



Case Study: Validation Cloud – Series A Announcement

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Situation

Validation Cloud is a pioneer in Web3 infrastructure, providing fast, scalable, and enterprise-grade blockchain services.

Its platform supports over \$1.5 billion in staked assets across 50+ networks and includes #1-ranked node APIs. Industry profiles highlight Validation Cloud as "the leading Web3 infrastructure platform" delivering "fast, scalable, and intelligent infrastructure" with advanced data and AI services.

With its upcoming \$15M Series A (led by True Global Ventures), Validation Cloud aimed to position itself not just within the crypto niche but at the crossroads of AI, data, and blockchain. The founders were on a mission to expand the "GDP of Web3" by providing core, enterprise-grade infrastructure.

In this context, the challenge was clear: break out of crypto-only coverage and capture the attention of mainstream technology and financial media with a compelling story about enterprise-ready blockchain AI.

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Task

The PR Genius team was engaged to turn Validation Cloud's fundraise announcement into a must-read industry story.

Our objectives were to secure **Tier 1 global coverage**, amplify the founders' vision, and elevate Validation Cloud's profile as a future-shaping force at the intersection of decentralized data and AI. Specifically, we needed to:

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Bridge crypto and mainstream audiences

Craft messaging that connected blockchain innovation with real-world AI and data use cases, so the story resonated with both crypto-native readers and institutional tech/finance media.



Target top-tier outlets

Pinpoint high-authority crypto, tech, and business publications (e.g. Fortune, Yahoo Finance, CoinTelegraph, Decrypt) and engage the right journalists for exclusives and features.



Coordinate a global launch

Develop a tightly synchronized timeline with embargoed press materials, ensuring major media would publish in unison on announcement day.



Showcase the founders

Emphasize the company's leadership by enabling interviews and quotes from co-founders (like CTO Andrew McFarlane and CSO Alex Nwaka), so their vision of enterprise-grade, AI-enabled Web3 could shine through.

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Action

Our PR campaign unfolded in several strategic phases

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Strategic narrative development

1

We crafted a bold storyline that framed Validation Cloud's raise as a milestone for Web3 meets AI. Instead of a dry funding report, we spotlighted the technology: enterprise-grade blockchain infrastructure accelerated by AI intelligence. We incorporated the company's own mission language, for example, highlighting that Validation Cloud works to expand the "GDP of Web3". We also emphasized their product strengths (staking, high-performance node APIs, data & AI services) and security (SOC 2 Type II, institutional-grade reliability) to build credibility beyond the crypto community. This narrative positioning made the announcement about innovation and market potential, not just dollars raised.

2

Press materials and embargoed rollout

We drafted a media-aware press release and briefings tailored to both audiences. Ahead of launch day, we provided select reporters with embargoed exclusives: for instance, a Fortune writer was offered an interview with the CEO under embargo, while a Crypto outlet got an exclusive technical angle. This pre-launch pitching meant key outlets were primed to publish simultaneously. We coordinated the technical details, scheduling the embargo lift, preparing SEO headlines, and ensuring the press release hit global newswires all at once.

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1

Tier 1 media outreach

On launch day and beyond, our team secured high-impact coverage. We arranged in-depth features and news stories in top publications: **Fortune** and the **Yahoo Finance** network ran stories framing the round as validation of AI-crypto innovation; crypto leaders like **CoinTelegraph**, **Decrypt**, and **The Defiant** published detailed analyses of Validation Cloud's technology and the investment story. These outlets consistently referenced the narrative we set (quoting founders and investors) rather than just the funding amount. In parallel, we engaged tech and enterprise press (e.g. major tech blogs and fintech sites) to reach new audiences.

2

Follow-up amplification

After the announcement, we kept the momentum going. We arranged podcasts and follow-up interviews for the founders, and placed op-eds about blockchain data strategy. For example, within days we published a byline from Alex Nwaka in a business tech outlet, where he reiterated that Validation Cloud's "enterprise-grade infrastructure, combined with cutting-edge AI capabilities, is establishing the industry standard for performance". These additional placements kept Validation Cloud's vision in the news well beyond launch week and reinforced the message in every tier of media.

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Results

The integrated campaign delivered substantial tangible impact and media authority for Validation Cloud

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Media placements

Overall, spanning top-tier crypto, technology, and financial outlets. This included prominent features in *Fortune*, *Yahoo Finance*, *CoinTelegraph*, *Decrypt*, *The Defiant*, and more, securing the prestigious coverage we targeted.

3.4M

Impressions

The coverage generated major audience reach with **169 million** combined audience reach. Syndication and aggregator networks (e.g. Yahoo Finance and MSN) helped the announcement reach hundreds of millions globally.

Cross-market credibility

Beyond raw numbers, the campaign established Validation Cloud as a credible, future-shaping company in Web3. Mainstream headlines emphasized its AI-native approach and strong investor backing, while crypto and data-technology communities recognized Validation Cloud's role in enabling AI-driven blockchain insights. In sum, Validation Cloud successfully broke out of crypto echo chambers, positioning the founders' vision on the world stage.

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This case study demonstrates how The PR Genius turned a funding announcement into a **strategic narrative success**

Achieving broad visibility, authoritative placement, and clear positioning for Validation Cloud at the nexus of AI, data, and decentralized infrastructure.

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