

CLUELY — DISTRIBUTION TO FUNDRAISE

We made Cluely look inevitable. The capital came next.

25M

VIEW TARGET

8K+

CLIPS DISTRIBUTED

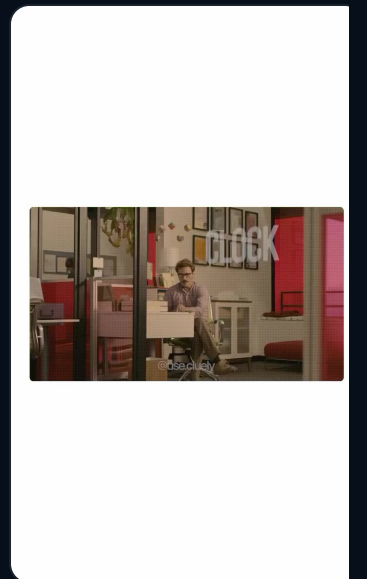
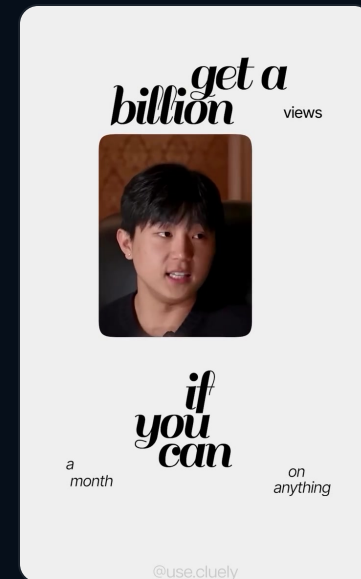
800+

ACTIVE CLIPPERS

45d

CAMPAIGN WINDOW

Cluely needed to own the AI space before their raise. We deployed 800+ clippers across a managed device farm, flooded YC, a16z, and Sequoia ecosystems with founder clips, and made their product feel like it was already winning — before the term sheet was signed.



SOURCE ASSETS

Founder belief packaged for scale

Founder conviction, product proof, demo moments, podcast clips, customer language, and market claims — extracted and sequenced for maximum repeated impact.

ACCOUNT NETWORK

20–60 rooms pushing simultaneously

Founder, company, clipper, niche, rep, creator-style, and reply accounts distribute from different angles so the campaign never feels duplicated.

PHONE FARM OPS

800+ clippers, managed device lab

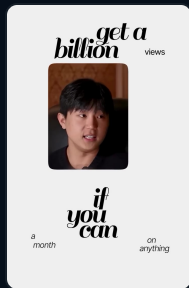
Managed phone and device lab QA: session health, platform separation, campaign safety, and geo routing built into every posting cycle.

WARM ROUTING

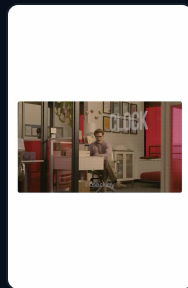
Attention becomes pipeline

High-intent reactions routed into check-ins, intro asks, call invites, investor/buyer notes, and follow-up in the campaign ledger.

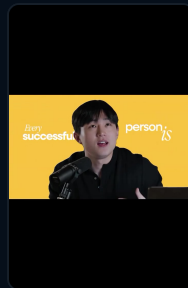
CLUELY DISTRIBUTION FORMATS — LIVE CUTS FROM THE ROOM



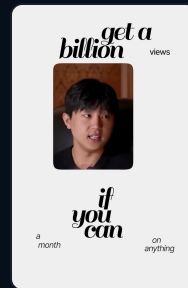
Hook test



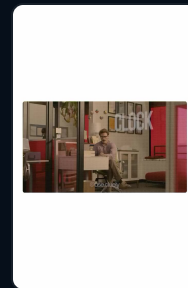
Cinematic mist



Founder close



Category claim



Full-bleed cut

CLIPPER NETWORK & DEVICE LAB

800+ clippers. Pushing aggressively. Into the right rooms.

For Cluely we ran a fully managed phone and device farm — hundreds of verified devices, QA'd sessions, separated accounts, and geo-targeted routing. Every posting cycle is monitored for platform health and campaign safety to volume never triggers suppression.

Each clipper is pushing targeted content directly into the rooms where Cluely's investors and buyers already spend time: YC founders, a16z portfolio, Sequoia ecosystem, AI Twitter, Devtools operators. The campaign doesn't feel like an ad — it feels like market consensus.

800+

TARGET ROOMS

10K+

CLIPS PRODUCED

80M

TOTAL IMPRESSIONS

Target rooms: YC · a16z · Sequoia · Founders Fund · Coatue · General Catalyst · AI Twitter · Devtools operators · SaaS founders

PHONE FARM

Session-controlled posting

Managed device lab QA for reliability, platform separation, account safety, and geo-specific audience routing.

COMPETITOR MAP

Audience takeover

We map competitors, adjacent founders, fund partners, commenters, newsletters, and category accounts before launch.

GEO ROUTING

Geographic pressure

Campaigns can prioritize geographies, states, time zones, and audience clusters where buyer or investor density is highest.

