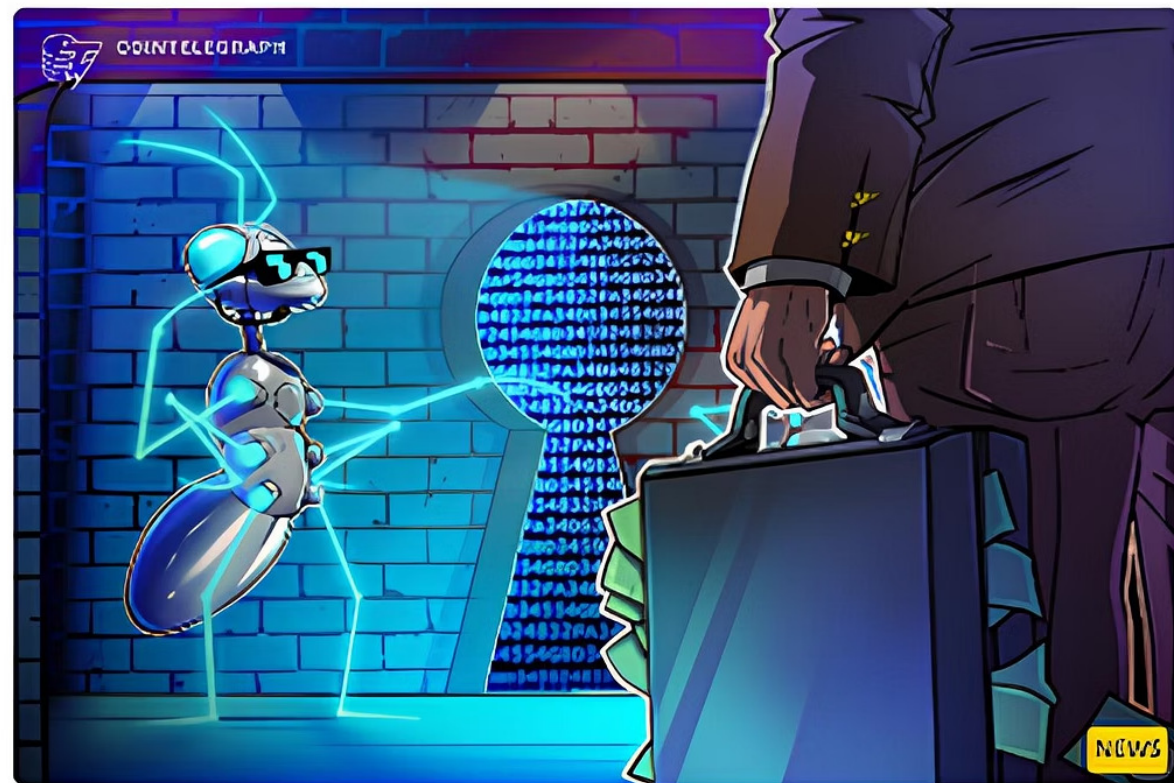


Nillion network raises \$25M for decentralized privacy solutions

Since its graduation from an accelerator in January 2023, privacy solution Nillion has raised a total of \$50 million.

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3142



Case Study:

Nillion – Fundraise Announcement

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Situation

Nillion is a decentralized data storage network specialising in privacy-focused "blind computing" technology, meaning it can process and store data without revealing its contents. In late 2024, Nillion secured a **\$25 million funding round** backed by prominent crypto investors. However, this fundraising came during a crypto bear market, when investor enthusiasm was low and funding news often struggled to gain attention. Nillion's goal was clear: **announce the funding as more than just a transaction**, and position the company as an emerging leader in decentralised infrastructure (not simply another startup with a raise). The challenge for us at The PR Genius was to craft a narrative that would **stand out in the market** and highlight Nillion's significance in the Web3 ecosystem.

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Task

Our task was to turn Nillion's funding announcement into a compelling story that would capture top-tier media interest. This meant going beyond a standard press release, we needed to showcase *why* this raise mattered **for the industry**, not just for Nillion. We set out to frame the announcement around a broader narrative: *"A groundbreaking decentralised data network garnering significant investor confidence even in a bear market."* In practical terms, the task involved:

Messaging & Narrative Development:

Identify the key story angles (innovation, credibility, market impact) that would make Nillion's news attractive to journalists.

Media Targeting:

Pinpoint the **Tier 1 outlets** and journalists who focus on blockchain, crypto funding, and tech innovation. The ones most likely to cover a story of technological advancement **over** a simple funding number.

Timeline:

Execute a coordinated PR campaign over ~3 months, including pre-announcement pitching, the announcement release, and post-announcement amplification, to maximise coverage momentum.

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Action

Strategic Narrative: Rather than just announcing the funding amount, we built the campaign narrative around **Nillion's larger significance**. We positioned Nillion as a *key missing piece for scaling Web3*, a project delivering much-needed infrastructure at a critical time. The story we crafted was that of *"a groundbreaking tech innovation earning investor trust despite market headwinds."* This narrative framing made the news about **technological progress and validation**, not just money raised.

We strategically highlighted:

1

Credible Investors:

The calibre of investors backing Nillion's round, underscoring that respected industry players and VCs saw high value in Nillion's vision. Emphasising big-name backers lent immediate credibility and signalled confidence to the market.

