Genius PR

HoneyB

CASE STUDY

HoneyB

A funding exclusive, then a founder voice on Bitcoin income

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

Situation

HoneyB, developed by Nectar Group, Inc., is being built as an income orchestration layer for Bitcoin: a way for eligible institutions to reach traditional income strategies without moving bitcoin from a qualified custodian. The company is led by co-founder and CEO Josh Gordon, with co-founder and chief product officer Michael Vander Meiden. The public line is straightforward — there is a large pool of idle bitcoin, and the options for earning income on it have been fragmented or unsustainable.

By early autumn 2026 a $5 million seed round was ready to announce, and a first product was still ahead. The communications job was to introduce HoneyB as a serious Bitcoin-income platform, land the raise in a flagship outlet, and keep both founders in the debate once the announcement week had passed.

Task

Genius PR was engaged in September 2026, with a kickoff on 10 September, on a retainer with Nectar Group, Inc. Nishy led the account, with Caline, Martin Cachaldora and Jamie on the team; Bradley joined later in October, and Jeff supported on the ground at Token2049 Singapore. The principal client contacts were Josh Gordon and Michael Vander Meiden.

The programme had four objectives:

1. Announce the seed round clearly — $5 million, led by Portal Ventures, at a $30 million post-money valuation — in a flagship exclusive, then let a supporting release travel.
2. Establish “income orchestration layer for Bitcoin” as the public line, rather than a generic yield headline.
3. Place Josh and Michael as reference voices on Bitcoin income, risk and regulation, so HoneyB was not only a one-day funding story.
4. Support a later partnership moment, when HoneyB appeared as a strategy partner on Sui’s Hashi mainnet, without letting that story blur the raise.

Action

Landing the raise

The first weeks were used to lock the messaging and the announcement. A thought-leadership strategy and messaging guide were delivered in late September, and the raise release was written around the “income orchestration layer” line. The flagship was an exclusive in The Block on 20 October, “Bitcoin yield platform HoneyB developer raises $5 million at $30 million valuation.” The same day, a press release moved on the Pinion Newswire, and was picked up on StreetInsider and on The Defiant.

Keeping the founders in the debate

The Coinage interview was recorded at Token2049 Singapore on 8 October and published on 23 October as “Why Bitcoin’s Next Big Opportunity Could Be Earning Yield Without Selling,” with a Yahoo Finance pickup of the same piece. A Coinage video, “Are Bitcoin yield opportunities back?,” followed on 27 October. In parallel, Michael was quoted in two Investing.com market commentaries — “Bitcoin and AI Stocks Now Bleed Together” on 23 October, and “Bitcoin Income Just Hit a Treasury Wall” on 28 October. The same day, Forbes published “What Stablecoin Holders Should Know About The New Rewards Rules,” quoting Josh on the limits of promotional rewards and the case for real income sources.

Supporting the Hashi launch

On 19 November, Sui took Hashi, its native Bitcoin-finance infrastructure, to mainnet. Genius PR supported HoneyB’s role as a strategy partner on Upshift vaults. HoneyB and Josh were named and quoted in Sui’s own announcement and in The Block’s

Hashi coverage. By mid-November the next chapter — including an SEO and generative-engine-optimisation proposal and a founder profile still in progress — was already in preparation.

Results

Media coverage

- An exclusive in The Block on 20 October 2026, announcing Nectar Group's $5 million seed for HoneyB at a $30 million post-money valuation, led by Portal Ventures. A same-day press release was picked up on StreetInsider and The Defiant.
- A Coinage feature on 23 October, syndicated on Yahoo Finance, plus a Coinage video on 27 October.
- Two Investing.com commentaries quoting Michael Vander Meiden, on 23 and 28 October.
- A Forbes commentary quote from Josh Gordon on 28 October.
- Partnership coverage around the 19 November Hashi mainnet: Sui's announcement and a The Block report, both naming HoneyB and quoting Josh.

Verified live links

This pack independently checks ten live URLs for the placements above, from the 20 October exclusive through 19 November. The Coinage video is confirmed in the Telegram archive and on X, but a stable public URL was not captured here and is omitted from the link list.

Impact

In just over two months HoneyB went from an unannounced Bitcoin-income platform to a named funding story and a recurring founder voice on how bitcoin holders might earn income without selling. The raise landed in a flagship exclusive; the commentary run carried into Forbes and Investing.com; and the Hashi launch put HoneyB on a live partnership announcement as a strategy partner, not only as a company that had raised.

Links

Verified live URLs in this pack:

The Block — exclusive, "Bitcoin yield platform HoneyB developer raises $5 million at $30 million valuation," 20 October 2026 — https://www.theblock.co/news/deals/2026-10-20-bitcoin-yield-platform-honeyb-funding-valuation-421430

StreetInsider — press release, "Nectar Group, Inc. Raises $5 Million to Build HoneyB, the Income Orchestration Layer for Bitcoin," 20 October 2026 — https://www.streetinsider.com/Pinion+Newswire/Nectar+Group%2C+Inc.+Raises+%245+Million+to+Build+HoneyB%2C+the+Income+O

The Defiant — press-release pickup, 20 October 2026 — https://thedefiant.io/news/markets/nectar-group-inc-raises-5-million-to-build-honeyb-the-income-orchestration-layer-for-bitcoin

Investing.com — "Bitcoin and AI Stocks Now Bleed Together," 23 October 2026 — https://www.investing.com/analysis/bitcoin-and-ai-stocks-now-bleed-together-200690174

Coinage — "Why Bitcoin's Next Big Opportunity Could Be Earning Yield Without Selling," 23 October 2026 — https://www.coinage.media/2026/why-bitcoins-next-big-opportunity-could-be-earning-yield-without-selling

Yahoo Finance — pickup of the Coinage feature, 23 October 2026 — https://finance.yahoo.com/markets/crypto/articles/why-bitcoins-next-big-opportunity-135200864.html

Investing.com — "Bitcoin Income Just Hit a Treasury Wall," 28 October 2026 — https://www.investing.com/analysis/bitcoin-income-just-hit-a-treasury-wall-200690423

Forbes — "What Stablecoin Holders Should Know About The New Rewards Rules," 28 October 2026 — https://www.forbes.com/sites/murtuza-merchant/2026/10/28/what-stablecoin-holders-should-know-about-the-new-rewards-rules/

Sui — "Hashi Mainnet is Live: 20+ Partners Bring Bitcoin Finance to Sui at Scale," 19 November 2026 — https://www.sui.io/blog/hashi-mainnet-is-live

The Block — "Bitcoin finance protocol Hashi goes live on Sui mainnet," 19 November 2026 — https://www.theblock.co/news/defi/2026-11-19-bitcoin-finance-protocol-hashi-goes-live-on-sui-mainnet-443608

A Coinage video, "Are Bitcoin yield opportunities back?," was published on 27 October and is confirmed in the Telegram archive; a stable URL was not captured in this pack and is omitted here.

Summary

10 Sep
Programme kickoff
Retainer with Nectar Group, Inc., from mid-September through November 2026

$5M
Seed exclusive
The Block, 20 October 2026, at a $30 million post-money valuation

2
Investing.com comments
Michael Vander Meiden quoted on 23 and 28 October

10
Verified live links
Independently checked URLs in this pack, from 20 October through 19 November 2026

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