TAG MAP

250–1,000 targets per campaign

Every campaign gets a target cluster: founders, builders, creators, customers, analysts, newsletters, and category operators.

01

Founder POV

Founder-to-camera recordings cut into native short-form for X, TikTok, and YouTube Shorts.

02

Podcast appearance

Long-form audio and video broken into repeatable clip assets — hooks, quotes, and proof moments.

03

Product demo

Feature and demo proof packaged for X, TikTok, LinkedIn, and Shorts with branded captions.

04

Customer proof

Customer language and social proof routed through niche and commentary-style accounts.

05

Market claim

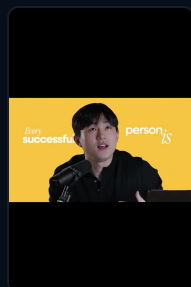
Category-defining statements packaged as standalone post and reply assets across platforms.

06

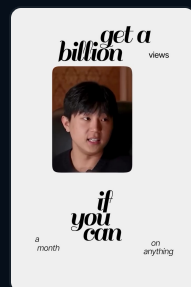
Investor signal

Fundraise and VC narrative clips aimed at the fund and operator ecosystem for deal momentum.

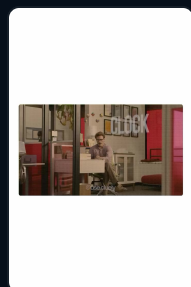
MORE CLUELY CUTS — FULL FORMAT RANGE



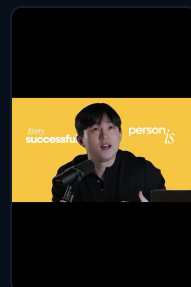
Opening hook



Distribution close



Proof loop



Market pressure

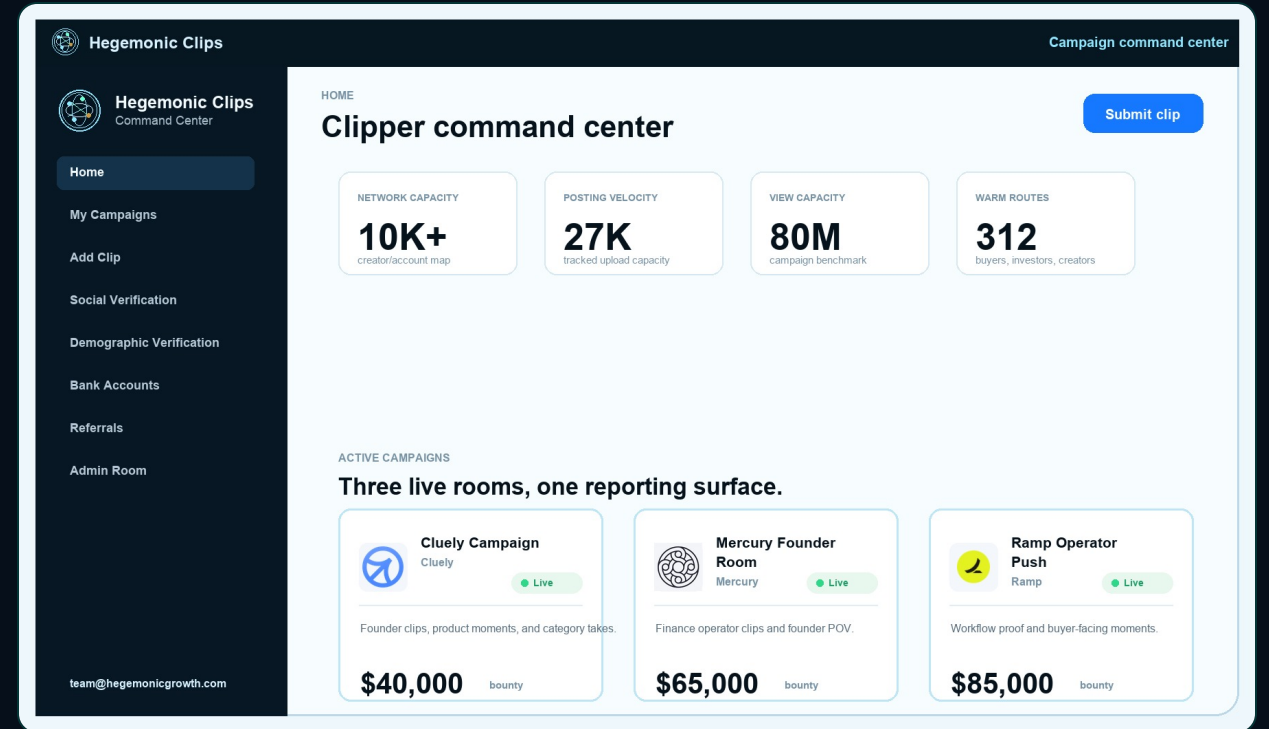
CAMPAIGN COMMAND CENTER

Cluely saw exactly where every view came from. And which investor rooms were watching.