2

Disruptive Technology:

The unique potential of Nillion's technology, its **"blind computing"** capability, as a *disruptive solution for decentralised data and privacy*. We framed Nillion's tech as a *critical innovation for the future of Web3*, addressing scalability and privacy needs that had been unmet until now. This positioning painted Nillion as a technological leader, not just a company with new funding.

3

Founder's Vision:

Compelling quotes and insights from Nillion's founder/CEO, to humanise the story and provide a strong narrative hook. We ensured the founder's vision and enthusiasm for a decentralised future were front and centre, giving journalists ready-made angles and soundbites. Personalising the announcement helped media see the *people and purpose* behind the product, making the story more relatable and newsworthy.

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Execution: Our PR team rolled out a coordinated outreach plan. We pre-pitched exclusive story angles to top journalists in the crypto and tech space, offering interviews with Nillion's founder to discuss **why this fundraise was a milestone for the industry**. By the time the announcement went public, we had Tier 1 outlets ready to publish in-depth features, not just short news blurbs. We also prepared high-quality press materials (press release, FAQs, investor quotes, etc.), reinforcing the narrative points above, so that even secondary outlets would echo the *"market-shaping technological advancement"* angle. This approach turned what could have been a routine funding news drop into a story about **innovation, trust, and the future of decentralised infrastructure**. It created a sense that *"even in a downturn, the best ideas attract backing"*, positioning Nillion as a beacon of progress in the market gloom.

As a result of this strategy, we landed **high-value features in multiple Tier 1 media outlets**. Instead of just reporting a funding figure, articles in top publications framed Nillion as *pioneering tech worth watching*, often quoting our narrative points and the founder's perspective. The buzz extended across crypto news sites and even mainstream finance outlets, amplifying the reach of Nillion's story far beyond the usual crypto circles.

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Results

The campaign was a resounding success, turning a single announcement into a wave of positive coverage and industry credibility for Nillion. **By leveraging the STAR approach (Situation, Task, Action, Result), we achieved outcomes that exceeded expectations:**



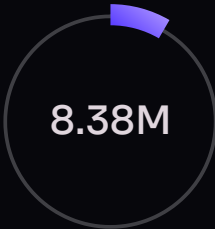
Media Placements

separate pieces of coverage in total. This included a remarkable number of features in top-tier outlets, rather than just press release pickups.



Average Domain Authority

of outlets, meaning nearly all publications were highly reputable with massive online presence. Nillion's story made headlines on some of the most influential platforms in crypto and tech.



Impressions Generated

from the coverage, driving huge visibility in the market. The story was read by audiences well beyond Nillion's immediate community.



Total Audience Reach

(including syndication and aggregator reach). Through our inclusion in big networks (e.g. Yahoo Finance, MSN), the news potentially reached hundreds of millions globally, bringing Nillion widespread attention.

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Coverage Breakdown: The fundraise narrative was picked up across all tiers of media:

Tier 1 – 16 placements:

Featured in top-tier crypto and business news outlets such as *CoinDesk*, *Cointelegraph*, *Forbes*, *Binance Square*, *MSN*, *CoinMarketCap*, *Benzinga*, *Yahoo Finance*, and *TradingView*, among others. These high-profile articles solidified Nillion's image as a leading innovator, with many headlines emphasising its breakthrough tech and strong investor backing.

Tier 2 – 6 placements:

Covered by well-respected industry publications like *The Block*, *BeInCrypto*, and *Decrypt*. These outlets provided detailed analyses that echoed our key messaging, further validating Nillion's importance in the Web3 space.

Tier 3 – 9 placements:

Niche and specialised crypto sites (e.g., *The Defiant*, *Blockworks*, *Bitget*, *The Cryptonomist*) also ran the story. Even in these targeted communities, the narrative remained consistent – showcasing Nillion as an upcoming powerhouse in decentralised infrastructure.

Each article, regardless of outlet, told a cohesive story: **Nillion wasn't just raising funds; it was championing a technological leap forward with the endorsement of top investors.** This consistent narrative across coverage multiplied the impact of the announcement.

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In summary, our PR strategy transformed Nillion's fundraise from a simple update into a **market-shaping story**. The Situation/Task demanded creativity in a tough market, our Actions executed that vision with precision, and the Results speak for themselves. Nillion emerged from this campaign not only with new capital, but with a heightened profile as a *trusted innovator* in the industry. This case study demonstrates The PR Genius's ability to deliver **powerful storytelling, strategic media outreach, and tangible results**, even under challenging market conditions. It's a prime example of how we help clients *shine as industry leaders*, ensuring that important milestones become springboards for brand elevation and business growth.

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Privacy Blockchain Project Nillion Raises \$25M to Expand 'Blind Computing'

Nillion builds its service around the concept of "blind computing," the processing of data without having to reveal its contents

By [Jamie Crawley](#) | Edited by [Bradley Keoun](#)

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Nillion CEO Alex Page (Nillion)

- Nillion has raised \$25 million in a funding round led by Hack VC and including backing from angel investors and strategic contributors from projects including Arbitrum, Worldcoin and Sei.