

Nillion network raises \$25M for decentralized privacy solutions

Since its pre-launch from an accelerator in January 2021, privacy solution Nillion has raised a total of \$25 million.



100%



Case Study: Io.net – Brand Growth & Founder-First Marketing

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Narrative

In 2025, over a 6-month campaign, our mandate with [lo.net](#) was not just to secure press coverage; it was to shape the brand's positioning and elevate its founder as a visionary in decentralised computing. [lo.net](#) is a Web3 startup offering a **decentralised GPU computing network** that allows anyone with spare GPU power to provide it to AI companies. This concept positioned [lo.net](#) at the intersection of two hot trends: **artificial intelligence** (a market projected to grow from approximately \$184 billion in 2024 to approximately \$826 billion by 2030) and **distributed Web3 infrastructure** addressing AI's compute bottlenecks.

We crafted a *founder-first* media strategy to capitalise on these trends. Instead of pushing product updates alone, we positioned [lo.net](#)'s founder as a **thought leader** in the emerging field of decentralised cloud computing, weaving the company's story into wider conversations about AI and the *DePIN* movement (Decentralised Physical Infrastructure Networks). For example, [lo.net](#) was framed not just as a tech startup, but as a *pioneer* – assembling a global network of 1M+ GPUs to **decentralise the AI stack and challenge Big Tech's dominance** in AI computing. By aligning [lo.net](#)'s narrative with these broader themes (AI, distributed infrastructure, and DePIN), we made the brand part of future-shaping discussions in the Web3 ecosystem rather than just another product launch.

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Tactics

[lo.net](#)'s vision of an "Internet of GPUs" is being discussed during a crypto podcast interview (Brave New Coin's **Crypto Conversation**), illustrating the founder-first approach that gave [lo.net](#) a voice in long-form industry dialogues. To execute the strategy, we deployed several PR tactics in parallel:

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Protocol Village: Alchemy Launches 'Pipelines' to Streamline How Blockchain Engineers Extract Data

The latest in blockchain tech upgrades, funding announcements and deals. For the period of April 10-24.

By [Bradley Korman](#) | Edited by [Bradley Korman](#)

Updated Apr 24, 2024, 8:00 a.m. Published Apr 24, 2024, 6:00 a.m.



Alchemy

Deep-Dive Interviews & Podcasts

We secured long-form podcast appearances and in-depth interviews for the founder on influential platforms – including *The Defiant*, *Delphi Digital*, *When Shift Happens*, *Messari*, and *DePIN State*. These hour-plus conversations allowed [lo.net](#)'s leadership to delve into the project's vision and share domain expertise. For instance, on **The Defiant** podcast, the founder explained how [lo.net](#) aggregates over a million GPUs worldwide to democratise AI compute, solidifying his credibility as a leader in decentralised tech. This founder-centric exposure helped humanise the brand and inject [lo.net](#)'s perspective into high-level debates on AI and crypto.

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Multi-Tier Media Outreach

We balanced top-tier and niche press to reach both investor and builder audiences. Our team secured **Tier 1** coverage in mainstream financial and crypto news outlets (9 placements in outlets like *Yahoo Finance*, *Benzinga*, [Bitcoin.com](#), *TheStreet*, MSN, etc.), ensuring [lo.net](#)'s story reached broad investor circles. Simultaneously, we placed features in **Tier 2** trade and regional media (8 placements, e.g. *Brave New Coin*, *Idaho Statesman*, *Capacity Media*) and **Tier 3** specialist crypto publications (3 placements, e.g. *The Defiant*'s news site, *CoinRank*). This mix meant [lo.net](#) was visible on high-authority platforms (average Domain Authority of 71) while also engaging the technical community. Each article was guided by our core narrative – emphasising how "[lo.net](#) isn't just building tech, it's redefining how compute power is accessed and owned." By spreading this message across media tiers, we captured the attention of VCs, industry analysts, and grassroots developers alike.

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Strategic Narrative Framing

We worked closely with reporters and podcast hosts to frame [lo.net](#) as a category-defining project. Key talking points highlighted [lo.net](#) as the **first and only GPU-based DePIN project** in the market, offering a *"fundamentally different approach to cloud computing"* via decentralisation. Rather than focusing on incremental product updates, coverage stories were pitched around bigger-picture themes – such as the decentralisation of AI infrastructure, the concept of an "Internet of GPUs," and community-owned computing. This ensured that even in shorter news pieces, [lo.net](#) was described in transformative terms. One crypto news article, for example, noted that [lo.net](#)'s distributed model *"sets [lo.net](#) in its own league of decentralised providers"*. Such positioning reinforced the idea that [lo.net](#) is reshaping the landscape, not just launching a service.

