CASE STUDY

Hecto

Pre-IPO markets, from commentary to a labelled Canton launch

Genius PR · April–October 2026 · geniuspr.com

Situation

Hecto, often styled Hecto Finance during the programme, builds tokenized access to private, pre-IPO markets, including structured exposure on the Canton network. The official site is now hecto.inc; hecto.finance redirects there. Co-founder and chief executive Ultan Miller was the principal public voice.

By spring 2026, tokenized private-market products were drawing attention and scepticism in equal measure. Hecto needed Miller in commentary and opinion on why access only works when the underlying assets are actually sourced, and later a clearly labelled announcement when the company launched $NEOPRIME on Canton.

Task

Genius PR was engaged on a retainer from April 2026, with Felix and Jamie leading the account, and later supported a one-off announcement package for the October launch. Day-to-day work ran in the Telegram group Hecto Finance <> PRG. The placements verified here run from late May to mid-October.

The campaign focused on four primary objectives:

1. Put Miller on a specialist podcast to explain tokenized pre-IPO access.
2. Place clearly labelled thought leadership on diversified pre-IPO investing, and a bylined op-ed on why tokenized equity products fail when the shares are not secured.
3. Land commentary in a mainstream markets title when the structure of trading and settlement was in the news.
4. Distribute a labelled announcement of the $NEOPRIME launch on Canton, with wire pickups marked as press releases.

Action

Miller appeared on Untangling Web3 episode 131, “How to Unlock Private Markets,” published on 27 May. In mid-July, Investing.com ran a studios contributor piece, “Hecto Platform Dedicated to Making Diversified Pre-IPO Investing Accessible.” On 19 July he was quoted in The Street’s “The next Wall Street shift is already underway,” arguing that 24/7 markets are a solved technical problem and that market structure is the hard part. On 2 August, Hackernoon published his op-ed “The Tokenized SpaceX Fiasco and the Future of Pre IPO Tokens.”

On 14 October a labelled release announced that Hecto had launched private markets on Canton with $NEOPRIME, described as tokenized pre-IPO exposure. Pinion Newswire and The Block carried the announcement the same day; StreetInsider and The Defiant also ran it as press-release coverage.

Results

Over the spring and autumn, Hecto moved from a pre-IPO thesis that needed explaining to a company with a specialist podcast, labelled contributor and opinion pieces, a The Street comment and a clearly marked Canton launch announcement.

Commentary and opinion

- Untangling Web3, 27 May 2026: episode 131, “How to Unlock Private Markets,” with Miller.
- Investing.com, 15 July 2026: “Hecto Platform Dedicated to Making Diversified Pre-IPO Investing Accessible.” Labelled as contributor content; the Investing.com newsroom was not involved.
- The Street, 19 July 2026: Miller quoted in “The next Wall Street shift is already underway.”
- Hackernoon, 2 August 2026: Miller’s op-ed “The Tokenized SpaceX Fiasco and the Future of Pre IPO Tokens.” Labelled as author opinion.

Announcement

- Pinion Newswire and The Block, 14 October 2026: “Hecto Launches the First Tokenized Pre-IPO Private Market Exposure on Canton” / “Hecto Launches Private Markets on Canton with $NEOPRIME.” Labelled as a press release. StreetInsider and The Defiant carried the same announcement.

Impact

The programme gave Hecto a public argument it could reuse: tokenized pre-IPO access is only as strong as the assets behind it. Miller became a named source on a specialist podcast and in The Street, a bylined voice on Hackernoon, and the spokesman for a

labelled Canton launch. The public record is the placements themselves; no unverified commercial figures are used here.

Links

- Official site — hecto.inc
- Untangling Web3 — 27 May 2026, episode 131. rss.com
- Investing.com — 15 July 2026 contributor content. uk.investing.com
- The Street — 19 July 2026 commentary. thestreet.com
- Hackernoon — 2 August 2026 op-ed. hackernoon.com
- Pinion Newswire — 14 October 2026; press release. pinionnewswire.com
- The Block — 14 October 2026; press release. theblock.co
- The Defiant — October 2026; press release. thedefiant.io
- StreetInsider — October 2026; press release. streetinsider.com

The Street, The Block, The Defiant and StreetInsider returned 403 to an unattended fetch; The Street and The Block were confirmed via archives, and The Block's date is 14 October. The Defiant and StreetInsider page dates were not fetched; an internal note put The Defiant on 15 October. Untangling Web3 is dated 27 May on the official feed, not the internal 20 April note. The Investing.com piece is dated 15 July, not about 16 July; the Hackernoon op-ed is dated 2 August, not 3 August. A Benzinga interview was still with editors in late July and is not claimed as published. Earlier 2025–early-2026 coverage sits outside this programme and is not used as a result here.

Summary

27 May
Untangling Web3
Miller on unlocking private markets

19 Jul
The Street
Miller quoted on market structure

2 Aug
Hackernoon
Miller's op-ed on tokenized pre-IPO products

14 Oct
$NEOPRIME PR
Labelled Canton launch, including The Block

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