

Service alerts subscribers to prerelease news about upcoming products



Hard on the heels of our recent story about search result notification service [Resultly](#) comes word of another like-minded innovation. Focusing squarely this time on upcoming new products, [LaunchGram](#) sends subscribers alerts with prerelease news about the products they follow.

“We will never let you be the last to know breaking news on a product you are following, but we will also never blow up your inbox with alerts,” promises LaunchGram, a 10-xelerator participant that's now in beta. Users of the service can not only sign up for a weekly "LaunchGram" featuring the latest news on the products, games, movies and TV shows of their choice, but they can opt to receive breaking news updates as well. Updates are also searchable on the company's site. In the video below, LaunchGram's founders explain the concept in more detail:

“Why search when LaunchGram can do all the hard work for you?” the Ohio-based startup asks. Therein lies a nice business proposition in many niches and industries.

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