

PUCO — Press Kit

Fact Sheet

- **App Name:** PUCO (Prompt · User · Constraints · Output)
- **Tagline:** Your AI prompts. One hotkey away.
- **Category:** AI Launcher / Productivity Tool
- **Developer:** Ingo Boehme — Indie Developer
- **Experience:** 20+ years of Apple platform development
- **Release Date:** March 4, 2026
- **Platforms:** macOS (launching first), iOS and iPadOS (coming soon)
- **System Requirements:** macOS 14.0 (Sonoma) or later
- **App Size:** Under 10 MB
- **Price:** Free with 100+ prompts. Pro unlocks custom prompt creation (\$4.99/month or \$19.99 one-time).
- **Website:** puco.ch
- **App Store:** [Download on the Mac App Store](#)
- **Press Contact:** press@puco.de
- **Twitter/X:** @IBMobile

What PUCO Does (One Paragraph — Ready to Copy)

PUCO is a system-wide AI launcher for macOS and iOS. Hit a hotkey from any app, fill a smart form, and paste a perfectly structured prompt into any AI — ChatGPT, Claude, Gemini, or local models — in under 10 seconds. Instead of manually editing brackets like `[INSERT TOPIC]` in text files, users interact with dropdowns, sliders, and toggles that surface expert options they didn't know existed. Built entirely in SwiftUI with zero external dependencies, PUCO lives in the menu bar, launches instantly, and keeps all data on the user's device.

Description

The Problem

Most people don't know what to ask AI — and those who do waste time asking it badly. Power users keep prompt templates in Notes, Notion, or text files, full of placeholders like `[INSERT TOPIC]`, `[TONE]`, `[WORD COUNT]` that must be manually edited every single time. Beginners stare at a blank chat window, unaware that AI can restore old photographs, generate comic book art, or compose professional emails in any tone. Both groups lose: one to tedium, the other to not knowing what's possible.

The Solution

PUCO eliminates both problems. It lives on top of every app as a system-wide AI launcher — one hotkey and it appears, vanishing the moment you're done. Prompt templates are automatically parsed into native UI controls: text fields, dropdown menus, sliders, date pickers. But more importantly, each dropdown is

curated with expert options — camera lenses, art movements, writing frameworks — that teach users what's possible while power users get speed. The user fills out a clean form, clicks Copy, and pastes a perfectly structured prompt into any AI.

How It Works (The 5-Step Workflow)

PUCO's overlay workflow takes under 10 seconds — from any app, without switching windows.

1. **Summon:** Press **Cmd+Shift+P** or click the menu bar icon. PUCO appears instantly over the current app.
2. **Select:** Type a few letters to search the prompt library. Select the desired prompt.
3. **Fill:** Variables are rendered as native controls — dropdowns, sliders, toggles, text fields. **Prompt Memory** remembers your last selections, so you can tweak one parameter and re-run instantly.
4. **Copy:** Click Copy or press **Cmd+Enter**. A real-time preview shows exactly what the AI will receive.
5. **Paste:** Switch to ChatGPT, Claude, Gemini, or any AI. Paste. Get a high-quality result because the prompt was structured correctly.

Total time: under 10 seconds.

The Name

PUCO stands for the framework methodology behind every prompt:

- **Prompt** — the base request
- **User** — the persona or context
- **Constraints** — rules, style, limitations
- **Output** — the desired format and result

Key Features

- **System-Wide AI Launcher:** Lives in the macOS menu bar. One customizable hotkey (default **Cmd+Shift+P**) summons PUCO over any app. Fill the form, copy, and it vanishes. Always accessible, never intrusive.
- **Guided Smart Forms:** Automatically detects variable types and renders native SwiftUI controls — dropdowns, sliders, toggles, date pickers. Each dropdown is curated with expert options — discover camera angles, art movements, and writing techniques you didn't know you could ask for.
- **Prompt Memory:** Every form remembers your last selections. Tweak one parameter, re-copy, and iterate on AI outputs in seconds. This turns PUCO from a one-shot tool into a rapid iteration workflow.
- **100+ Curated Prompts:** Included at launch across 36 categories — from code review and email drafting to comic book transformations and meal planning. Ranked by usage so your favorites rise to the top.
- **Works With Any AI:** Not locked to a specific platform. Create prompts for ChatGPT, Claude, Gemini, local models, or AI coding agents like Cursor.
- **Global Suffix Injection:** Automatically append instructions to every prompt (e.g., "Always respond in JSON format" or "Limit to 50 words"). Ensures consistent output across all AI interactions.
- **iCloud Sync:** Prompts sync automatically across Mac, iPad, and iPhone via the user's private iCloud container.
- **On-Device Privacy:** 100% on-device. No account needed. Your prompts never leave your Mac.

Key Differentiators

System-Wide AI Launcher. PUCO lives on top of every app. One hotkey summons it, you fill the form, copy, and it vanishes. No other prompt tool works this way.

Discovery, Not Just Convenience. Smart forms don't just save time — they teach you what's possible. Curated dropdown options expose camera lenses, art movements, and writing frameworks that users didn't know they could ask for.

Prompt Memory. Every form remembers your last selections. Tweak one dropdown, hit Copy again. This turns PUCO into a rapid iteration workflow, not a one-shot tool.

Native, Not Electron. Built 100% in SwiftUI with zero external frameworks. Under 10 MB. Under 50 MB RAM. Launches in under 1 second. Feels like a built-in macOS app.

A Prompt Engine, Not a Storage Box. Global suffixes, agent integration, variable references, real-time validation. PUCO doesn't just store prompts — it makes every prompt better.

Technical Details

- **Tech Stack:** SwiftUI + AppKit (menu bar), SwiftData (local storage), CloudKit (sync)
 - **Architecture:** MVVM + Service Pattern
 - **Dependencies:** Zero external frameworks — pure Apple stack
 - **App Size:** Under 10 MB
 - **RAM Usage:** Under 50 MB
 - **Launch Time:** Under 1 second
-

Pricing

Tier	What's Included	Price
Free	100+ ready-to-use AI prompts across creative, business, coding, and daily life. New prompt added weekly.	Free
Daily Drop	A new expert prompt delivered daily.	\$1.99/month
Prompt Editor	Unlock the Prompt Editor — create, edit, and import your own interactive prompt templates.	\$2.99/month
Pro	A combination of Daily Drop and Prompt Editor.	\$3.99/month
Creator Unlock	Prompt Editor + creation tools as a one-time purchase. Does not include daily prompt delivery.	\$19.99 one-time

The **Daily Drop** delivers a curated, expert-level prompt to the app automatically — daily for Pro subscribers, weekly for free users. This is not a newsletter; prompts appear directly inside PUCO.

About the Developer

PUCO is built by Ingo Boehme, an indie developer with over 20 years of experience building applications on Apple platforms. PUCO was born from personal frustration: after using AI daily for coding, documentation, and content creation, the manual process of editing bracket-filled prompt templates in text files became unbearable.

PUCO is not VC-funded. It is built by one developer who listens to user feedback and develops transparently.

