Sign-off: production lead

Launch notes