Genius PR

Fira

CASE STUDY

Fira

Fixed-rate lending, from a founder interview into Forbes

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Situation

Fira is a fixed-rate and variable-rate lending and borrowing protocol on Ethereum. It is owned by Usual DAO and was built by Usual Labs. The official site is fira.money; Usual is at usual.money. Pierre Person, co-founder of Usual and Fira, was the principal public voice. Forbes later described him as CEO of Fira.

By spring 2026, crypto lending was being debated again after the last cycle's failures. Fira needed Person in that argument: not as a product announcement, but as a founder who could explain why risk should be priced market by market, and why a rate locked at origination is different from one that moves with utilisation.

Task

Genius PR was engaged on a retainer from April 2026, with Clara Kelly leading the account in the Telegram group GeniusPR <> Fira / Usual, to put Person into specialist interviews, a podcast and a major business title. The placements verified here are concentrated in April and May.

The campaign focused on three primary objectives:

1. Secure a substantial founder interview in specialist research media on Usual's stablecoin model and Fira's place in it.
2. Put Person on a podcast that would carry the same argument to a wider Web3 audience.
3. Place him as a named source in a business title on how crypto lending should be rebuilt after the last cycle.

Action

On 22 April, DefiLlama Research published “Breaking the bank: Pierre Person’s mission to redistribute stablecoin revenue,” an interview with Person as CEO and co-founder of Usual Money, recorded around Paris Blockchain Week. On 13 May he appeared on Untangling Web3 episode 130, “The Future of Finance.”

On 18 May, Forbes Digital Assets published Sean Lee’s contributor piece “Crypto Lending Isn’t Broken. It Was Mispriced.” Person is quoted as CEO of Fira on why the right question is whether a specific market is safe, and on Fira’s practice of locking a borrower’s rate from origination to maturity. The same feature also includes commentary from other lending firms; it was updated on 20 May.

Results

In a short spring programme, Fira and Usual went from a specialist founder interview to a podcast and a named role in a Forbes Digital Assets essay on the future of crypto lending.

- DefiLlama Research, 22 April 2026: “Breaking the bank: Pierre Person’s mission to redistribute stablecoin revenue,” a founder interview with Person.
- Untangling Web3, 13 May 2026: episode 130, “The Future of Finance,” with Person.
- Forbes Digital Assets, 18 May 2026: Sean Lee, “Crypto Lending Isn’t Broken. It Was Mispriced,” quoting Person. Labelled as a contributor piece. The article also quotes other lending-market voices and was updated on 20 May.

Impact

The programme gave Fira a public argument it could reuse: lending is safer when risk is visible and a rate is fixed at the start, not when a protocol merely claims to be safe. Person became a named source in specialist research, on a podcast, and in Forbes. The placements are the record; they are not presented here as proof of deposits, token performance or long-term commercial success.

Links

Official site — fira.money; Usual at usual.money

DefiLlama Research — 22 April 2026 interview. defillama.com

Untangling Web3 — 13 May 2026, episode 130. rss.com and YouTube

Forbes Digital Assets — 18 May 2026 contributor piece. forbes.com

Forbes returned 403 to an unattended fetch; it was confirmed via a 28 July 2026 archive and is paywalled. An internal note called the DefiLlama interview a top story on 18 May; the live article is dated 22 April, and no separate May interview was found. The Untangling Web3 episode is dated 13 May on the official feed and on YouTube, not the internal 12 May note. Later comment requests and a planned announcement were not confirmed as published and are not claimed. Company deposit and token figures are not used.

Summary

22 Apr
DefiLlama Research
Founder interview with Pierre Person

13 May
Untangling Web3
Episode 130, The Future of Finance

18 May
Forbes
Contributor essay quoting Person on Fira

Apr–Aug
Programme
Interview, podcast and Forbes commentary, 2026

Genius PR · geniuspr.com · Case study draft, 25 November 2026

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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 Fira and Usual pages, the URLs above and the working Telegram chat. Fees, unpublished pipeline items and unverified commercial figures are omitted.