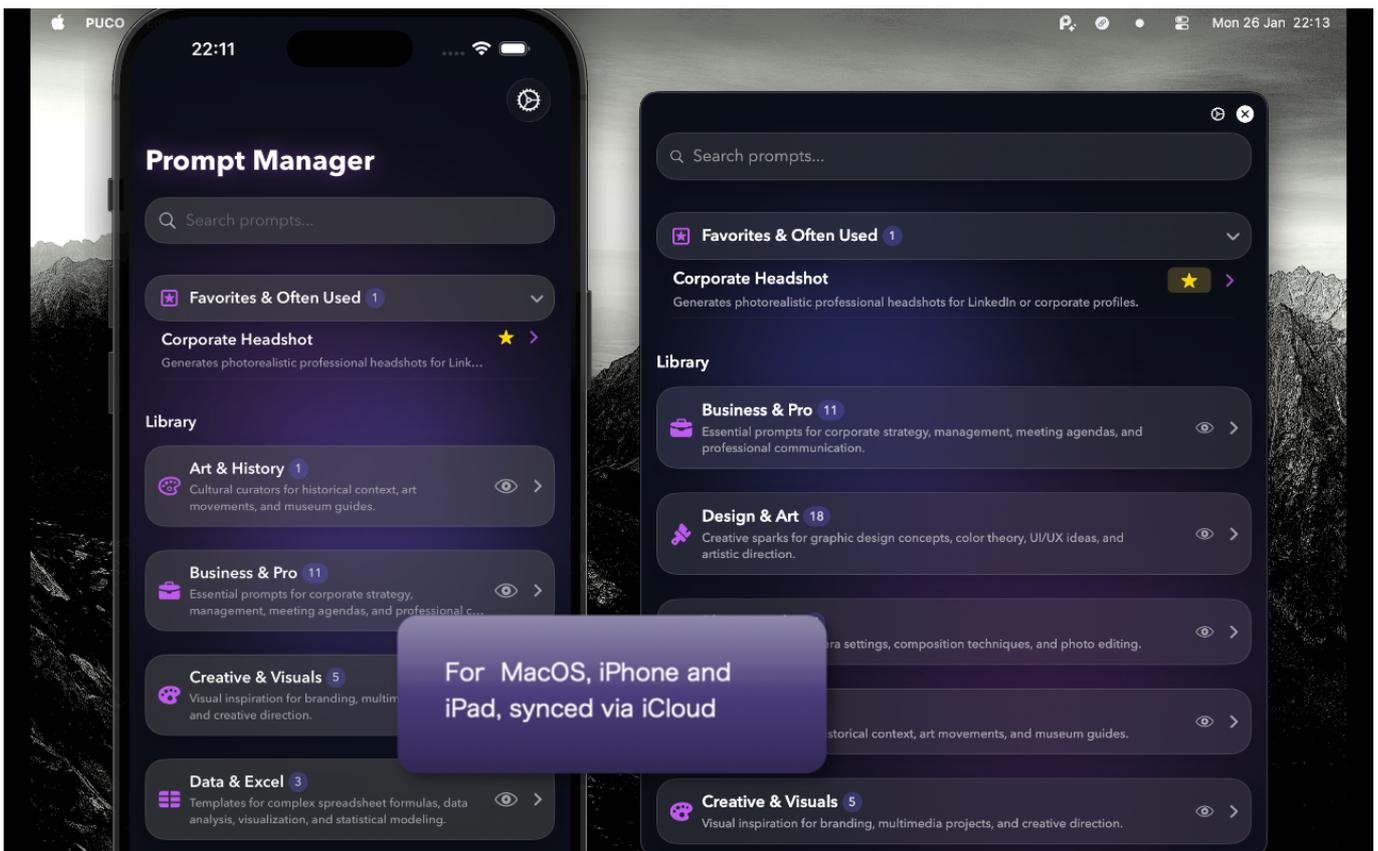
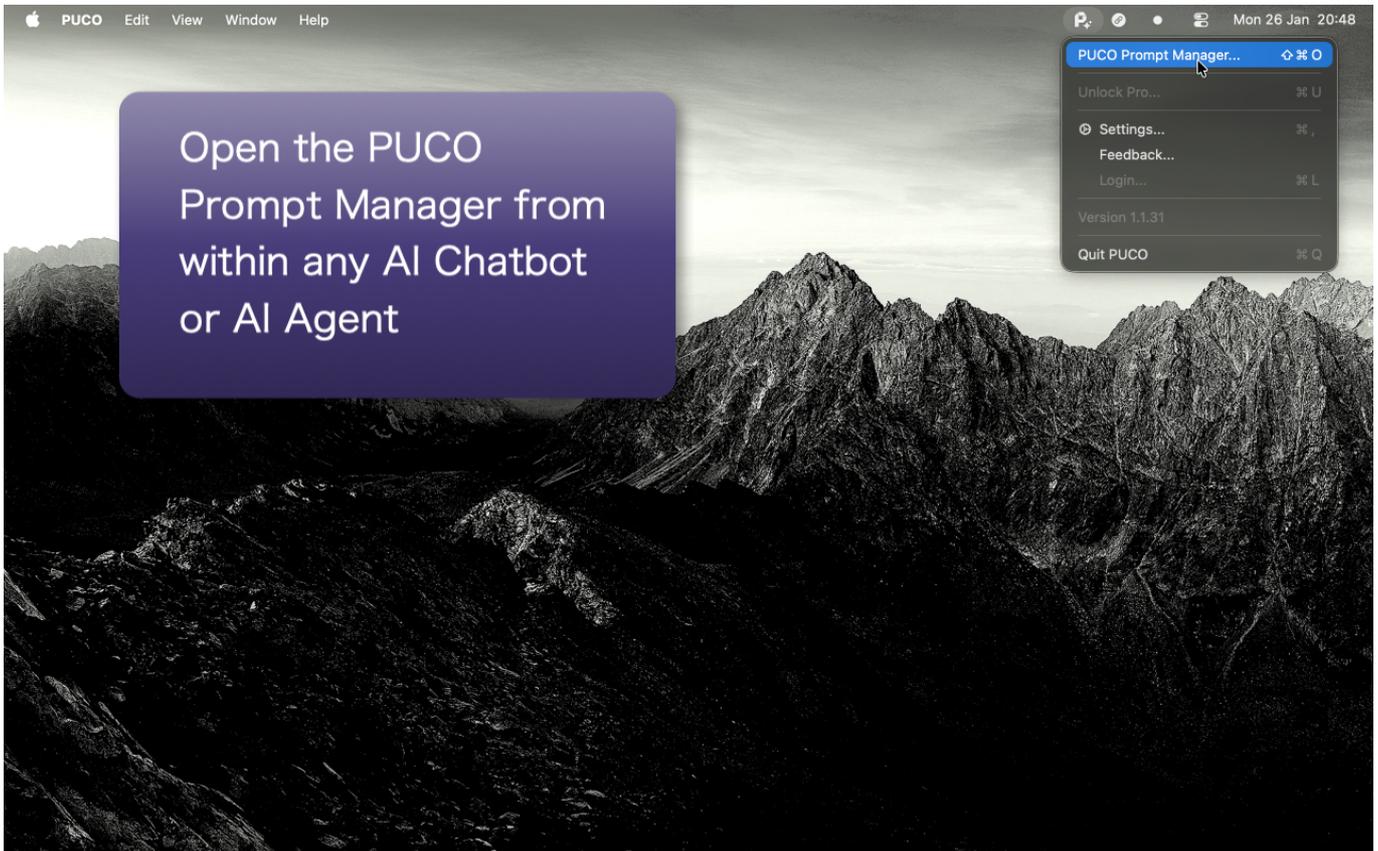
Media Assets

