Genius PR

Genius

CASE STUDY

Genius Trading

A year of market commentary, a YZi Labs investment story, and a BNB social-trading launch

Genius PR · Late 2025–November 2026 · geniuspr.com

Situation

Genius, referred to in coverage as Genius Trading, builds a cross-chain trading terminal, documented at docs.tradegenius.com and at tradegenius.com. In 2026 it also launched a BNB Chain social-trading app and launchpad at genius.fun. The public spokespeople for the programme are Armaan Kalsi, co-founder and chief executive; Ryan Myher, chief operating officer; and Samuel Videau, chief technology officer.

The communications job was to support funding and product announcements in language the company would stand behind, and to place those three voices in ongoing market commentary — not only when there was a launch to announce.

Task

Genius PR has worked with Genius on a retainer since late 2025. Jamie led the account; Bradley joined as account director in late October 2026. Day-to-day coordination ran on Telegram. No dedicated Slack channel was found in this pass, so the results below were checked from official product pages, live coverage URLs, a Telegram history summary, a WhatsApp history summary and journalist notes in Notion.

The programme had two public objectives:

1. Support investment and product news with accurate, clearly labelled coverage, without treating company or press-release figures for volume or downloads as independent Genius PR facts.
2. Place Kalsi, Myher and Videau as named voices on market structure, tokenisation and regulation, including in national business press.

Action

In mid-January 2026, YZi Labs announced a multi-eight-figure investment in Genius, with Changpeng “CZ” Zhao joining as an advisor. CryptoNews published a news report the same day, 13 January; The Block carried a news item on the deal (not a press-release desk page). The published wording used in this pack is “multi-eight-figure” or “8-figure,” as the outlets and the investor described it.

Commentary began in the same quarter. Forbes published a 12 February feature on how cross-chain challenges were shaping a new wave of trading terminals. On 27 March, Decrypt carried a press release on a partnership between the Genius Trading terminal and Aster, giving users a simpler way to trade perpetuals on Aster.

In the autumn the commentary ran through several desks. At the start of October, Investopedia quoted Videau on what can go wrong when trading a prediction market. On 15 October, Opeyemi Babalola at Investing.com quoted Myher in a piece on ether sell-off fears. On 27 October a press release on The Block’s press-release desk announced Genius’s first BNB social-trading app; a follow-on release on 19 November reported a company download figure. That number is the company’s claim, not an independently verified Genius PR metric.

On 5 November, Murtuza Merchant wrote for Forbes, “Crypto Firms Have Two Months to Prepare for a Democratic Congress.” In that article Genius is quoted: “Investors and companies should treat the next two months as a planning window, not a legislative one.” Four days after the second BNB-app release, Investing.com again quoted Myher, this time on ethereum traders stepping away from the market.

Results

The public record, as independently checked on 25 November 2026, is a curated year of work: investment news in January, a labelled product partnership in March, a labelled BNB-app announcement in October and November, and a run of named commentary that includes Forbes, Investopedia and Investing.com. Volume, share-of-chain and download figures that appear in some coverage are the company’s or the outlet’s reporting, not Genius PR metrics, and are not repeated as results here.

CryptoNews — 13 January 2026, 19:20 UTC, “YZi Labs Injects 8-Figure Into Genius Trading, CZ Joins as Advisor.” cryptonews.com. The Block also published a news item: theblock.co/news/…

Forbes — 12 February 2026, “DeFi’s Cross-Chain Challenges Sparking a New Wave of Trading Terminals.” forbes.com

Decrypt — 27 March 2026, 15:53 UTC, press release, “Genius Trading Terminal Partners with Aster to Give Users a Simpler Way to Trade Perps on Aster.” decrypt.co

Investopedia — early October 2026, Samuel Videau, “What Can Go Wrong When You Trade a Prediction Market.” investopedia.com

Investing.com — 15 October 2026, 14:33 UTC, Opeyemi Babalola, “Ether Sell-Off Fears Are Aimed at the Wrong Seller,” quoting Ryan Myher. investing.com

The Block — 27 October 2026, press release, “CZ-Advised Genius Takes On Fomo And Pump.Fun With First BNB Social Trading App.” theblock.co/press-releases/...

Forbes — 5 November 2026, Murtuza Merchant, “Crypto Firms Have Two Months to Prepare for a Democratic Congress.” forbes.com

Investing.com — 19 November 2026, 07:05 UTC, Opeyemi Babalola, “Ethereum Traders Are Walking Away,” quoting Ryan Myher. investing.com

The Block — 19 November 2026, press release, “First BNB Social Trading App Hits 20,000 Downloads, Defying On-Chain Spot Slowdown.” theblock.co/press-releases/...

The CryptoNews and both Investing.com URLs were fetched live, as were genius.fun and the Genius Terminal docs. The tradegenius.com homepage returned 403 at fetch (the docs site was live). Forbes, The Block and Investopedia pages also returned 403; the 5 November Forbes URL is attested as Approved commentary in Notion, and the Investopedia URL is independently listed. A Cointelegraph URL circulating for the January investment story returned 404; CryptoNews is used as the live news report, with The Block’s news URL retained as an attested companion. Additional comment placements from the same period were not each re-fetched for this pack, and are not listed as results.

Impact

By late November 2026 Genius had a public investment story in the wording the coverage actually used, a clearly labelled partnership and product-launch trail, and a sustained commentary presence — Myher in Investing.com, Videau in Investopedia, and a named Genius quote in Forbes on the post-midterm policy window. The terminal and the later BNB social-trading product stayed distinct in public copy: genius.fun is a launch and a social-trading app, not a relabelling of the existing terminal.

Links

Terminal docs: docs.tradegenius.com

Product site: tradegenius.com

BNB app: genius.fun

Forbes, 5 November: forbes.com

Summary

Late 2025
Retainer under way
Genius PR supporting Genius into 2026 product and commentary work

13 Jan
YZi Labs coverage
Multi-eight-figure investment, with CZ joining as an advisor

5 Nov
Forbes comment
A planning window, not a legislative one, in Murtuza Merchant's piece

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Verified links
Investment news, labelled PRs, and commentary in Forbes, Investopedia and Investing.com

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

Facts in this document are drawn from official Genius product pages, the coverage URLs listed above, a Telegram history summary, a WhatsApp history summary and journalist notes in Notion. No dedicated client Slack channel was found in this pass. Fees, invoice notes, unpublished complaints, and company or press-release claims about volume or downloads are omitted. Website publication still requires client confirmation on name, logo and any testimonials.