

0G Labs: taking decentralized AI from crypto-native to mainstream credibility

How GeniusPR built the narrative, the founder voice and the announcement engine behind one of the most ambitious infrastructure projects in decentralized AI.

Client	Sector	Engagement	Services
0G Labs / 0G Foundation	Decentralized AI infrastructure	Feb – Aug 2026	PR strategy, earned media, press releases, founder commentary, podcasts, SEO

45+ unique stories	40+ publications	63 → 69 domain rating	14K → 27K backlinks
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Domain rating and backlinks measured in Ahrefs, March to August 2026.

The challenge

0G was already live and shipping: mainnet, verifiable compute, and an on-chain identity standard for AI agents. But the story was hard to hear. The crypto-AI category was crowded with speculative projects, "AI agents" had become an overloaded term, and 0G had more category labels than any reader could hold at once: decentralized AI operating system, agent economy infrastructure, Web 4.0. The team needed earned media that made 0G read as real infrastructure, not another token story, and a founder voice that tier-1 business and tech editors would come back to.

What we did

1. Onboarding and narrative architecture

We started in February with a full onboarding questionnaire and a strategy deep-dive with the founding and marketing teams. We pressure-tested the positioning and turned it into a clear ladder: one primary line for the market, one product term, and one visionary umbrella for thought leadership. Messaging was staged from proof to vision, so the live product led and the bigger thesis followed, mapped against a tiered list of target crypto and mainstream outlets.

2. An announcement engine

We wrote, sequenced and distributed 0G's launches, combining wire distribution for search footprint with direct pitching for editorial pickup. The consumer AI development platform launch landed in Decrypt, Benzinga and CoinMarketCap. The Alibaba Cloud partnership bringing Qwen models on-chain ran across Bitcoin.com, crypto.news and StreetInsider. The Bond announcement drove eight pieces of coverage in 24 hours, and the 0G Private Computer launch picked up ten stories across crypto, tech and international outlets in three days.

3. Founder voice and newsjacking

We positioned co-founder Michael Heinrich as an expert on AI infrastructure, verifiable compute and trust in AI, and put him into the news cycle as it broke. That meant commentary in Decrypt, DL News, IEEE Spectrum, Investing.com, Yahoo Tech, BelnCrypto, The Street and Entrepreneur, plus a bylined op-ed in CCN on the concentration of AI ownership.

4. Features, podcasts and stages

Highlights included a Forbes Digital Assets feature on whether AI can move from advising to executing in finance, a BelnCrypto feature on OG publicly retraining a 107B-parameter model, and long-form appearances on The Rollup, On the Margin and Cointelegraph's Chain Reaction, alongside Capital Summit on stage.

5. Reporting the client could act on

A shared coverage tracker, weekly intelligence reports, and SEO and share-of-voice tracking benchmarked against competitors such as Bittensor and NEAR, so every placement tied back to visibility and search authority.

Selected coverage

Forbes	Decrypt	BelnCrypto	Investing.com
IEEE Spectrum	Yahoo Tech	The Street	Entrepreneur
Cointelegraph	CoinMarketCap	Benzinga	CCN
DL News	Bitcoin.com	crypto.news	The Rollup

The result

In under six months, OG went from a project known mainly inside crypto to a name quoted across mainstream business, finance and technology media, with 45+ unique stories in 40+ publications, a repeatable launch playbook, and a measurable lift in search authority. Michael became a go-to voice for reporters covering AI infrastructure, with The Street returning to him regularly for comment.

Building in AI or Web3?

GeniusPR has worked with 350+ crypto and AI companies. Talk to us at geniuspr.com