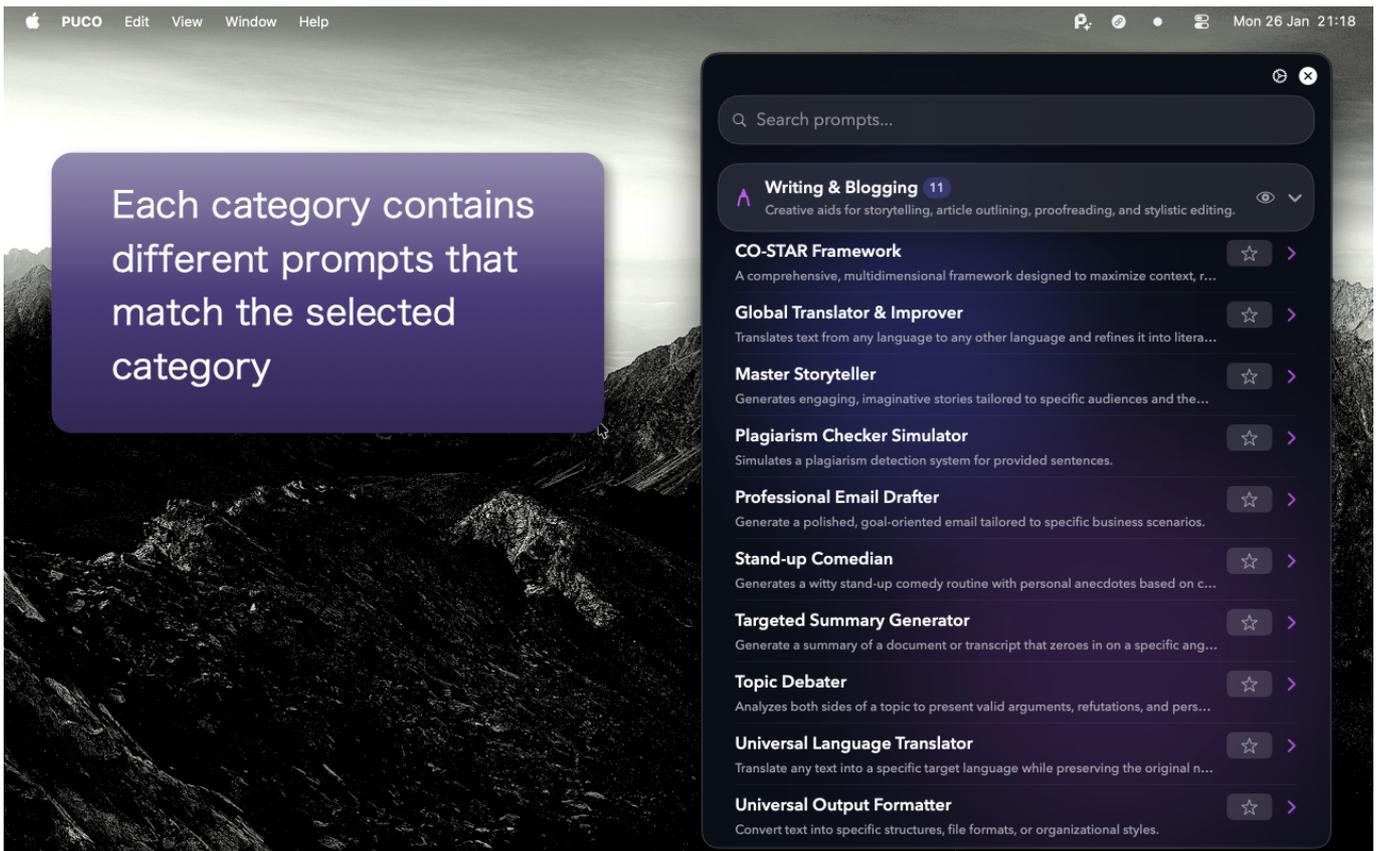
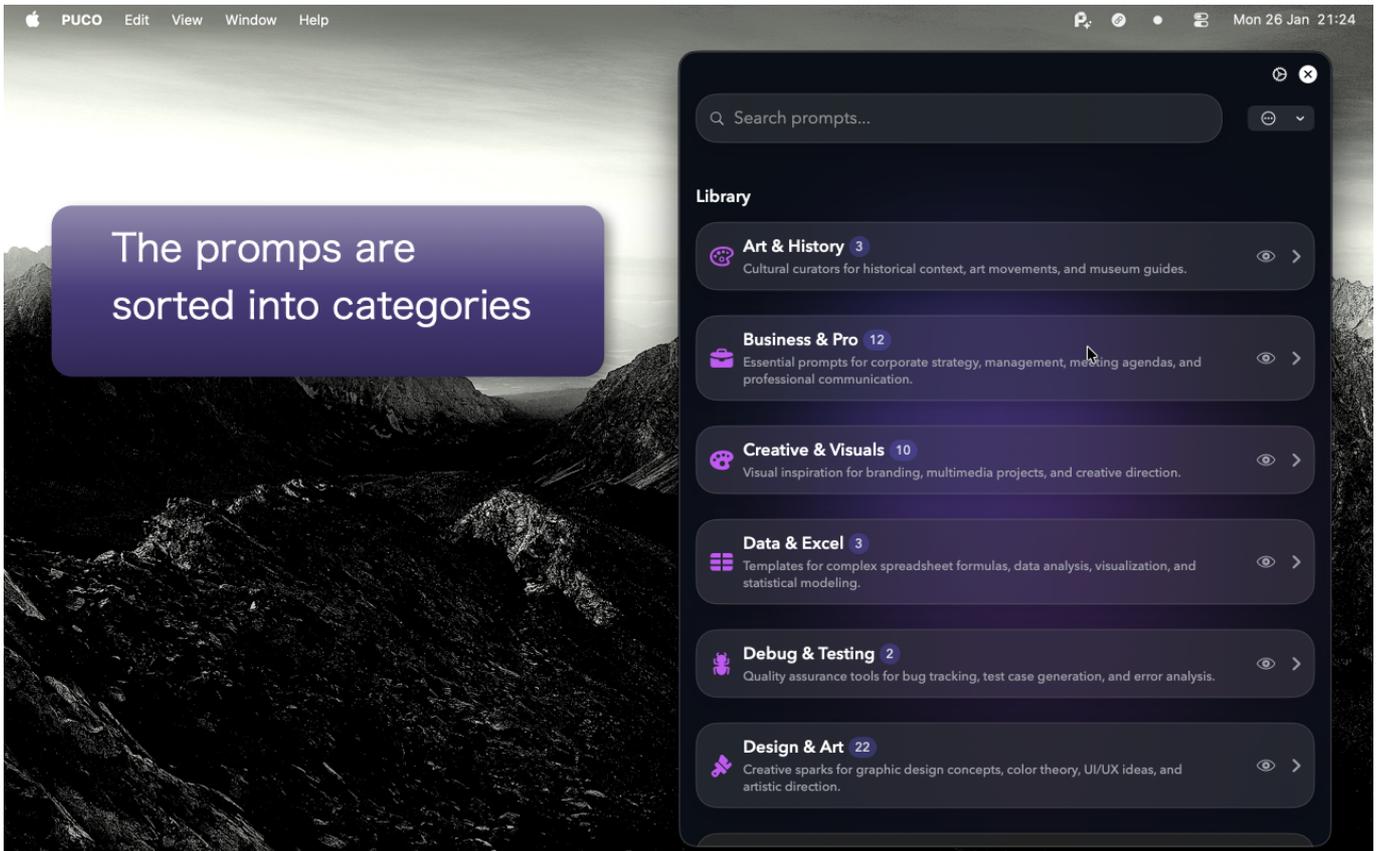
All assets below are available for download at puco.ch/press in high resolution.

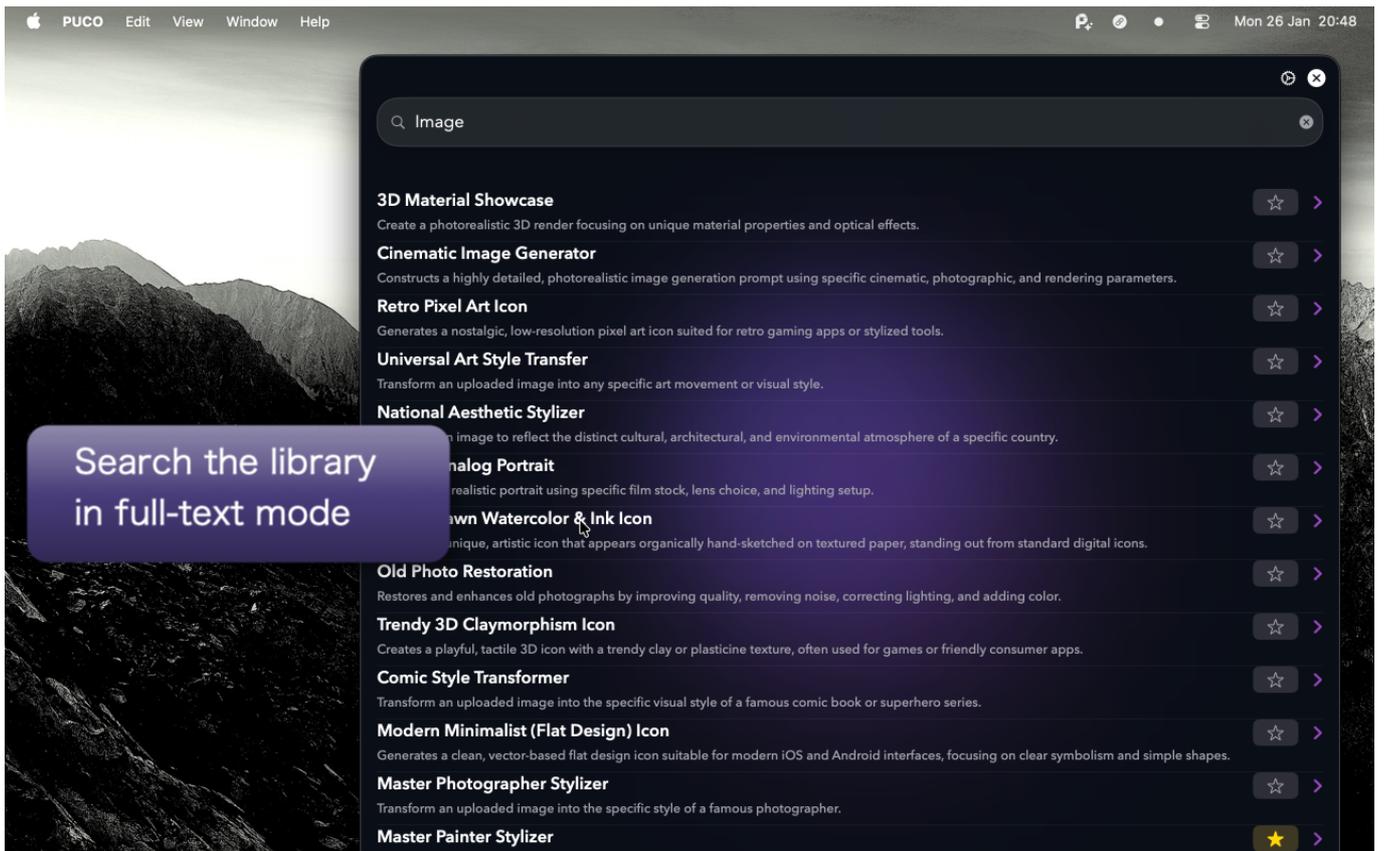
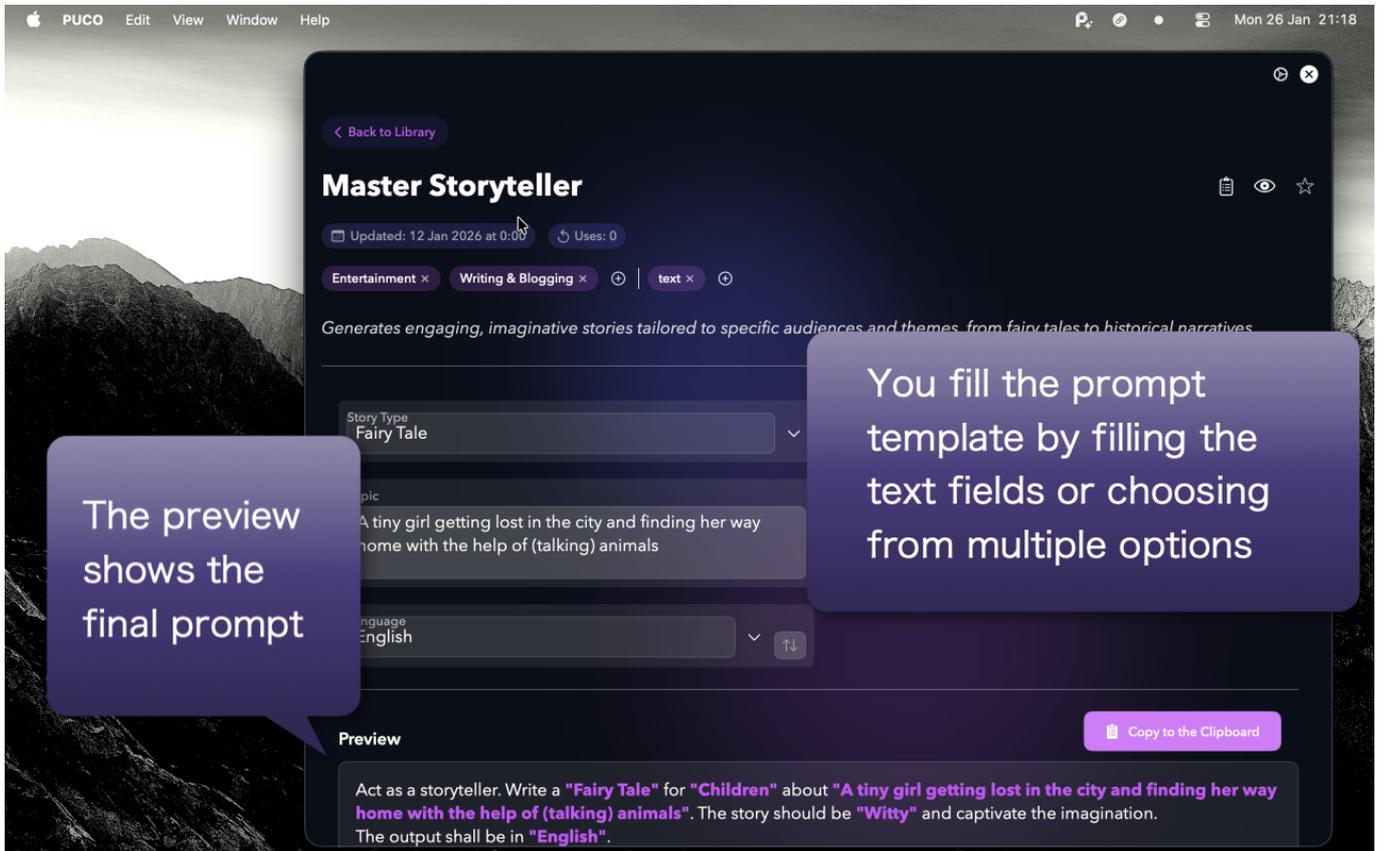
App Icon

