



Case Study: Acid Labs \$8M Web3 Gaming Fundraise Earns Tier-1 Media Coverage

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Situation

The Challenge

In early 2025, Acid Labs, a rising Web3 gaming studio, secured an \$8 million funding round co-led by Andreessen Horowitz's Speedrun (a16z) and NFX. The company's mission was to build viral Web3 games on social chat platforms, essentially bringing blockchain-based games into popular messaging apps where users already connect.

Acid Labs had already proven this concept with a breakout hit game, [Boinkers.io](https://boinkers.io), which amassed over 11 million players on Telegram.

This combination of high-profile investors and a visionary product created a compelling story. The challenge now was to amplify that story: Acid Labs turned to The PRG to make sure their fundraising success and innovative vision gained the widespread recognition it deserved, all within a short two-month campaign window.

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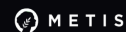
Task

Transform funding into a powerful narrative

The PRG's objective was clear, transform Acid Labs' funding announcement into a powerful narrative that would grab the attention of top-tier media and the Web3 community. We needed to highlight why this funding mattered: the credibility of backing by a16z and NFX, and the exciting prospect of viral games on chat platforms changing how people play.

The task involved positioning Acid Labs as a pioneering force in social gaming and underscoring the significance of their achievement. In essence, we set out to secure Tier-1 media coverage that would not only announce the \$8M raise, but also reinforce Acid Labs' status as an innovator at the intersection of gaming and blockchain technology.

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Acid Labs raises \$8M to build viral Web3 games on social chat platforms

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Boinkers.io has 11.5M monthly players on Telegram.
Image Credit: Acid Labs

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[Acid Labs](#) has raised \$8 million in funding for its instantly playable Web3 games on social messaging platforms.

The company's mission is to build viral instant games where people already connect. The studio already has a breakout hit in [Boinkers.io](#), which has 11.5 million monthly players on Telegram. The company says that shows the massive potential of chat-integrated gaming.

A16z Speedrun and NFX led the round, with participation from Fusion VC, and top gaming executives. The founder is an anonymous serial entrepreneur focused on gaming. Over the last decade he founded and led multiple companies that raked millions in revenues and entertained millions of gamers worldwide, the company said.

Action

Strategic PR Plan

Our team sprang into action with a strategic PR plan crafted under the STAR approach. We first honed the messaging: the press materials (including a punchy press release) emphasized the prestige of Acid Labs' new investors and the unique angle of "instant-play Web3 games on chat apps." We ensured that the benefits of the \$8M infusion were clearly outlined, for example, how it would accelerate the development of games like [Boinkers.io](https://boinkers.io) and upcoming titles on platforms such as Telegram and other social chat apps. This narrative tapped into broader trends (the convergence of gaming, crypto, and social media) to make the story timely and relevant.



Targeted Media Outreach

Identified and personally pitched journalists at leading tech, gaming, and crypto outlets



Tailored Pitches

Highlighted huge user base to gaming reporters, Web3 angle to crypto media



Exclusive Access

Offered interviews with founders and exclusive details to key publications

We leveraged the credibility of a16z and NFX's involvement to instantly capture editors' interest. Thanks to these efforts and a compelling story, the Acid Labs funding news quickly gained traction among top-tier media. Within weeks, journalists were running with the story, excited by the fusion of chat-based gaming and blockchain in a way that hadn't been widely covered before.

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Results

Outstanding Campaign Success

The two-month campaign delivered outstanding results, turning Acid Labs' funding announcement into a widely celebrated news story:

20

Publications

Feature articles in major outlets including VentureBeat, Cointelegraph, MSN, and CoinMarketCap

2.87M

Impressions

Generated across all coverage, reaching a vast audience of tech and crypto enthusiasts

166M

Total Reach

Estimated audience reach through online readership and syndication

This wave of high-profile coverage not only celebrated Acid Labs' fundraising milestone but also boosted the company's credibility and visibility in the market. By appearing in top publications, Acid Labs was positioned as a trailblazer in Web3 gaming, gaining respect from industry peers and attracting interest from new users and potential partners.

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From Funding to Fame

The Power of Strategic PR

Acid Labs' success story is a testament to how a well-executed PR strategy can transform a startup's big news into viral media buzz. In just two months, our strategic storytelling and media outreach helped Acid Labs capture the attention of millions.

The campaign exemplifies the power of targeted PR in turning business milestones into broad industry recognition – a formula The PRG is proud to replicate for forward-thinking companies looking to make their mark.

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