Ritik Namdev

FREE TOOL LIST

50 SAAS LAUNCH SITES

50 Places to Launch Your SaaS

Launch days, review sites, alternative finders, AI directories and startup lists, grouped by what each one is for, with free vs paid checked on 7 November 2026, a listing template and a two-week launch plan.

10
SECTIONS

78
IDEAS, TOOLS & TEMPLATES

2026-11
LAST CHECKED



Ritik Namdev
SEO since 2018 · tests SEO + AI search on his own sites
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Tested, not guessed.

INSIDE THIS TOOL LIST

Fifty places to put your SaaS in front of first users, grouped by job, each checked live and marked free or paid. Plus a listing template that gets clicks, the ones I'd skip, and a two-week plan at three listings a day.

> WHO IT'S FOR
>
> Founders launching a new SaaS or AI tool who want first users without paid ads.

01 **If you only have 15 minutes**

02 **Write a listing that gets clicks (copy this kit)**

03 **1. Big launch days (01–10)**
Sites where a launch is an event: you get a day or a week in front of early adopters. Prepare screenshots, a...

04 **2. Review sites buyers search (11–15)**
B2B buyers compare software here. A profile with a few honest reviews often ranks for "<your product>...

05 **3. Alternative finders (16–22)**
People search "<big tool> alternative". Listing yourself next to the tool you replace puts you in front of...

06 **4. Built with AI? AI directories (23–32)**
If your product is AI-powered, these directories get steady traffic from people browsing AI tools.

07 **5. Startup lists (33–50)**
Startup databases and smaller launch lists. Low effort each; worth doing in one sitting with a copy-paste kit.

08 **Free vs paid: which ones I'd do, pay for, or skip**

09 **Your two-week launch plan (3 listings a day)**

10 **Common launch-directory mistakes**

HOW TO USE IT

1. Short on time? Do the 15-minute quick-start first.
2. Fill in the launch kit template once: name, one-line pitch, three descriptions of different lengths, logo, 3 screenshots.
3. Pick one big launch day from group 1, then work through the two-week plan at 3 listings a day and track which ones send sign-ups.

01

If you only have 15 minutes

1 **Minutes 0–5: write your one-line pitch**

Under 15 words. What it does + who it's for. Example format: '[Product] helps [who] [do what] without [pain].'

2 **Minutes 5–10: pick 3 places from this list**

One where your buyers browse (a review site or alternative finder), one free launch day, one community. Ignore the other 47 for now.

3 **Minutes 10–15: submit the free one**

AlternativeTo or SaaSHub take minutes and are free. Do one now so you've started.

02

Write a listing that gets clicks (copy this kit)

Launch kit (fill in once, adapt per site)

Product name: ___
Website: ___
One-line pitch (under 15 words): [Product] helps [who] [do what] without [pain].

Short description (about 50 words):
[Who it's for] use [Product] to [main job]. Unlike [usual way / big tool], it [one real difference]. [One proof: a feature, a number you can show, or a free plan].

Long description (about 150 words):
The problem: ___
What [Product] does: ___
Three features, each as a benefit:
- ___ so you can ___
- ___ so you can ___
- ___ so you can ___
Pricing: [free plan / trial / price]
Who it's NOT for: ___

Category / tags: ___
Alternative to: [big tool 1], [big tool 2]
Logo: square PNG, 240×240 or larger
Screenshots: 3 (main screen, the 'aha' result, pricing or setup)
Maker comment: who I am, why I built it, what I want feedback on.

> Write a fresh short description for each site instead of pasting the same text 50 times. Keep the name, logo and pitch the same everywhere so people recognise you.

Worked example (illustrative product)

Name: InvoiceNest (made-up)
Pitch: InvoiceNest helps freelancers send invoices and get paid without chasing clients.
Short: Freelancers use InvoiceNest to send invoices in two minutes. Unlike spreadsheets, it sends polite reminders on its own until the invoice is paid. Free for your first 5 clients.
Alternative to: FreshBooks, Wave

> The 'unlike' line does the heavy lifting. Name the old way your buyer uses today.

03

1. Big launch days (01–10)

Sites where a launch is an event: you get a day or a week in front of early adopters. Prepare screenshots, a one-line pitch and a maker comment before you submit.

1 Product Hunt

https://www.producthunt.com/

Free to launch · needs a maker account; launch on a weekday you can be online all day

Daily launch leaderboard for new products.

Best for: Big launch days

> *Ritik's note:* Write your maker comment before launch day: who you are, why you built it, what you want feedback on.

