Genius PR

Action Model

CASE STUDY

Action Model

Launching a human-owned AI company into Forbes, and later into BBC Future

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Situation

Action Model is building what it calls large action models: AI agents trained on real work, with a public offer to pay people to train an agent that can do their job. The official site is actionmodel.com. In early 2026 the company was preparing to open an invite-only Chrome extension, in a market already crowded with "AI agent" claims.

The challenge was to introduce chief executive Sina Yamani and a still-early product to serious business, culture and technology media without sounding like another speculative automation story — and to own a clear idea: that people should have a stake in the systems trained on their work.

Task

Genius PR was engaged from January 2026 to support the launch and to position Yamani as a founder voice on automation, ownership and the future of white-collar work. Day-to-day work ran in the Telegram group Action Model <> PRG, with weekly working calls. The programme ran through August 2026, with the heaviest campaigning in the first quarter around the extension launch, followed by a later BBC Future mention.

The campaign focused on four primary objectives:

1. Introduce Action Model clearly at launch, as a product and a point of view, not as another AI-agent slogan.
2. Place Yamani in tier-one and high-trust business, culture and technology titles.
3. Build a repeatable "replace yourself" narrative that later features could return to.
4. Use interviews, panels and podcasts to give the founder a voice beyond a single launch week.

Action

Genius PR prepared an embargoed launch around 2 February 2026 for the invite-only Chrome extension, then ran a “Dream Job / Replace Yourself” thought-leadership stream that treated the product as an argument about work, not only as a download.

The team secured a Forbes Digital Assets feature for launch week and a same-week BeInCrypto launch article; booked Yamani onto podcasts including Crypto Coin Show and Tech Talks Daily; and placed him on an 11 February Consensus Hong Kong side-event panel, “AI in Institutional Markets.” In March the same narrative ran in Rolling Stone UK — labelled on the page as being in partnership with RS Media — and in an Entrepreneur UK feature edited by Entrepreneur UK, with a later mention in a broader BBC Future feature in August.

Results

Over eight months, Action Model moved from a little-known launch to a company discussed in Forbes and, later, in BBC Future. March coverage in Rolling Stone UK and Entrepreneur UK is labelled as partnership and edited-by content, not as staff-reported news.

Launch week

- Forbes Digital Assets, 1 February 2026: “From Attention To Action: The Next Experiment In Crypto Incentives.”
- BeInCrypto, 2 February 2026: an earned-style launch feature on automation and ownership.

Features and mentions

- Rolling Stone UK, 18 March 2026: “Would you train the AI that replaces you?” The live page is labelled “In partnership with RS Media.”
- Entrepreneur UK, 22 March 2026: a feature on Yamani and the automation of white-collar work, edited by Entrepreneur UK.
- BBC Future, 12 August 2026: Nick Kwek’s “Some of tech’s CEO suite is cloning itself with AI. What happens next?” Action Model is a later mention, not a solo profile.

Voice and appearances

- Crypto Coin Show / Blockchain Interviews, 14 February 2026, with a matching YouTube conversation.
- Tech Talks Daily, on large action models and the future of AI ownership.
- Yamani spoke on 11 February at a Consensus Hong Kong side-event panel on AI in institutional markets. A published CoinDesk article was not found, and none is claimed here.

Impact

The programme gave Action Model a public identity at the moment it first needed one. A launch-week Forbes placement set the terms of the story; the “replace yourself” argument then travelled into culture and business titles — with partnership and edited-by labels where they apply — and ended the engagement with a mention in BBC Future.

Links

- Official site — actionmodel.com
- Forbes — 1 February 2026. forbes.com
- BeInCrypto — 2 February 2026. beincrypto.com
- Rolling Stone UK — 18 March 2026; in partnership with RS Media. rollingstone.co.uk
- Entrepreneur UK — 22 March 2026; edited by Entrepreneur UK. uk.entrepreneur.com
- BBC Future — 12 August 2026, Nick Kwek. bbc.co.uk/future
- Crypto Coin Show — 14 February 2026. cryptocoinshow.com · YouTube
- Tech Talks Daily — techtalksnetwork.com

Forbes often returns 403 to unattended fetches; the 1 February URL is attested by the company and the working chat. Live page dates are used where they differ from internal notes (Rolling Stone UK 18 March, Entrepreneur UK 22 March, BBC Future 12 August). A published CoinDesk article was not found. Unverified audience and user figures are not used.

Summary

1 Feb
First Forbes
Digital Assets feature in launch week

12 Aug
BBC Future
Mention in Nick Kwek’s broader feature

March
RS UK & Entrepreneur UK
Partnership and edited-by features, labelled as such

Jan–Aug
Programme
Launch, thought leadership and founder voice, 2026

London
30 Churchill Pl, Canary Wharf, London E14 5RE, United Kingdom

Dubai
The Offices 4, One Central, 8th and 9th Floor, Dubai

United States
2035 Sunset Lake Road, Suite B2, Newark, DE 19702

Based on official Action Model pages, the URLs above and the working Telegram chat. Fees, unpublished pipeline items and unverified audience or user figures are omitted.