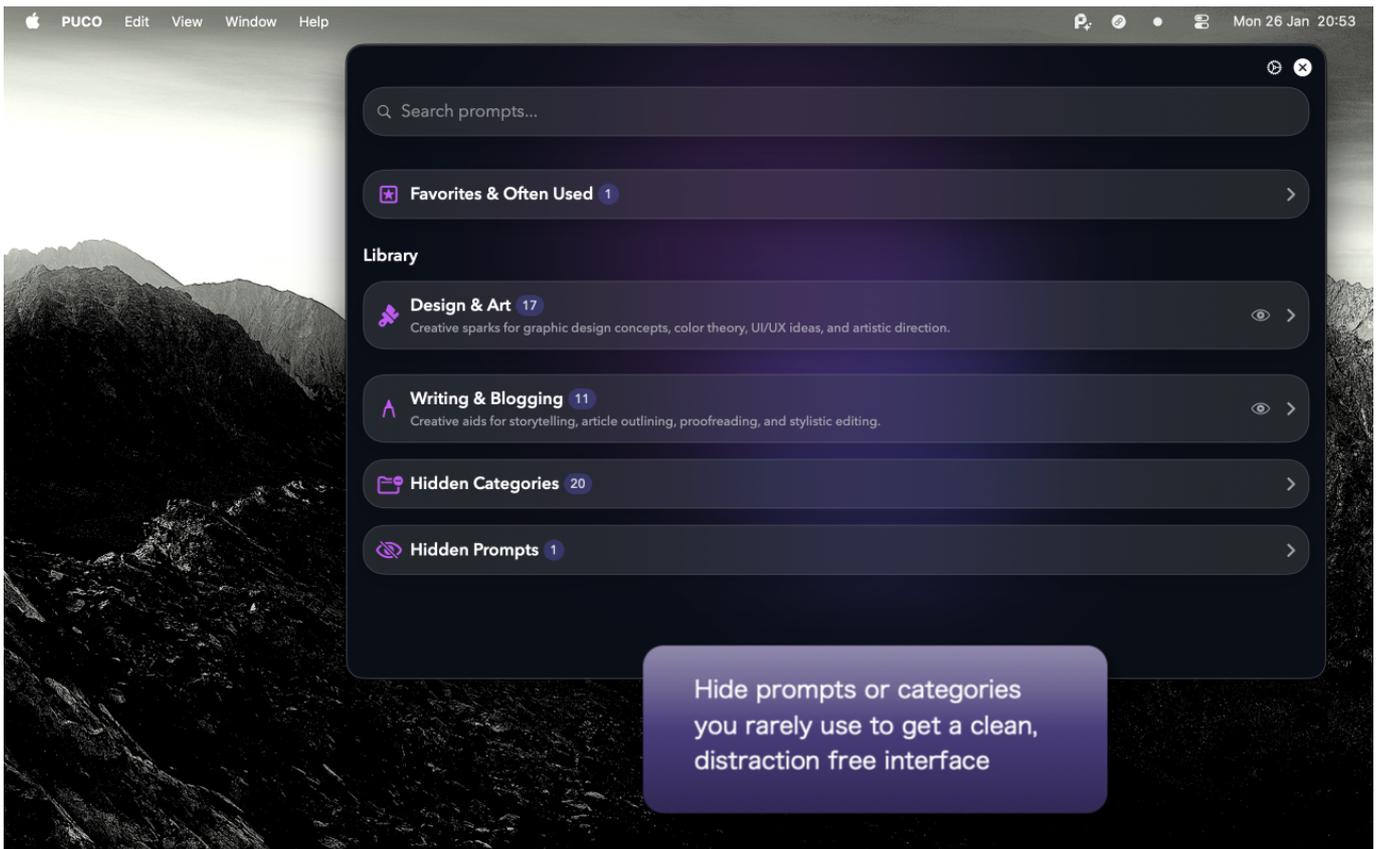
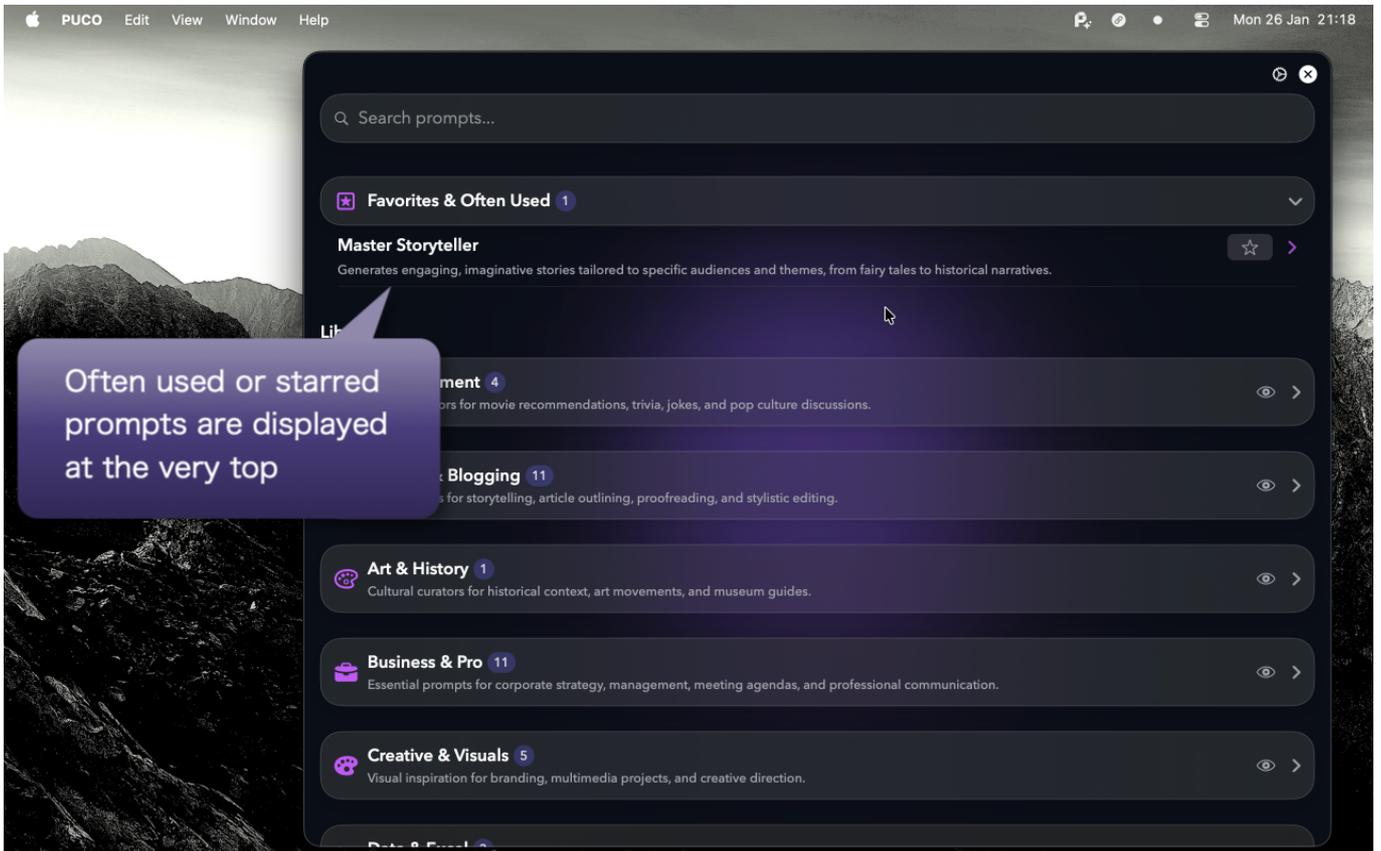


