Genius PR

JIRITSU

CASE STUDY

Jiritsu

Franklin Templeton on Cointelegraph, then JUSD in Forbes

Genius PR · 2024–2025 · geniuspr.com

Situation

Jiritsu provides verification for tokenised funds: minting and burning only when there are sufficient assets to back the tokens. The official site is jiritsu.network. The principal public voice in this programme was co-founder Jacob Guedalia.

By late 2024, large asset managers were putting funds on-chain and needed a way to prove what stood behind those tokens. Jiritsu's brief was to be named in that story, first around a Franklin Templeton integration and later around its own JUSD stablecoin.

Task

Genius PR was engaged on a monthly strategy brief plus per-story pitching, working in the Telegram group Jiritsu <> PRG, with jamie thorne, Kim and Sana Lalpuria on the account. The placements verified here fall between December 2024 and April 2025.

The campaign focused on two primary objectives:

1. Place the Franklin Templeton verification story in a major crypto news title, with Guedalia as a named source.
2. Carry the same verification argument into a business title when JUSD came to market.

Action

On 3 December 2024, Cointelegraph published Allen Scott's "Franklin Templeton tokenized funds get verification system on Jiritsu." The piece, drawing on 2 December statements from Guedalia, explains how a verification system on Jiritsu's MPC network could allow retail versions of Franklin Templeton's EZBC and FOBXX tokenised funds to be developed, and quotes him on reducing friction for investors moving between traditional fund shares and DeFi.

On 29 April 2025, Forbes Digital Assets published Sean Lee's contributor piece "The Quiet Revolution in Asset Markets and Tokenization." The essay discusses Jiritsu's JUSD stablecoin launch on BNB Chain and its MintBurn system of continuous, rather than monthly, proof of reserves. It links to the official Jiritsu site.

Results

In a short programme, Jiritsu went from a staff Cointelegraph story on a named asset-manager integration to a mention in a Forbes Digital Assets essay on how tokenised markets are being rebuilt.

- Cointelegraph, 3 December 2024: Allen Scott, "Franklin Templeton tokenized funds get verification system on Jiritsu," quoting co-founder Jacob Guedalia.
- Forbes Digital Assets, 29 April 2025: Sean Lee, "The Quiet Revolution in Asset Markets and Tokenization," discussing JUSD and MintBurn. Labelled as a contributor piece.

Impact

Jiritsu was named as a verification layer for tokenised funds in a staff crypto-news story and then in Forbes. The placements are the record. They are not presented here as proof of assets under verification, stablecoin deposits or token performance.

Links

Official site — jiritsu.network

Cointelegraph — 3 December 2024. cointelegraph.com

Forbes Digital Assets — 29 April 2025 contributor piece. forbes.com

The official site did not load in this pass; it was confirmed via a 17 December 2025 archive and is the URL used in the Forbes piece. Forbes returned 403 to an unattended fetch and was confirmed via a 23 July 2025 archive. Two other URLs recorded internally — a 14 February 2025 Fortune commentary and a 9 February 2025 Cointelegraph story on a blockchain-based US Treasury — do not mention Jiritsu or Guedalia in the live text and are not claimed. Company deposit and TVL figures are not used.

Summary

3 Dec **Cointelegraph** Franklin Templeton verification, quoting Guedalia	**29 Apr** **Forbes** Contributor essay discussing JUSD
2024–25 **Programme** Staff crypto news, then a Forbes essay	**2** **Verified placements** Cointelegraph and Forbes, as labelled

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