Genius PR

Onchain Capital

CASE STUDY

Onchain Capital

A weekly onchain-finance podcast, and a newsletter launched in November

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

Situation

Onchain Capital is a podcast and media brand hosted by Sean Lee, founder of the show and former CEO of the Algorand Foundation, with Kim Than as executive producer and co-host. The brief, in the show's own words, is "where money is going next, explained by the people moving it": long conversations with founders and investors who work across crypto and traditional markets. The public home is onchaincap.io.

This is a production and distribution programme, not a conventional product-launch PR campaign. Genius PR's job has been to run the show as a weekly series — guest booking, recording and production, social and clipping, and, from mid-November, a newsletter that carries the best of each conversation into inboxes.

Task

Genius PR works with Onchain Capital on a retainer. The public show opened with a trailer on 25 February 2026 and Episode 1 on 2 March. Kim Than is both a named co-host and a lead on the account, with Caline and Martin Cachaldora on the team. There is no current client Slack channel for this brand. Day-to-day source material is the Onchain Capital Notion portal, the official show properties, and a production history held by the team.

The programme had three objectives:

1. Keep a weekly (or near-weekly) episode cadence on Apple Podcasts and YouTube, with guests who can speak from both crypto and traditional finance.

2. Build a public home for the show — the website, YouTube, X and related channels — so episodes can be found and clipped.
3. Launch a newsletter that takes the best of each conversation and sends it to subscribers.

Action

The first public episode, on 2 March 2026, was “Stablecoins are the jet fuel of digital economy,” with Sheila Warren. From that point the official Apple Podcasts / Anchor feed runs as a regular series. Guests through the spring and summer included Richard Teng, co-CEO of Binance (Episode 10, 29 April); Sandy Kaul of Franklin Templeton (11 May); Ben Zhou of Bybit (25 May); and a conversation on why a16z is betting on onchain finance (29 June).

The autumn run stayed on a weekly Monday pattern. The official feed includes Haseeb Qureshi of Dragonfly (2 October), Yuval Rooz of Canton (26 October), Chunda McCain of Paxos Labs, Ryan Kim of Hashed, John D’Agostino of Coinbase (9 November), John Cho of Ratio and Kaia (2 November), Kelvin Koh of Spartan Capital (16 November), the CEO of Centrifuge (19 November) and Lasse Clausen of 1kx (23 November). Genius PR also booked, produced and clipped around those releases. Guest names that do not yet appear in the official feed are omitted from the results.

On 17 November the team launched the Onchain Capital newsletter on Substack, introducing the show and pointing back to conversations already on the record, including the April interview with Richard Teng.

Results

By 23 November 2026 the official Apple Podcasts feed listed 41 episodes, from the 25 February trailer through the 23 November conversation with Lasse Clausen. Press-release syndication is not the measure here; the results are the published show itself, the channels around it, and the newsletter.

Official properties

Website — onchaincap.io

Apple Podcasts — Onchain Capital, show ID 6829767977, artist Sean Lee. podcasts.apple.com

YouTube — youtube.com/@OnchainCapital

X — @OnchainCap_io

Substack — “Welcome to Onchain Capital,” 17 November 2026. onchaincap.substack.com

A representative set of published episodes, all in the official feed

2 March 2026 — Episode 1: Sheila Warren, “Stablecoins are the jet fuel of digital economy” (Apple/Anchor feed).

29 April 2026 — Episode 10: Richard Teng, Binance. Watch on YouTube

11 May 2026 — Franklin Templeton’s EVP, “2008 Could’ve Been Avoided With Tokenization” (Apple/Anchor feed).

25 May 2026 — Ben Zhou, Bybit, “Crypto is how AI will move money” (Apple/Anchor feed).

29 June 2026 — “Why a16z Thinks On-Chain Finance Is the Biggest Bet Right Now” (Apple/Anchor feed).

2 October 2026 — Haseeb Qureshi, Dragonfly, “Crypto VC Will Be Over By 2030” (Apple/Anchor feed).

26 October 2026 — Yuval Rooz, Canton, “Canton Founder: ‘Public Permissionless’ Was a Huge Mistake.”

2 November 2026 — John Cho, Ratio / Kaia. Watch on YouTube and Apple Podcasts

9 November 2026 — John D’Agostino, Coinbase. Watch on YouTube

16 November 2026 — Kelvin Koh, Spartan Capital. Watch on YouTube

19 November 2026 — Centrifuge CEO. Watch on YouTube

23 November 2026 — Lasse Clausen, 1kx. Watch on YouTube

The official Apple/Anchor feed is the source for the 41-episode count; YouTube URLs above were checked live. A note that YouTube was surfacing the show for its keyword on 16 November was not independently re-tested, and is not treated as a result.

Impact

By late November the show had a public home, a weekly episode habit stretching from March through November, and a newsletter standing on top of that library. The guests on the record include operators at Binance, Bybit, Coinbase, Franklin Templeton, Dragonfly, a16z, Paxos, Hashed, Spartan, Canton and 1kx. The line stayed on conversations with people who already move capital, not on a rebrand of any earlier, unrelated “Onchain” company.

Links

Website: https://onchaincap.io/

Apple Podcasts: https://podcasts.apple.com/us/podcast/onchain-capital/id6829767977

YouTube: https://www.youtube.com/@OnchainCapital

Newsletter: https://onchaincap.substack.com/p/welcome-to-onchain-capital

X: https://x.com/OnchainCap_io

Summary

2 Mar
Episode 1
Public series begins, after a trailer on 25 February 2026

41
Episodes in the official feed
Apple Podcasts / Anchor RSS, 25 February through 23 November 2026

17 Nov
Newsletter launch
Welcome to Onchain Capital, on Substack

5
Official properties
Site, Apple Podcasts, YouTube, X and Substack, independently checked

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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

Facts in this document are drawn from the official Onchain Capital site, Apple Podcasts / Anchor RSS, YouTube, the 17 November Substack post, the Onchain Capital Notion portal and a WhatsApp history summary. This is the current podcast brand, not Onchain Labs (a separate, earlier client). Fees, unpublished guest bookings and internal production notes are omitted. Website publication still requires client confirmation on name, logo and any testimonials.