Genius PR Geo

CASE STUDY

Geo

Knowledge you can trust — from first commentary to the Geo Debates launch

Genius PR · Retainer · July–November 2026 · geniuspr.com

Situation

Geo is building a consumer network for knowledge people can trust. It starts with Geo Debates: short social debates in which people watch opposing views, vote on who made the stronger case, and have claims, sources and evidence filed into a knowledge graph. Where feeds reward speed and AI answers hide the trail, Geo preserves the trail.

The company is led by founder and CEO Yaniv Tal, who previously founded The Graph. By mid-2026 the product was approaching a public launch, but the harder job was category-defining: to introduce Geo as a consumer knowledge network, and to make “knowledge you can trust” a line journalists would repeat.

Task

Genius PR was engaged on a four-month retainer with Geo Browser PB LLC, with work starting on 22 July 2026. Jamie led the account, with Martin Cachaldora and Bradley on the team. The principal client contacts were Yaniv Tal and Hugues De Braucourt.

The programme had four objectives:

1. Establish a consumer-first public line — “knowledge you can trust” — and keep Geo’s product, rather than industry jargon, at the centre of the story.
2. Place Yaniv as a reference voice on trust, provenance and AI: the person journalists call when the conversation turns to where answers come from.

3. Launch Geo Debates on 22 September 2026 with a clear product announcement and supporting editorial, so the first consumer product was understood in the same week it went live.
4. Keep the commentary running after launch day — through interviews, live conversations and a later flagship technology op-ed — rather than treating the announcement as a one-week event.

Action

Thought leadership before the product

The first six weeks were used to seed the trust thesis ahead of the Debates launch. Yaniv's argument — that human verification and visible sources can make AI answers more reliable — was placed as a crypto.news commentary on 19 August, followed by a HackerNoon op-ed on 4 September, "The Internet's Trust Crisis: What Web3 Left Unfinished." The same week as the first feature, Yaniv appeared on the Synopsis podcast and on Cointelegraph's Chain Reaction live show, discussing the bottlenecks holding AI agents back, to a live audience of more than 1,300 viewers.

Launching Geo Debates

On 22 September, Geo Debates went live. Genius PR supported a product announcement and launch editorial the same day: a crypto.news feature on the short-form debate format, and a The Block press release describing video debates in which the crowd votes on who won. BeInCrypto followed on 23 September with a longer look at whether the format could address the internet's trust problem. The Telegram archive records the launch landing in 23 outlets; this pack independently verifies the named editorial and press-release URLs, and does not list wire pickups that could not be confirmed without confusion with unrelated "GEO" (generative-engine-optimisation) coverage.

Interviews and the longer commentary run

At the end of September, Yaniv sat for a Crypto Coin Show interview on the path from The Graph to Geo Debates. In late October he appeared on a Pukecast / New Money Cast stream. On 6 November, TechRadar Pro published his op-ed, "We can't control AI if we can't control where it gets its information from," extending the trust thesis into a broader technology audience. Further conversations recorded in October and November were not yet public at the time of writing. Work in mid-November also turned toward a Reddit programme and a new consumer campaign, both still in preparation.

Results

Media coverage

- Pre-launch: a crypto.news commentary (19 August); the Synopsis podcast and Cointelegraph's Chain Reaction (21 August); and a HackerNoon op-ed (4 September).
- Launch week: crypto.news (22 September); a The Block press release (22 September); and BeInCrypto (23 September). The Telegram archive records 23 launch outlets and 30 placements by the end of September; this pack verifies the named live URLs above and does not re-count the full set.
- After launch: a Crypto Coin Show interview (28 September); a Pukecast / New Money Cast appearance (27 October); and a TechRadar Pro op-ed (6 November).

Domain presence

A mid-October programme report recorded a modest lift in domain rating, from 34 to 37, and in backlinks, from 1.4K to 1.5K. Those figures are attributed to that report and have not been independently re-measured here.

Impact

In four months Geo moved from an unannounced consumer product to a launched category story: short-form debates with a visible trail of claims and sources, and a founder voice on why AI answers need provenance. The TechRadar Pro op-ed carried that argument beyond crypto trade press. The next chapter — community distribution and a new consumer campaign — was already in the works by late November.

Links

Verified live URLs in this pack:

> crypto.news — "Can human verification make AI answers more reliable?," 19 August 2026 — https://crypto.news/can-human-verification-make-ai-answers-more-reliable/
>
> Synopsis — podcast appearance, 21 August 2026 — https://youtu.be/fu-AUagD-2k

Cointelegraph, Chain Reaction — “What Are the Biggest Bottlenecks Holding AI Agents Back? [Ft. Yaniv Tal],” 21 August 2026 — https://x.com/cointelegraph/status/2090788000720720245

HackerNoon — “The Internet’s Trust Crisis: What Web3 Left Unfinished,” 4 September 2026 — https://hackernoon.com/the-internets-trust-crisis-what-web3-left-unfinished

crypto.news — “Geo launches TikTok-style debates,” 22 September 2026 — https://crypto.news/geo-launches-tiktok-style-debates-clarity-act-face-off/

The Block — press release, “Geo Debates Launches TikTok-Style Video Debates Where the Crowd Votes on Who Won,” 22 September 2026 — https://www.theblock.co/press-releases/geo-debates-launches-tiktok-style-video-debates-where-the-crowd-votes-on-who-won-416101

BeInCrypto — “Can This TikTok-Style Debate App Fix the Internet’s Trust Problem?,” 23 September 2026 — https://beincrypto.com/geo-debates-online-arguments-platform/

Crypto Coin Show — “The Graph’s Co-Founder Spent 4 Years Fixing Web3 Social: Yaniv Tal Launches Geo Debates,” 28 September 2026 — https://cryptocoinshow.com/interview/the-graphs-co-founder-spent-4-years-fixing-web3-social-yaniv-tal-launches-geo-debates/

Pukecast / New Money Cast — live stream, 27 October 2026 — https://x.com/pukecast/status/2114943343381848227

TechRadar Pro — “We can’t control AI if we can’t control where it gets its information from,” 6 November 2026 — https://www.techradar.com/pro/we-cant-control-ai-if-we-cant-control-where-it-gets-its-information-from

A 10 September TheStreet commentary was recorded in the Telegram archive; the URL supplied is no longer live and is omitted here.

Summary

4 mo
Programme span
22 July to November 2026, from first commentary through the Debates launch and a later technology op-ed

22 Sep
Geo Debates launch
Product announcement week, with named editorial and a press release verified in this pack

23
Launch outlets
Count recorded in the Telegram archive; this pack verifies the named editorial and press-release links

10
Verified live links
Independently checked URLs in this pack, from August through November 2026

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