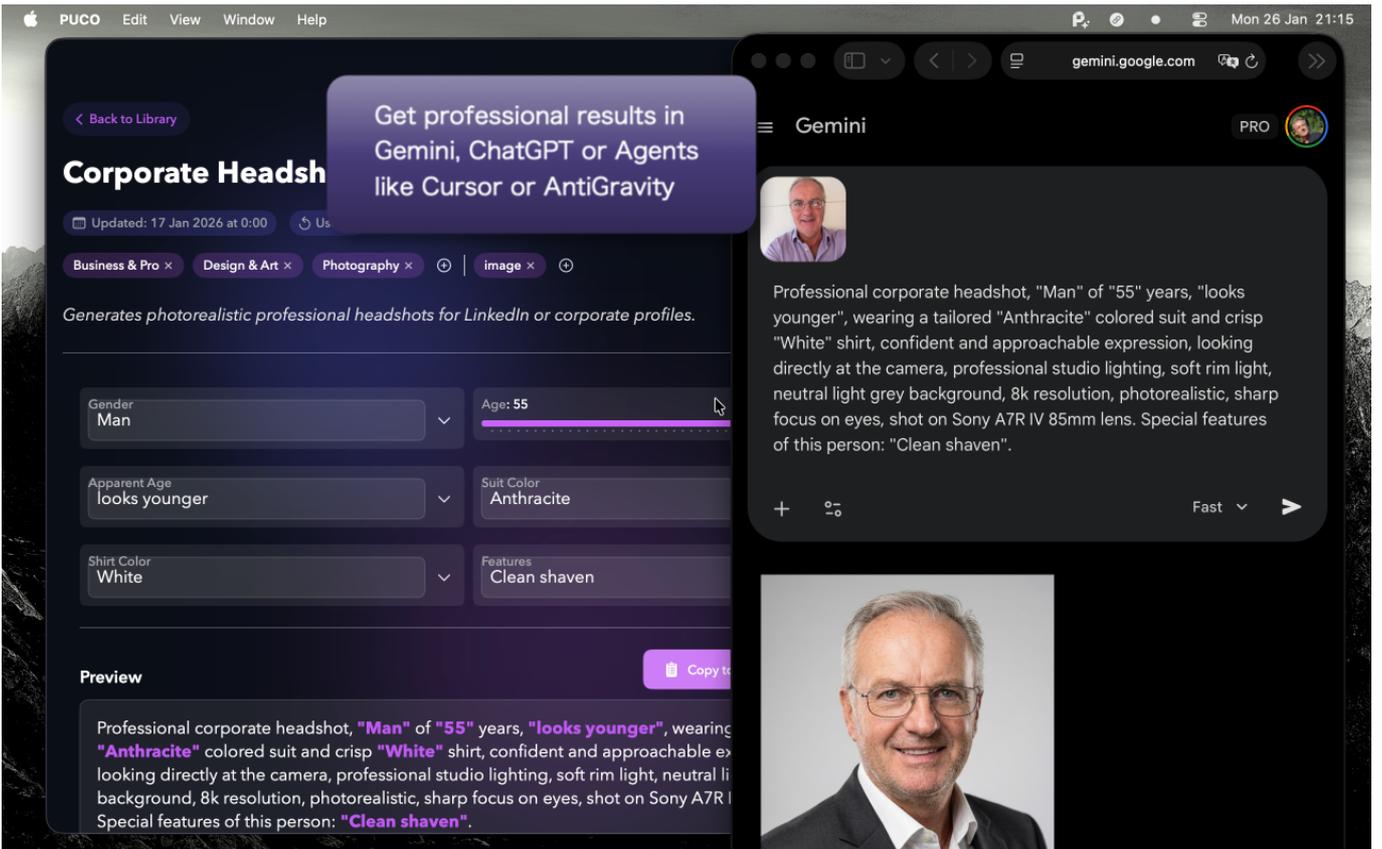
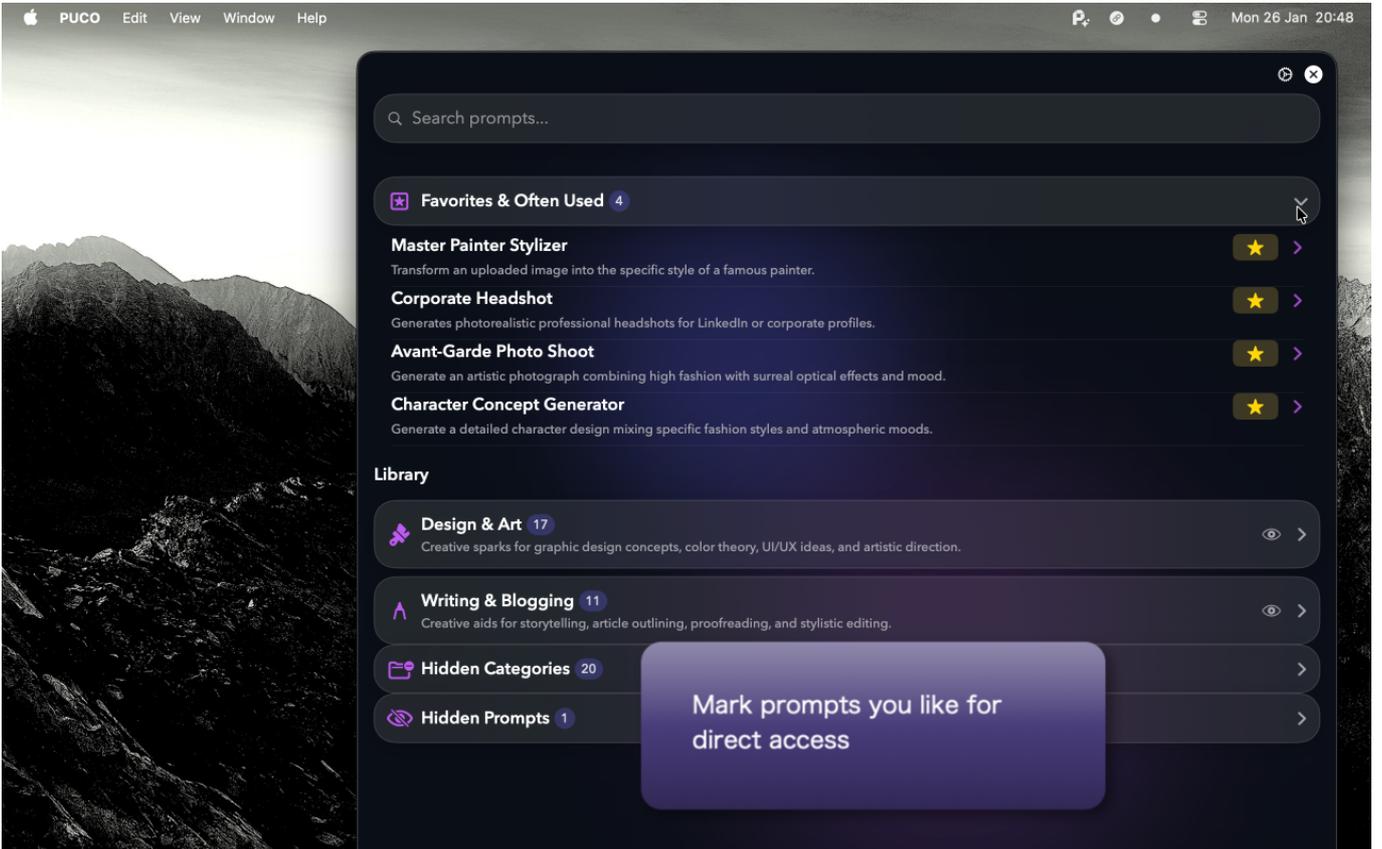
macOS Screenshots











iPad Screenshots

22:53 Mon 26 Jan 100%

Prompts Close

Prompt Manager

Search prompts...