2 BetaList

https://betalist.com/

Free with a waiting queue · paid plan to publish sooner (chosen at submit)

Early-stage startups looking for beta users.

Best for: Big launch days

3 Uneed

https://www.uneed.best/

Free (queue, launch date 50+ days out; needs upvote score 10 to stay live) · Fast-track $14.99 · Skip the line $39.99

Launch platform with daily product rankings.

Best for: Big launch days

4 Peerlist Launchpad

https://peerlist.io/launchpad

Free · needs a Peerlist profile

Weekly launches inside a professional network for builders.

Best for: Big launch days

5 Hacker News (Show HN)

https://news.ycombinator.com/showhn.html

Free · read the Show HN rules first; no marketing language

Post "Show HN" to share something you built with a technical crowd.

Best for: Big launch days

> *Ritik's note:* Title format: 'Show HN: [Product] – [what it does in plain words]'. Be in the comments for hours.

6 Indie Hackers

https://www.indiehackers.com/

Free · post a real story or lesson, not an ad

Community of bootstrapped founders; share your launch story.

Best for: Big launch days

7 DevHunt

https://devhunt.org/

Launch via GitHub login; paid ad slots from $99/week shown on site

Launch platform for developer tools.

Best for: Big launch days

8 Microlaunch

https://microlaunch.net/

Free launch listed · Launch Pro $39, Launch Plus $79 (with site discount codes, Nov 2026)

Launch platform aimed at small products and solo makers.

Best for: Big launch days

9 Fazier

https://fazier.com/

Submit page live; fees not shown publicly · paid ads/sponsor spots

Product launch platform with daily and weekly rankings.

Best for: Big launch days

10 TinyLaunch

https://www.tinylaunch.com/

Free Standard Launch · Premium $39 per launch (skips queue, guaranteed backlink)

Launch platform for small and indie products.

Best for: Big launch days

04

2. Review sites buyers search (11–15)

B2B buyers compare software here. A profile with a few honest reviews often ranks for "<your product> reviews". Ask 3–5 real customers for a review right after you list. An empty profile does little.

1 G2

https://www.g2.com/

Free vendor profile · paid plans for buyer-intent data and promotion

Business software reviews and comparison grids.

Best for: Review sites buyers search

2 Capterra

https://www.capterra.com/

Free basic listing · pay-per-click for extra visibility (Gartner Digital Markets)

Software reviews and category listings.

Best for: Review sites buyers search

3 GetApp

https://www.getapp.com/

Free basic listing · pay-per-click (same Gartner Digital Markets network as Capterra)

Software comparison and reviews.

Best for: Review sites buyers search

4 Software Advice

https://www.softwareadvice.com/

Free basic listing · paid lead programs (Gartner Digital Markets)

Software reviews and buyer advice.

Best for: Review sites buyers search

5 TrustRadius

https://www.trustradius.com/

Free vendor profile · paid plans for review programs

Detailed B2B software reviews.

Best for: Review sites buyers search

05

3. Alternative finders (16–22)

People search "<big tool> alternative". Listing yourself next to the tool you replace puts you in front of switchers.

1 AlternativeTo

https://alternativeto.net/

Free · anyone can add an app

Crowd-sourced alternatives to popular software.

Best for: Alternative finders

2 SaaSHub

https://www.saashub.com/

Free submission · optional paid 'Feature my product' promotion

Software alternatives and comparisons.

Best for: Alternative finders

3 Slant

https://www.slant.co/

Free · community-edited; add your product as an option to a relevant question

Community-ranked answers to "what is the best..." questions.

Best for: Alternative finders

4 SaaSworthy

https://www.saasworthy.com/

Free listing · paid promotion options

SaaS discovery and comparison.

Best for: Alternative finders

5 StackShare

https://stackshare.io/

Free · add your tool and company stack

Tools that companies use in their tech stack.

Best for: Alternative finders

6 SourceForge

https://sourceforge.net/

Free listing for software and open-source projects

Software directory and open-source hosting.

Best for: Alternative finders

7 Softpedia

https://www.softpedia.com/

Free submission · editors decide what gets listed

Software download and listing site.

Best for: Alternative finders

06

4. Built with AI? AI directories (23–32)

If your product is AI-powered, these directories get steady traffic from people browsing AI tools.

1 Futurepedia

https://www.futurepedia.io/

Paid only · about $497 one-time reported in Oct 2026 (no free tier found)

Large directory of AI tools.

Best for: Built with AI? AI directories

2 There's An AI For That

https://theresanaiforthat.com/

Paid submission reported ($49 entry, Oct 2026) at theresanaiforthat.com/launch

AI tools organised by task.