Every campaign runs through a visible clipper ops layer: campaign bounties, account verification, submission review, geo and audience routing, competitor target maps, and payout tracking. Cluely could see which fund ecosystems were engaging, which clips were spreading, and which warm routes to activate.

When a Sequoia adjacent account saves a clip or a YC founder replies to a post, that signal gets routed into the warm follow-up layer — turning views into real conversations.

80M	10K+	312
TOTAL CAPACITY	RESOURCE TARGET	WARM ROUTES



CAMPAIGN PHASES

Phase One identified which investor rooms converted. Phase Two flooded them.

PHASE ONE

8.9M views in 11 days

Test source angles, account types, platforms, geographies, and buyer signals. Phone farm QA runs continuous session health checks. Keep what pulls. Scale what is already working.

PHASE TWO

12.7M+ added views

Increase volume around the hooks, formats, and target clusters already showing proof. 800+ clippers compound winners across X, TikTok, YouTube Shorts, LinkedIn, and Instagram Reels.

8K+

CLIPS DISTRIBUTED

3+

PLATFORMS ACTIVE

25M

TOTAL VIEW TARGET

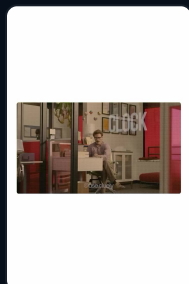
45d

CAMPAIGN WINDOW

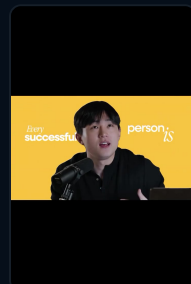
\$3-10

CPM RANGE

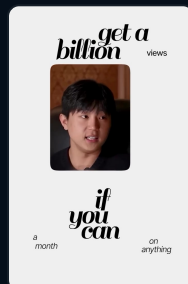
CLUELY CLIPS — PHASE TWO SCALING EXAMPLES



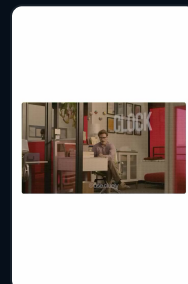
Founder hook



Phase 2 cut



Volume push



Market close



FOUNDER POV

1.4M views

Founder-to-camera cuts distributed through niche and founder accounts. Creates personal authority signal.

DEMO PROOF

840K views

Product proof clips aimed at buyer and operator clusters. Makes the product feel battle-tested.

MARKET CLAIM

2.0M views

Category-defining statements via commentary accounts. Investors start seeing Cluely own a narrative.

BUYER ANGLE

351K views

Targeted cuts aimed at competitor audiences and warm buyer maps. Pressure on the right rooms.

REPLY ASSETS

9.8K saves

Reply-format clips distributed through engagement-first accounts. Creates proximity with key players.

WARM ROUTES

72 routes

High-intent engagement converted into follow-up, calls, VC intros, and investor notes.

Raises don't close on the call. They close after the investor has already seen the company everywhere. We manufactured that perception for Cluely — 8K+ clips, 800+ clippers, 25M views — and the room was already warm by the time the deck landed.



FUND SIGNAL

This founder keeps showing up

Partner accounts, portfolio founders, scouts, and analysts around YC, a16z, Sequoia, Founders Fund, and Greylock see the company repeatedly from credible angles.

OPERATOR SIGNAL

The product is getting clipped

Founder clips, reposts, comment presence, and niche account repetition create perceived market motion that LPs and GPs notice.

INVESTOR SIGNAL

The campaign looks like a growth system

Dashboard, submissions, account verification, target maps, and routing notes make the work feel measured, controlled, and fundable.

TARGET FUND ROOMS

**YC · a16z · Sequoia · Founders Fund
Greylock · Kleiner Perkins · Coatue
Tiger Global · General Catalyst · Benchmark**

South Park Commons · HF0 · Neo · Pear VC

Contrary · Weekend Fund · Village Global · AI Grant

Conviction · Floodgate · Uncork · Bain Capital

ECOSYSTEM TARGETS

OpenAI · Anthropic · NVIDIA · Stripe · Ramp · Cursor · Vercel · Replit · Linear · Notion · Perplexity · Cluely

ENGAGEMENT LEVELS

Pricing follows the amount of market pressure Cluely needs.

\$30K

Clipping Trial

10M-view target after feasibility approval. Built from source content, founder, or demo clips.

\$100K

Viral Startup Sprint

45-day push across 150–250 assets, phone farm activation, account network, and warm routing.

\$100–200K/MO

Omnipresence Room

Standing distribution room: 300–600 monthly assets, 30–60 accounts, daily posting, and weekly routing.

CUSTOM

Portfolio Viral Room

90-day push across 3–5 companies for founder media, multiple campaigns simultaneously.

NEXT STEP

We did this for Cluely. We can do it for you.

Cluely's raise moved faster because investors kept seeing the same company from different credible angles — the perception is manufactured. It takes source material, a device lab, 800+ clippers, and the right target map. Book the room and we'll tell you if it makes sense for your raise.

calendly.com/hegemonicgrowth/30min hegemonicgrowth.com hello@hegemonicgrowth.com