Cinematic Image Generator 🔖 ☆

Constructs a highly detailed, photorealistic...

Updated: 17 Jan 2026 at 0:00 🔄 Uses: 1

Creative & Visuals x | Image x | midjourney x

Constructs a highly detailed, photorealistic image generation prompt using specific cinematic, photographic, and rendering parameters.

Library

- Art & History** 1
Cultural curators for historical context, art movements, and...
- Business & Pro** 11
Essential prompts for corporate strategy, management, meet...
- Creative & Visuals** 5
Visual inspiration for branding, multimedia projects, and crea...
- Data & Excel** 3
Templates for complex spreadsheet formulas, data a...
- Debug & Testing** 2
Quality assurance tools for bug tracking, test case generation...
- Design & Art** 18
Creative sparks for graphic design concepts, color theory...
- Edu** 1
Quick educational tools for

Subject: A swallow in the clouds on a Sunna day

Angle: Bird's-Eye View

Lighting: Bioluminescence

Atmosphere: Peaceful

Camera: iPhone 15 Pro

Lens: 16mm Ultra Wide

Film Stock: Kodak Portra 400

Palette: Black and White

Effect: Bokeh (Isolates the subject...)

Engine: Unreal Engine 5

Aspect Ratio: 1:1 (Square)

Preview 📄 Copy to the Clipboard

"A swallow in the clouds on a Sunna day", "Bird's-Eye View", "Bioluminescence" lighting, "Peaceful" atmosphere. Shot on "iPhone 15 Pro" with "16mm Ultra Wide", "Kodak Portra 400", "Black and White" color palette. Features "Bokeh (Isolates the subject and makes the image look like professional photography)". Rendered in "Unreal Engine 5" --ar "1:1 (Square)"

22:56 Mon 26 Jan 100%

Prompts Close

Prompt Manager

Search prompts...

Favorites & Often Used 4

- App Store Listing Generator** ★
Generate ASO-optimized metadat...
- Social Media Caption** ★
Engaging posts for various platforms.
- CO-STAR Framework** ★
A comprehensive, multidimensiona...
- Cinematic Image Generator** ☆
Constructs a highly detailed, photo...

Library

- Writing & Blogging** 10
Creative aids for storytelling, article outlining, proofreadin...
- Hidden Categories** 21
- Hidden Prompts** 1

Plagiarism Checker Simulator 🔖

Updated: 12 Jan 2026 at 0:00 🔄 Uses: 0

Writing & Blogging x | text x

Simulates a plagiarism detection system for provided sentences.

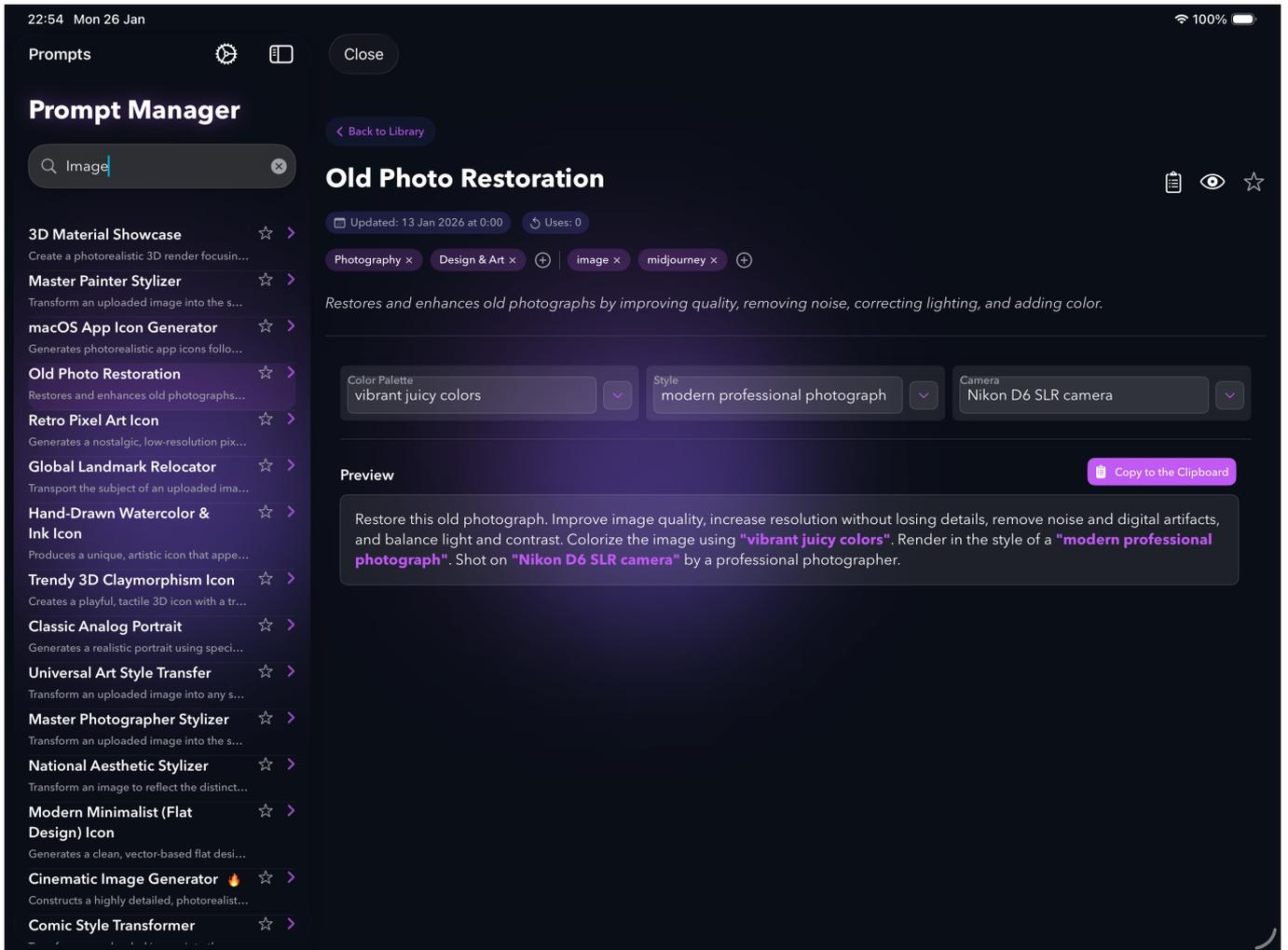
Sentence: [Empty text box]