Best for: Built with AI? AI directories

3 Toolify

https://www.toolify.ai/

Paid · about $99 one-time reported (Oct 2026)

AI tools directory with categories and rankings.

Best for: Built with AI? AI directories

4 ToolPilot

https://www.toolpilot.ai/

Submit page live; check fee at submit

AI tools directory.

Best for: Built with AI? AI directories

5 TopAI.tools

https://topai.tools/

Submit page live; check fee at submit

AI tools directory.

Best for: Built with AI? AI directories

6 AI Tools Directory

https://aitoolsdirectory.com/

Submit page live; check fee at submit

AI tools directory.

Best for: Built with AI? AI directories

7 AIxploria

https://www.aixploria.com/en/

Submit form at aixploria.com/en/add-ai/; fee not shown publicly

AI tools directory sorted by category with top-10 lists.

Best for: Built with AI? AI directories

8 Dang.ai

https://dang.ai/

Free if you add a crawlable link to dang.ai (review up to 4 weeks) · Basic $49 one-time · Pro $30 + $19/month

AI tools directory.

Best for: Built with AI? AI directories

9 Submit AI Tools

https://submitaitools.org/

Free listing · paid featured spots

AI tools directory.

Best for: Built with AI? AI directories

10 SaaS AI Tools

https://saasaitools.com/

Submit page live; check fee at submit

Directory of AI-powered SaaS tools.

Best for: Built with AI? AI directories

07

5. Startup lists (33–50)

Startup databases and smaller launch lists. Low effort each; worth doing in one sitting with a copy-paste kit.

1 Crunchbase

https://www.crunchbase.com/

Free company profile

Company database investors and journalists check.

Best for: Startup lists

2 Wellfound

https://wellfound.com/

Free company profile (startup jobs network)

Startup jobs and company profiles.

Best for: Startup lists

3 F6S

https://www.f6s.com/

Free company profile

Startup programmes, deals and company profiles.

Best for: Startup lists

4 Launching Next

https://www.launchingnext.com/

Free (no stated wait) · $99 to be published within 1 business day

Daily list of new startups.

Best for: Startup lists

5 StartupBase

https://startupbase.io/

Daily launches; free launch path, paid homepage spots ('pay what you want' bids)

Startup launch community.

Best for: Startup lists

6 Startup Stash

https://startupstash.com/

Curated; submit a tool for review, check fee at submit

Curated directory of startup resources.

Best for: Startup lists

7 BetaBound

https://www.betabound.com/

Submit a beta test via 'Announce your beta'; fee not shown publicly

Beta testing community.

Best for: Startup lists

8 SaaS Genius

https://www.saasgenius.com/

Listing request via site; check fee at submit

SaaS directory and reviews.

Best for: Startup lists

9 Startup Ranking

Free profile

https://www.startupranking.com/

Startup directory ranked by web presence.

Best for: Startup lists

10 Reddit r/SideProject

https://www.reddit.com/r/SideProject/

Free · follow the subreddit rules; share what you built and what you learned

Big community where makers share what they built and get blunt feedback.

Best for: Startup lists

11 Startups.fyi

https://startups.fyi/

'Share your project' form; no fee shown · paid sponsored spots

Startup directory.

Best for: Startup lists

12 Tiny Startups

https://www.tinystartups.com/

Hand-approved listings · 'List a Tool' £69 · sponsor spots £90–£189

List of small startups and side projects.

Best for: Startup lists

13 Launchpedia

https://launchpedia.co/

Submit page live; check fee at submit

Launch directory.

Best for: Startup lists

14 SideProjectors

https://www.sideprojectors.com/

Free to list a side project (marketplace and showcase)

Marketplace and showcase for side projects.

Best for: Startup lists

15 OpenHunts

https://openhunts.com/

Pricing page on site; free launch path, paid sponsors

Open launch platform.

Best for: Startup lists

16 LaunchIgniter

https://launchigniter.com/

Submit page live; check fee at submit · paid featured spots

Launch platform for new products with daily listings.

Best for: Startup lists

17 StartupInspire

https://www.startupinspire.com/

Free and paid submission options on site

Startup directory.

Best for: Startup lists

18 Startup Fame

https://startupfa.me/

Launch directory; check fee at submit (site rate-limits automated checks)

Startup launch directory.

