Creators Cluster Nepal — Pricing Rubric

Version 1.0 Currency: Nepali Rupees (NPR)

This is how we price every deal. It is the same math for everyone. Two people running these numbers on the same creator will get the same price.

1. What we collect for each creator

For each creator, we look at TikTok and Instagram one at a time. On each platform, we collect:

- **V** — average views from the last 10 posts. We drop the highest and the lowest, then average the other 8.
- **F** — number of followers on the day of the deal.
- **T** — trending flag (0 or 1). See section 4.
- **Vir** — viral flag (0 or 1). See section 4.
- **R** — reliability score. See section 5.

About dropping the top and the bottom. Some people only drop the worst post and keep the best one. That makes the creator look better than they are. We drop one of each. It is fair to both sides.

2. The base price (views and followers)

For each platform, the base price is calculated directly from views and followers:

```
Base price (per platform)  =  V^0.7  ×  F^0.3
```

The 0.7 on views and 0.3 on followers means views count more than followers. Followers still count a little, because a big follower number shows people trust the creator.

The math is smooth. A creator with 49,000 followers and one with 51,000 followers will have almost the same price. There is no sudden jump when you cross 50k. This also means buying fake followers does not work — the price barely moves.

Tiers like Micro, Mid, and Macro are just labels we use when talking to brands. They do not change the math.

3. Adding both platforms together

```
Total base price  =  Base price (TikTok)  +  Base price (Instagram)
```

Right now we count both platforms equally. After 6 months of real deals, we will look at the data and may change this if one platform is clearly worth more than the other.

4. Trending and Viral bonuses

```
Price after bonuses  =  Total base price  ×  (1 + 0.15 × T)  ×  (1 + 0.30 × Vir)
```

Both bonuses must be earned through clear rules. No guessing.

Trending (T = 1)

A creator is trending if their recent posts are getting at least 2 times their normal views, and this lasts for 3 days or more. Bonus: +15%.

Viral (Vir = 1)

A creator is viral if they made something — a sound, a phrase, a gesture, a hashtag — that 15 or more other creators copied across 2 or more different niches within 14 days.

We measure this directly:

- TikTok sound use count
- Instagram audio reuse count
- Hashtag use count

Getting 2 million views on one post does not make you viral by this rule. Starting something that other people copy does. Bonus: +30%.

When the bonuses end

Both bonuses last 30 days, then they go away unless the creator earns them again. If we did not have an end date, once-viral creators would stay overpriced forever.

5. Reliability score

```
Final price  =  Price after bonuses  ×  R
```

R rewards creators who deliver well and lowers the price for creators who do not. It updates after every deal closes.

- **Platinum** — 5+ deals done, all on time, all hit the view target. R = 1.10
- **Gold** — 3+ deals done, all on time. R = 1.05
- **Standard** — new creator or fewer than 3 deals. R = 1.00
- **Watch** — one late post in the last 5 deals. R = 0.95
- **Penalty** — 2 late posts, or 1 ghosted deal, in the last 5. R = 0.85

A creator can climb back to Standard after 3 clean deals in a row.

6. Post type adjustment

The final price above is for a normal Reel or TikTok. Other post types adjust from there:

- **Story (24 hours)** — about 30% of the normal price. The post goes away after a day.
- **Normal Reel or TikTok** — the price from section 5. Standard post.
- **Dedicated Reel or TikTok** — about 50% more than normal. The post is only about the brand.
- **Full integration or series** — about 2 times the normal price. Many posts over time.

7. Minimum views check before signing

Every contract promises a brand a minimum number of views (G). Before we sign:

```
Expected views  =  V × multiplier for the post type
Safety ratio  =  Expected views / G    must be 1.5 or higher
```

If the safety ratio is below 1.5, the deal is too risky. We raise the price, lower the view promise, or pick a different creator. This protects us from paying the creator the full 80% when posts do not deliver.

8. What we track for every deal

We log this for every deal so we can improve the math later. After 6 months of clean data, we can update the rubric based on real results instead of guesses.

```
deal_id, creator_id, platform, V_TT, F_TT, V_IG, F_IG,
base_TT, base_IG, total_base, post_type, trending_flag,
viral_flag, reliability, final_price, view_guarantee,
actual_views, safety_at_signing, safety_at_close,
brand_rating (1-5), creator_rating (1-5)
```

The last two columns are the most important. They tell us if the price was right:

- If brand ratings match better with TikTok base than Instagram, we shift the weights.
- If a post type closes only 30% of the time, the price for that post type is too high.
- If Platinum creators always beat their view promises, we raise their R.

9. How often we update each part

- Views and followers per creator — every deal (we cache for 7 days)
- Trending and viral flags — every week
- Reliability score — after every closed deal
- Post type multipliers — every 3 months
- Platform weights — every 6 months, from real data

10. Things we are not doing in version 1

- **Audience match bonus** (location, age) — the data is not reliable in Nepal yet. Add when 50+ creators have audience data.
- **Different rates for different niches** — we need 30+ closed deals per niche first. Add at about 250 total closed deals.
- **Engagement rate factor** — views already capture most of the signal. Add if we see fake-engagement accounts slipping through.
- **Repeat brand bonus** — no repeat brands yet. Add when 10+ brands have done 3 or more deals.
- **Live price calculator on the website** — needs platform API connections. Add after 3 months of using this rubric.

11. What this rubric does for each side

For brands. Every quote can be checked. Ask why the price is what it is and we can show you the math, line by line. No hidden markups.

For creators. Your price moves with your work. Better posts give more views, which give a higher next price. On-time delivery moves you up a reliability tier, which gives a higher next price. Starting something cultural gives +30% right away. The math is the same for you and for the brand.

For us. The safety check protects us from losing money on bad guarantees. The reliability tier means creators have a reason to deliver well. The 3-month update keeps the prices fair against the real market.