Genius PR

defi.com

CASE STUDY

defi.com

Building a public voice for identity-first finance

Genius PR · March–September 2026 · geniuspr.com

Situation

defi.com holds one of the category's defining domains and is building what it calls identity-first finance: a portable, privacy-preserving DeFi ID meant to replace a fragmented wallet experience. The official site is defi.com. Chief executive Neil May was the principal public voice, later joined by chief product officer Sam Newman.

When Genius PR began work in March 2026, the company needed to explain a still-early product in a market that often confuses privacy with anonymity, and to earn a hearing with research, news and conference audiences before a later alpha.

Task

Genius PR was engaged on a retainer, with Felix leading the account, to introduce defi.com's identity-first argument and to put May and Newman in front of specialist and mainstream crypto media. Day-to-day work ran in the Telegram group PRGenius <> DeFi.com. The programme ran from March through September 2026, with the heaviest campaigning between April and early July.

The campaign focused on four primary objectives:

1. Establish a clear public narrative: identity as the missing layer in DeFi, and privacy as control over disclosure rather than blanket anonymity.
2. Secure a flagship interview and expert commentary in trusted research and news titles.
3. Give May and Newman long-form interview platforms around conferences and the summer announcement.
4. Support a 22 May thought-leadership announcement, with press-release pickups clearly labelled as such.

Action

Genius PR started with a long-form interview rather than a product launch. In early April, May sat with DefiLlama Research for a conversation recorded around EthCC, published on 9 April as “Defi.com CEO on unifying crosschain identity and solving fragmented wallets.” When security headlines followed the Kelp DAO fallout, the team placed May as a commentator in The Block on 21 April.

Thought leadership ran in parallel: a 13 May CCN opinion piece by Daniel Allen, and a 22 May Hackernoon op-ed by May, “DeFi’s Real Problem Isn’t UX.” The same day, a company announcement on privacy, anonymity and identity-first finance was distributed as a release and picked up by titles including The Defiant (by BTC Wire) and Benzinga — both labelled here as press-release placements. Newman appeared at the Tokenized Capital Summit in Miami on 5 May, with a live The Rollup interview from the event, and May recorded a Coinage interview published on 2 June.

Results

In a concentrated spring and early-summer programme, defi.com moved from a little-known identity project to a company with a research interview, a news comment, two bylined opinion pieces, labelled announcement pickups, and on-camera interviews.

Research and news

- DefiLlama Research interview with May, 9 April 2026, on unifying cross-chain identity and fragmented wallets.
- The Block, 21 April 2026: May quoted in “Industry of clowns: DeFi grapples with security tradeoffs” after the Kelp DAO fallout. This ran as news, not as a press release.

Opinion and announcement

- CCN, 13 May 2026: a bylined opinion on trust, reputation and identity. Labelled as author opinion.
- Hackernoon, 22 May 2026: May’s op-ed “DeFi’s Real Problem Isn’t UX.” Labelled as author opinion.
- 22 May announcement on identity-first finance, carried by The Defiant (BTC Wire) and Benzinga, among other pickups. Both linked examples are press-release placements, not staff-reported news.

Interviews and stages

- Newman spoke at the Tokenized Capital Summit in Miami on 5 May, with a live The Rollup interview from the event.
- Coinage interview with May, published 2 June 2026.

Impact

The campaign gave defi.com a public argument it did not have at the start of the retainer: identity as the missing layer, and privacy as selective disclosure. A DefiLlama Research interview and a comment in The Block established May as a source, and the May opinion pieces, labelled announcement, and The Rollup and Coinage interviews carried the same idea further.

Links

- Official site — defi.com
- DefiLlama Research — 9 April 2026 interview. defillama.com
- The Block — 21 April 2026 commentary. theblock.co
- CCN — 13 May 2026 opinion. ccn.com
- Hackernoon — 22 May 2026 op-ed. hackernoon.com
- The Defiant — 22 May 2026; PR pickup (BTC Wire). thedefiant.io
- Benzinga — 22 May 2026; press-release pickup. benzinga.com
- The Rollup — live interview, Tokenized Capital Summit. YouTube
- Coinage — 2 June 2026 interview. YouTube

The Block often returns 403 to unattended fetches; the 21 April URL is attested. Episode pages for The Defiant podcast (early May) and Decypher (early July) were not recovered, and further 22 May pickups are listed only with a verified URL.

Summary

9 Apr **DefiLlama Research** Long-form interview with Neil May	**21 Apr** **The Block** Commentary after the Kelp DAO fallout
2 **Bylined op-eds** CCN, 13 May, and Hackernoon, 22 May	**Mar–Sep** **Programme** Identity-first narrative, interviews and labelled launch PR, 2026

London	Dubai	United States
30 Churchill Pl, Canary Wharf, London E14 5RE, United Kingdom	The Offices 4, One Central, 8th and 9th Floor, Dubai	2035 Sunset Lake Road, Suite B2, Newark, DE 19702

Based on official defi.com pages, the URLs above and the working Telegram chat. Fees, unpublished pipeline items and internal account notes are omitted.