Best for: Startup lists

08

Free vs paid: which ones I'd do, pay for, or skip

Your situation	Do first (free)	Pay only if	Skip for now
B2B SaaS with paying customers	G2, Capterra, GetApp profiles + 3–5 reviews; SaaSHub; AlternativeTo	Review sites' paid plans, only after free profiles send visitors	Big AI directories with high fees
New indie tool, no users yet	BetaList (free queue), Uneed, TinyLaunch, Peerlist, r/SideProject	A skip-the-queue fee ($15–$40) if you need a fixed launch date	Paid review-site programs
Developer tool	Show HN, DevHunt, StackShare, Indie Hackers	Rarely needed	AI directories unless the tool is AI-powered
AI-powered product	Submit AI Tools, Dang.ai (free with link), AIxploria	One paid AI directory, if you can track sign-ups from it	Paying for many AI directories at once
Any product	Crunchbase, Wellfound, F6S profiles (credibility, not traffic)	Never needed	'Submit to 100 directories' services

09

Your two-week launch plan (3 listings a day)

1. **Day 1: build the kit**

   Fill in the listing kit. Make 3 screenshots. Set up a sheet: site, date submitted, status, link, visits, sign-ups.

2. **Day 2: profiles that make you look real**

   Crunchbase, Wellfound, F6S.

3. **Day 3: alternative finders**

   AlternativeTo, SaaSHub, Slant. List the big tools you replace.

4. **Day 4: review sites**

   G2, Capterra, GetApp. Email 5 happy users asking for an honest review.

5. **Day 5: queue the launch days**

   Submit to BetaList, Uneed and TinyLaunch now. Free queues take weeks.

6. **Days 6–7: communities**

   Write one honest 'what I built and what I learned' post. Share on Indie Hackers and r/SideProject. Reply to every comment.

7. **Days 8–10: startup lists**

   3 a day from group 5: Launching Next, StartupBase, SideProjectors, Startup Stash, Startups.fyi, OpenHunts, LaunchIgniter, StartupInspire, Startup Fame.

8. **Day 11: AI or dev directories (if they fit)**

   3 from group 4, or DevHunt + StackShare for dev tools.

9 **Day 12: Product Hunt or Show HN prep**

Write the maker comment, line up 10 people who'll give honest feedback (don't ask for upvotes), pick the date.

10 **Day 13: launch day**

Be online all day. Answer every comment within an hour.

11 **Day 14: measure**

In analytics, check referral traffic and sign-ups by site. Keep the 5 that sent sign-ups, drop the rest from future launches.

10

Common launch-directory mistakes

- ☐ **Pasting the same description everywhere**
  Write a fresh short version for each site. It reads better and it's what the video told you to do.
- ☐ **Buying a '100 directories' submission package**
  You lose control of the text and can't track which site works. Many listed sites send no one.
- ☐ **Thinking directory links will rank you**
  Google's spam policies treat links made mainly to manipulate rankings as link spam. Use directories for users and feedback.
- ☐ **Asking friends to upvote**
  Product Hunt and Hacker News both discourage vote rings. Ask for honest feedback instead.
- ☐ **Launching on review sites with zero reviews**
  An empty profile looks worse than none. Get 3–5 real reviews in the first week.
- ☐ **Not tracking sign-ups by source**
  Without it you'll repeat the useless listings next launch.
- ☐ **Paying before trying the free path**
  Most sites here have a free option. Pay only to fix a timing problem you actually have.

Sources

Every claim in this Tool list traces back to one of these. Checked 2026-11.

Product Hunt: launch guide
https://www.producthunt.com/launch

Hacker News: Show HN guidelines
https://news.ycombinator.com/showhn.html

Google Search Central: Spam policies (link spam)
https://developers.google.com/search/docs/essentials/spam-policies

Google Search Central: Qualify your outbound links (nofollow, sponsored, ugc)
https://developers.google.com/search/docs/crawling-indexing/qualify-outbound-links

Uneed pricing
https://www.uneed.best/pricing

TinyLaunch pricing
https://www.tinylaunch.com/pricing

Dang.ai submit options
https://dang.ai/submit

Launching Next: submit
https://www.launchingnext.com/submit/

SaaSCity: Futurepedia listing review (Oct 2026)
https://saascity.io/directories/futurepedia

KEEP GOING

There's a whole library *of these. All free.*

Checklists, templates, tool lists and playbooks for SEO, AI search, marketing and growing a business or career. New ones every week.

ritiknamdev.com/resources

NEWSLETTER
Proof Notes
one tested lesson a week

INSTAGRAM
@ritiknamdev.seo
one tested idea a day

THIS RESOURCE
ritiknamdev.com/resources/saas-launch-directories/
always the latest version