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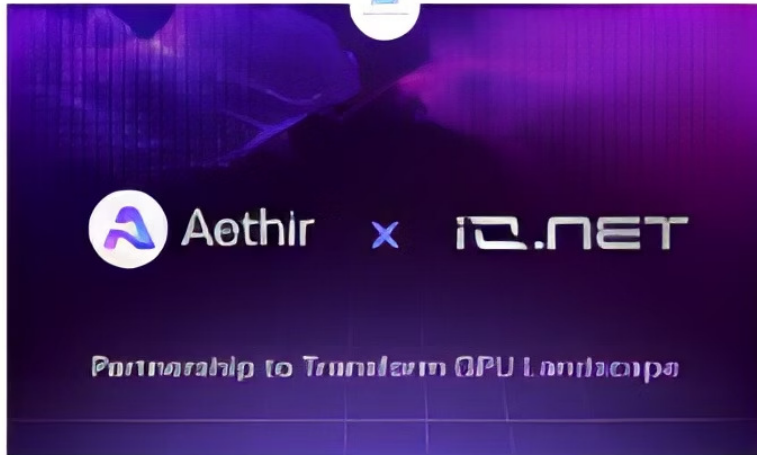
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io.net and Aethir Join Forces to Revolutionize How the World Accesses Supercomputing Power

By combining their decentralized networks of GPU worldwide, io.net and Aethir are set to become a shared hub of computing

By [Deborah](#)

10/21/2024 • 10:00 AM



Results

This *founder-first, narrative-driven* approach yielded impressive results and significantly boosted [io.net](#)'s share of voice:

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Total Media Placements

pieces of coverage secured in six months, spanning written articles, news features, and podcast interviews.

2

Authority & Quality

The average Domain Authority of outlets, reflecting a focus on high-credibility publications. [lo.net](#)'s story hit premier news sites and respected industry blogs, lending substantial legitimacy.

3

Impressions & Reach

An estimated impressions were generated, with a **total audience reach** of about **193 million** (through syndication and aggregate readership figures). This broad exposure introduced [lo.net](#) to potential investors, partners, and community members globally.

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- **Top-Tier Highlights: 9 Tier-1** outlets featured [lo.net](#)'s news – including marquee names like *Yahoo Finance* (which discussed [lo.net](#) in the context of Web3's burgeoning AI ecosystem), *Benzinga*, [Bitcoin.com](#), *The Street*, *MSN* and others. These mainstream finance and crypto news platforms amplified [lo.net](#)'s narrative to a wide audience of investors and tech enthusiasts.
- **Mid & Niche-Tier Coverage: 8 Tier-2** placements (such as *Brave New Coin*, which ran a dedicated podcast and article calling [lo.net](#) "the Internet of GPUs", as well as tech outlets like *Capacity Media*) reached targeted readers in the crypto and IT infrastructure community. **3 Tier-3** pieces, including highly regarded crypto-native newsletters and sites (e.g. *The Defiant* and *CoinRank*), engaged the hardcore Web3 audience and builders.
- **Podcasts & Thought Leadership:** Secured guest slots on **5 major podcasts** in the space, where the founder could tell [lo.net](#)'s story in his own voice. Appearances on shows like *The Defiant*, *Delphi Podcast*, *When Shift Happens*, *Messari's podcast*, and *DePIN State* gave [lo.net](#) many hours of airtime. The long-form format of these interviews allowed for nuanced discussion – from [lo.net](#)'s technical architecture to its vision for an open cloud. This not only boosted awareness but also established the founder as a knowledgeable **thought leader** on decentralised computing.
- **Brand Perception:** Perhaps most importantly, [lo.net](#) successfully moved from being seen as "just another Web3 project" to being perceived as a **thought leader brand** in its category. Media coverage frequently discussed [lo.net](#)'s potential to shape the future of AI and cloud infrastructure, rather than only reporting minor updates. Notably, industry analysis by outlets like *CoinDesk* recognised [lo.net](#) as a **first-mover in the decentralised GPU space**, validating the forward-looking narrative we promoted. By the end of the campaign, [lo.net](#)'s name was regularly cited in conversations about Web3 and AI convergence – an outcome far beyond simple press release pickups.

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The AI Boom is Here—But It’s About to Hit a Wall

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AI experienced growth from a niche technology sector to a superpower. The industry has a long history of success, but the current AI boom is a new chapter in the story. The industry has a long history of success, but the current AI boom is a new chapter in the story.



Summary

In summary, the founder-first PR strategy for [lo.net](#) delivered strong growth in both brand visibility and credibility. By orchestrating high-impact media placements and positioning the company at the forefront of industry trends, we achieved coverage that **extended well beyond product news**. [lo.net](#) is now firmly embedded in the broader dialogue about the future of computing, with its founder recognised as a voice driving that conversation. This case demonstrates how a savvy narrative and tiered media outreach can transform a Web3 startup from an unknown name into a **thought leader** with influence across mainstream and niche channels.

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