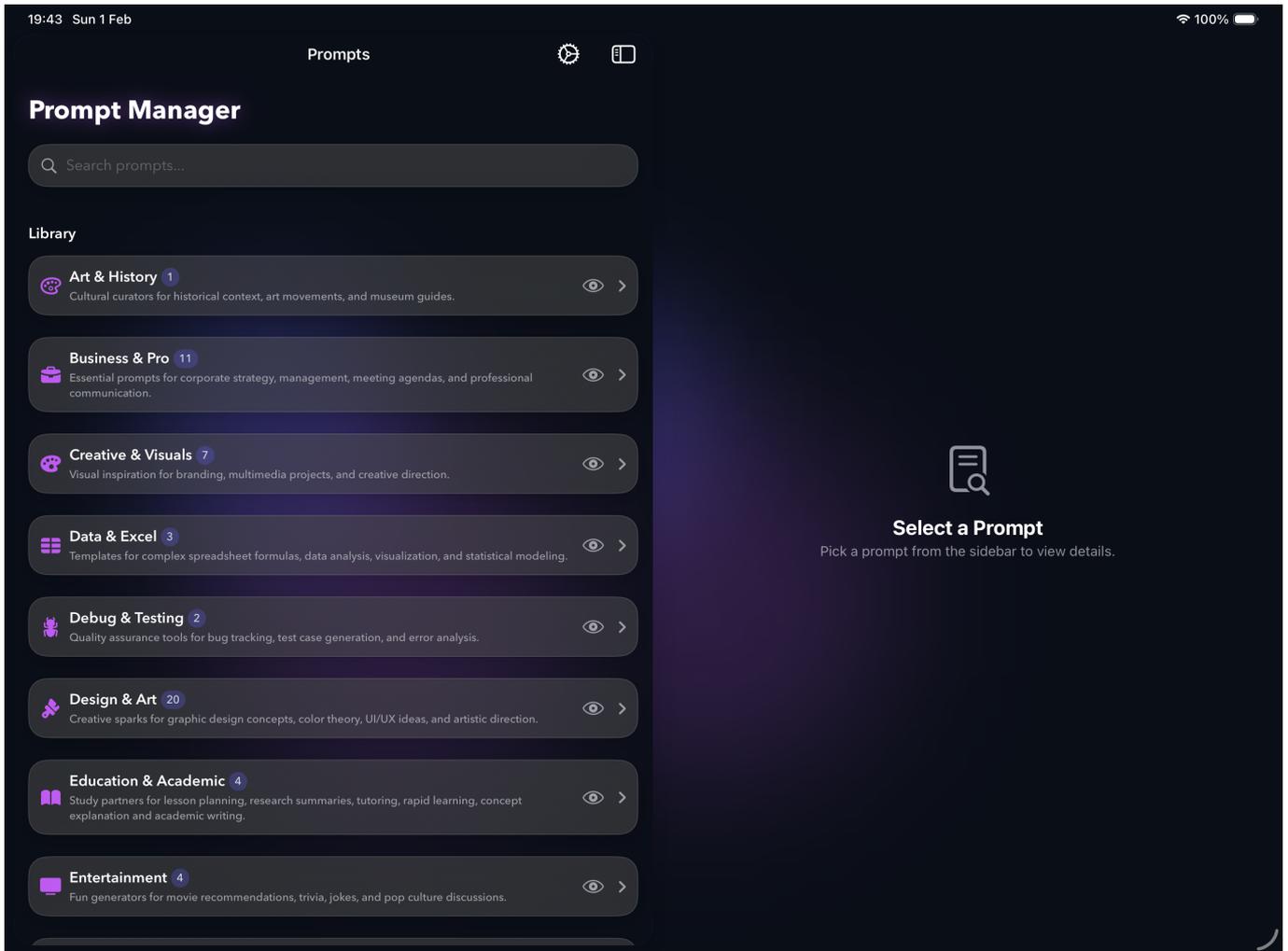
Language: English

Preview 📄 Copy to the Clipboard

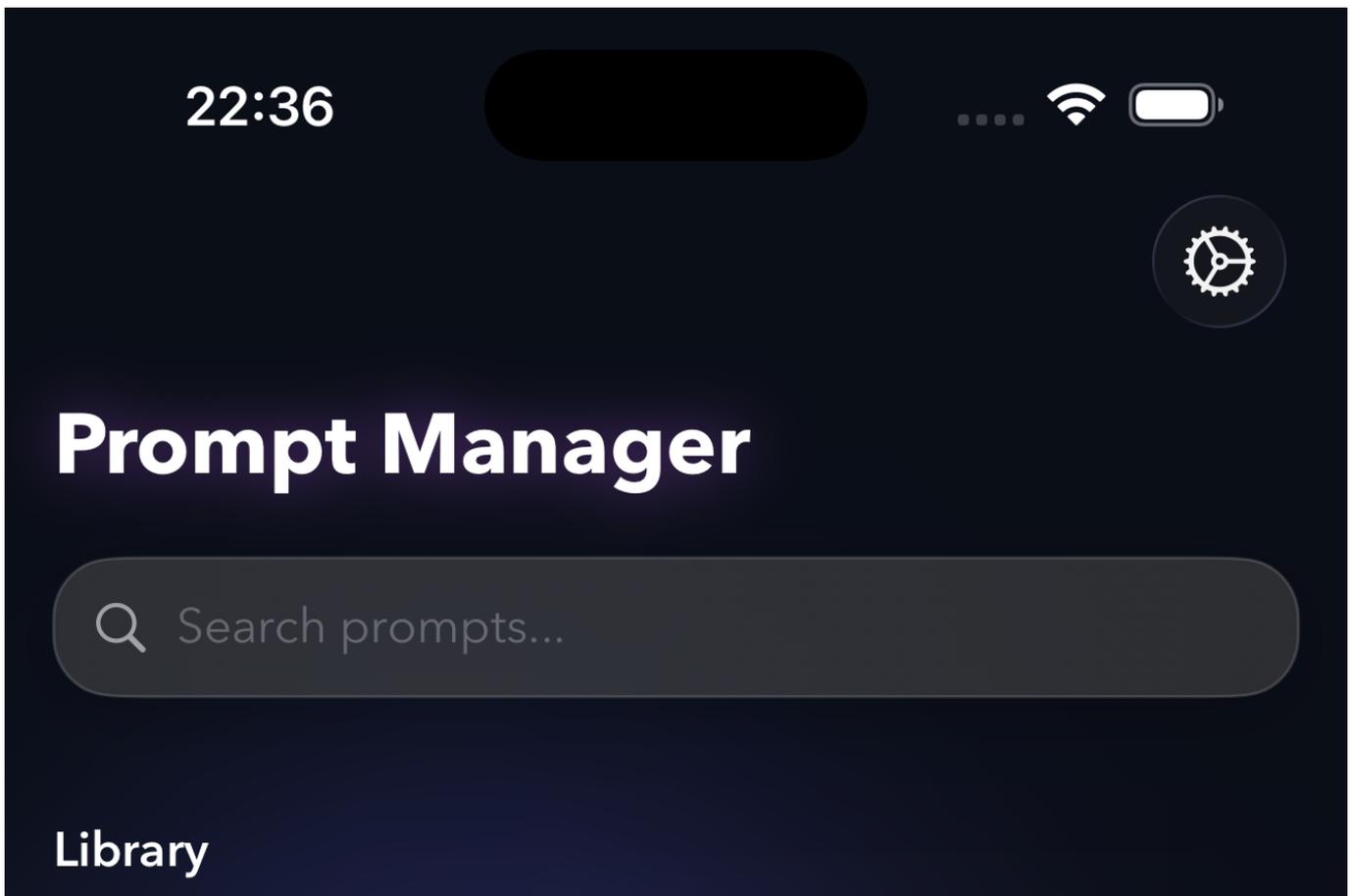
I want you to act as a plagiarism checker. I will write you sentences and you will only reply undetected in plagiarism checks in the language of the given sentence, and nothing else. Do not write explanations on replies. My first sentence is "<missing>". The output shall be in "English".

Validation Errors:
1. Sentence is missed





iPhone Screenshots





Art & History 1

Cultural curators for historical context, art movements, and museum guides.



Business & Pro 11

Essential prompts for corporate strategy, management, meeting agendas, and professional c...



Creative & Visuals 5

Visual inspiration for branding, multimedia projects, and creative direction.



Data & Excel 3

Templates for complex spreadsheet formulas, data analysis, visualization, and statistical modeling.



Debug & Testing 2

Quality assurance tools for bug tracking, test case generation, and error analysis.



Design & Art 18

Creative sparks for graphic design concepts, color theory, UI/UX ideas, and artistic direction.



Edu 1

22:36



Prompt Manager

🔍 Search prompts...

Library

 **Art & History** 1  

Cultural curators for historical context, art movements, and museum guides.

 **Business & Pro** 11  

Essential prompts for corporate strategy, management, meeting agendas, and professional c...

App Store Listing Generator  

Generate ASO-optimized metadata including name, subt...

ATS Resume Optimizer  

Tailor your resume to a specific job description to improv...

Career Path Analyzer  

Identify high-value job opportunities based on your expe...

Corporate Headshot



Generates photorealistic professional headshots for Link...

Dramatic B&W Headshot



Generates a high-contrast, artistic black and white profes...

Meeting Agenda



Structure efficient meetings.

Modern Office Portrait



Generates a smart business casual professional portrait i...

Professional Email Drafter



Generate a polished, goal-oriented email tailored to spe...

22:38



Close



< Back to Library

Master Painter Stylizer



Updated: 16 Jan 2026 at 0:00

Uses: 0

Design & Art x



dall-e x

image x



Transform an uploaded image into the specific style of a famous painter.

Painter

Vinci, Leonardo da



Preview



Copy to the Clipboard

I have attached an image. Please follow these steps:

Step 1: Create a detailed description of the artistic style of **"Vinci, Leonardo da"**, focusing on their characteristic brushwork, color palette, lighting, and techniques.

Step 2: Take the attached image and use the description from Step 1 to modify it. Generate a new version of the image that looks exactly like a work by **"Vinci, Leonardo da"**.

22:42





Prompt Manager

🔍 Head



Dramatic B&W Headshot



Generates a high-contrast, artistic black and white professional...

Text-Based Excel Simulator



Simulates a 10-row Excel sheet that calculates formulas and up...

