

pre.dev Clipping: Full Rules Brief

by ClipLaunch 

Campaign Overview + Goal

Your mission is to help pre.dev, an architecture first coding agent that builds websites, software, and apps autonomously, expand its reach across required platforms. Every clip should drive traffic to official pre.dev posts, grow followers on the pre.dev brand accounts, and bring new users to the platform.

This will be a long term campaign and more and more budgets will be topped off later! Let's gooo

Pay Rate + Budget

- **Rate:** \$2 CPM (cost per 1,000 views) on every approved video.
- **Minimum views:** a video must reach 3,000 views minimum to qualify for payout.
- **Budget:** \$300 max payout per creator for this campaign.
- **Platforms:** Instagram, TikTok, YouTube Shorts, and X (verified accounts on X only)
- **Payment:** processed automatically through Content Rewards via Whop after your clip is approved.
- **Approval:** only approved clips count toward payouts. Check approval process for how to get approved.

Rules

- **Preferred Theme Pages (encouraged, not required):** established accounts recommended in the technology, software development, or AI niche.
- **Dedicated Page Requirement:** No dedicated page required
- **Audience:** your audience must be predominantly United States or Canada based (40%+).
- **Language:** all content must be entirely in English.
- **X requirement:** if posting on X, you must have an active Premium (Blue Badge) account.
- **Source material:** every clip must include official pre.dev source material (located in Assets Required section)
- **Content restrictions:** no mentions of crypto or Web3, no profanity, no hyperbole, and no non English content.
- **Live duration:** approved clips must stay live for 30 days after the campaign or we will request a clawback.
- **Engagement integrity:** botted or fake engagement (bought views, likes, comments, or follows) results in an immediate ban and a report to the Whop team.

For Instagram, TikTok, and YouTube (Pick 1):

- Show the pre.dev logo on screen.
- Audibly say "pre dot dev" in the video.

- Tag the official pre.dev account in caption (*Instagram: @predev.ai , YouTube: @predotdev*)
- Show the pre.dev website or coding agent in action.
- Include the website link in the first or pinned comment. (<https://pre.dev/>)

For X (Pick 1):

- Show the pre.dev logo and “pre.dev” text next to it.
- Audibly say “pre dot dev” in the video (if using video).
- Tag the brand account or one of the co founders.
- Show the pre.dev website or coding agent in action.
- Link to the website in the first comment or thread post.

Assets Required

- Content Folder: [CONTENT FOLDER](#)
- Pre.dev logo and “pre.dev” text overlay for on screen requirement located in folder above

Content Style

- Instagram reel style edits (UGC): [Example 1](#), [Example 2](#), [Example 3](#), [Example 4](#)
- Interview and podcast style: [Example](#)
- Product and use case style: [Example 1](#), [Example 2](#), [Example 3](#), [Example 4](#), [Example 5](#)
- Meme and side hustle style: [Example 1](#), [Example 2](#), [Example 3](#), [Example 4](#), [Example 5](#), [Example 6](#)
- Prior posts from pre.dev, remixed or reused: [Example 1](#), [Example 2](#), [Example 3](#)

Submission Checklist

-  Video includes required source material
-  At least two platform specific actions completed (logo, audio mention, tag, demo, or link).
-  Content is entirely in English with no crypto, profanity, or hyperbole.
-  Audience is majority United States or Canada based.
-  Account meets eligibility requirements (established, active, healthy engagement).
-  Video meets the minimum length for its platform and format.
-  Video has reached the minimum view count before analytics are submitted.
-  Screen recording of video specific analytics is ready to submit after minimum views reached
-  All engagement is real and organic, with no bottled or fake activity.

 DO

- Create original, high retention edits.
- Make sure your clip is meaningfully different if inspired by another (no 1:1 copies).
- Use strong hooks and pacing.
- Write accurate captions and titles that reflect the actual content.
- Use clean subtitles and formatting.
- Prioritize quality over quantity, one great clip beats ten rushed ones.
- Make content people genuinely want to watch and share.

What to Avoid

-  **Posting non English content or content aimed at audiences outside the US or Canada.**
-  **Mentioning crypto, Web3, or related topics in any way.**
-  **Using profanity or unprofessional language.**
-  **Using absurd exaggerations or hyperbole about the product.**
-  **Skipping the required source material from official pre.dev channels.**
-  **Submitting analytics for the whole account instead of the specific video.**
-  **Letting your clip come down before the required 30 day live period ends.**
-  **Botted or fake engagement (bought views, likes, comments, or follows), which triggers an immediate ban and a report to the Whop team.**
-  **Posting content that looks like a traditional ad instead of authentic creator content.**

DON'T

- Story boost or artificially inflate views.
- Post low effort or low quality edits.
- Use engagement bait (misleading titles, fake context, clickbait thumbnails).
- Post stolen or reuploaded clips.
- Spam post for quantity over quality.
- Post the same or nearly identical clip more than 5 times.
- Recycle repetitive content with little to no value.
- Try to game the algorithm instead of making quality content.

Consequences for repeated violations

- Reduced approvals.
- Lower priority for future opportunities.
- Possible removal from campaigns.

Approval Process

Submit each video to the campaign within 30 minutes of posting. Once a moderator announces in the chat that they are reviewing and approving videos, submit your screen recording of analytics through support chat, but only after your video has reached the minimum view count required for that specific campaign.

Analytics must be for the specific video, not the whole account: go to Video Analytics > Viewers, then scroll to Locations, and show every section from top to bottom.

Expected turnaround: submissions are checked daily. If there is an issue with your screen recording or analytics, our team will notify you. Approval means your clip qualifies and counts toward your campaign earnings; rejection means it does not count (common reasons: it looks like an ad, Tier 3 audience, banned words, or missing or incomplete analytics). \

Payments are processed automatically through Content Rewards via Whop and can take up to 7 days to arrive. All clips are subject to review. Only approved clips count toward campaign payouts.

Need Help?

Stuck on something or not sure if your clip fits the brief? Reach out and ask any questions in the ClipLaunch Chat and we will get back as soon as possible. We are active 24/7 with support!