SEO Blog Outline

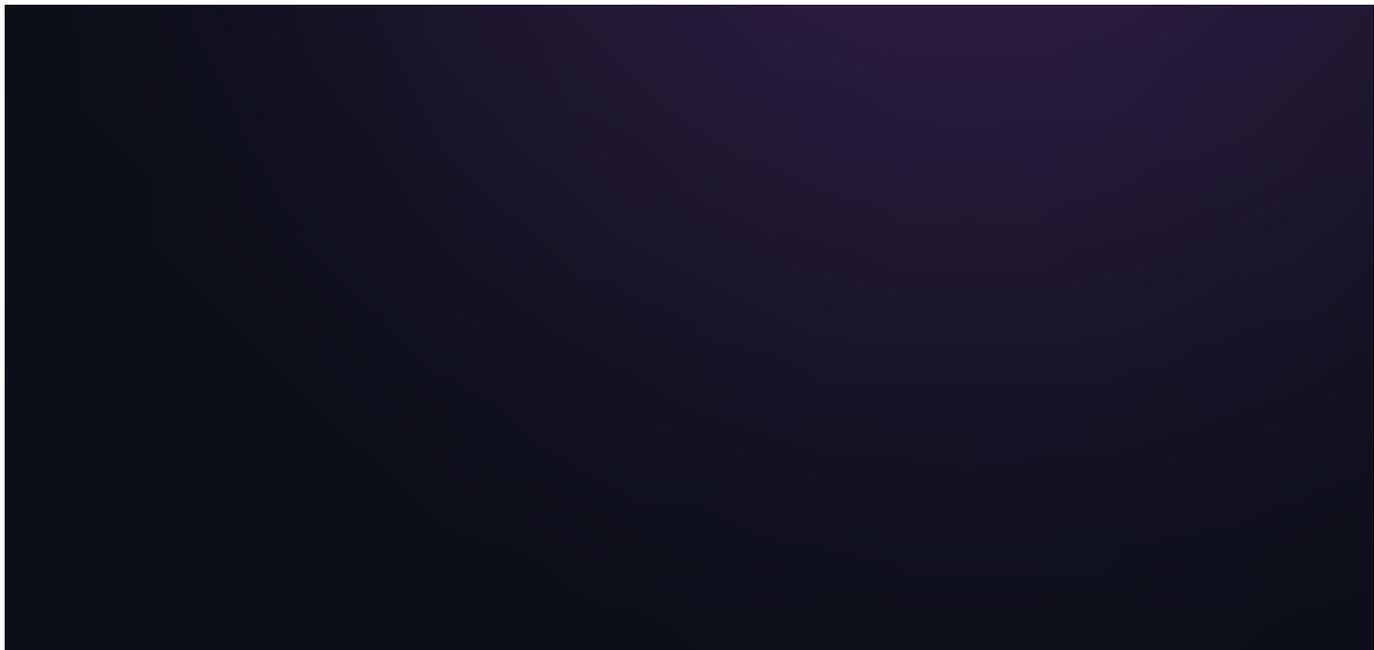


Structure a ranking article.

Corporate Headshot



Generates photorealistic professional headshots for LinkedIn o...



22:41



Prompt Manager

Search prompts...

 Favorites & Often Used 4

Avant-Garde Photo Shoot



Generate an artistic photograph combining high fashion...

Cinematic Image Generator



Constructs a highly detailed, photorealistic image genera...

Rap Song Composer



Generates professional rap lyrics with beat descriptions a

Generates professional rap lyrics with beat descriptions and...

APE Alignment Model



Ensures output aligns with user intent by explicitly conne...

Library

Writing & Blogging 10



Creative aids for storytelling, article outlining, proofreading, and stylistic editing.



Hidden Categories 21



Hidden Prompts 1



22:40



Prompt Manager

🔍 Search prompts...

★ Favorites & Often Used 4

Avant-Garde Photo Shoot



Generate an artistic photograph combining high fashion...

Cinematic Image Generator



Constructs a highly detailed, photorealistic image genera...

Rap Song Composer



Generates professional rap lyrics with beat descriptions a...

APE Alignment Model



Ensures output aligns with user intent by explicitly conne...

Library

🧠 GenAI Prompting Frameworks 5



Meta-prompts and structural guides to master the art of prompting itself.



🎨 Design & Art 18



Creative sparks for graphic design concepts, color theory, UI/UX ideas, and artistic direction.



🌍 Global Travel 2



International explorers for visa advice, language tips, and cross-cultural etiquette.



HR & Recruiting 1



People operations tools for job descriptions,



22:37



Close



< Back to Library

Master Storyteller



Updated: 12 Jan 2026 at 0:00

Uses: 0

Entertainment x

Writing & Blogging x



text x



Generates engaging, imaginative stories tailored to specific audiences and themes, from fairy tales to historical narratives.

Story Type
Fairy Tale



Audience

Children



Topic

A little girl ist lost in the city and gets help from animals talking to her to find her way home

Tone

Witty



Language

English



Preview



Copy to the Clipboard

22:48



Act as a storyteller. Write a



"Fairy Tale" for "Children"

Family Rules for Children
about "A little girl ist lost in
the city and gets help
from animals talking to h...



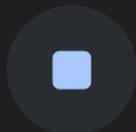
Once upon a time, in a city so tall the skyscrapers poked the clouds just to see if they were ticklish, lived a little girl named Pippa. Pippa was an expert at many things—braiding her hair into pretzel shapes, whistling through her front teeth, and knowing exactly which cereal boxes had the best plastic whistles.

However, Pippa was not an expert at "The Great Left Turn of 42nd Street.

Ask Gemini 3



Fast ▾



Gemini can make mistakes, including about people, so double-check it.
[Your privacy and Gemini](#)



gemini.google.com



19:43



Prompt Manager

🔍 Search prompts...

Library

 **Art & History** 1  

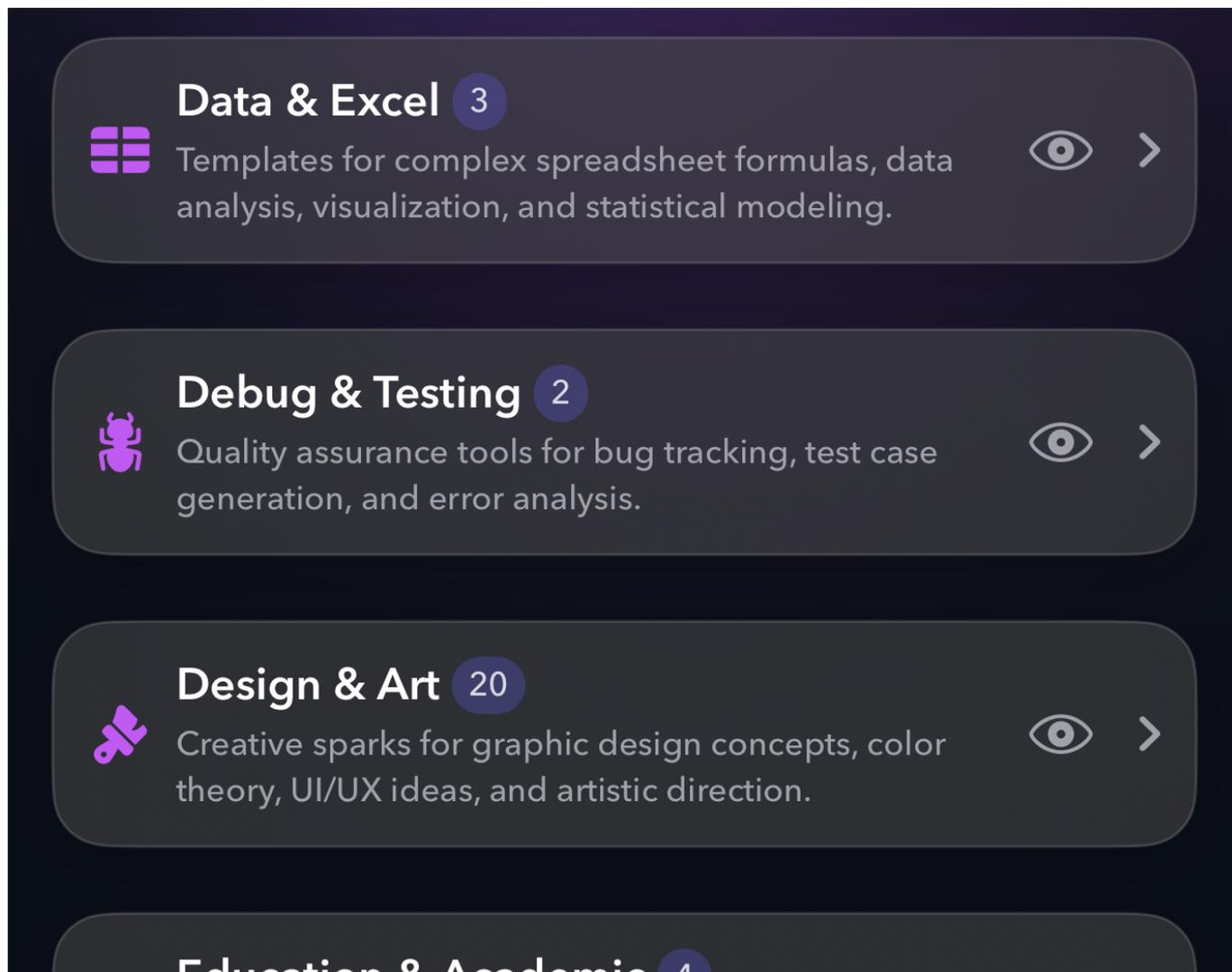
Cultural curators for historical context, art movements, and museum guides.

 **Business & Pro** 11  

Essential prompts for corporate strategy, management, meeting agendas, and professional c...

 **Creative & Visuals** 7  

Visual inspiration for branding, multimedia projects, and creative direction.



Demo Video

Available at: puco.ch/press

Contact

Ingo Boehme Indie Developer — 20+ years on Apple platforms **Press Inquiries:** press@puco.de **Twitter/X:** @IBMobile **Website:** puco.ch