Genius PR

OneAsset

CASE STUDY

OneAsset

Making the case for legally structured tokenized real estate

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Situation

OneAsset is a Dubai-based company building infrastructure for tokenized commercial real estate — the structuring, servicing, reporting and transfer controls that sit around an asset, not only the token itself. The official site is oneasset.io. Founder and chief executive Sonia Shaw and chief investment officer Arthur Katz were the public voices.

In early 2026 the real-world asset market was crowded with issuance stories. OneAsset needed to argue a harder point: that a token is only as credible as the legal structure behind it, and that poor-quality assets should not be moved on-chain simply because they will not sell off-chain.

Task

Genius PR was engaged on a retainer, with Felix leading the account, to introduce Shaw and Katz to business, research and conference audiences. Day-to-day work ran in the Telegram group OneAsset <> PR Genius. The programme ran through spring 2026, with the heaviest campaigning from March to May and a Forbes Digital Assets feature published on 26 May.

The campaign focused on four primary objectives:

1. Give OneAsset a clear public argument: tokenized real estate only works when the legal structure, the asset and the reporting are credible.
2. Place Shaw in a flagship regional business title, and Katz in a research interview.
3. Support a late-March thought-leadership announcement, with any wire pickups labelled as press releases.
4. Put Katz on stage and in long-form conversations around Cannes and EthCC.

Action

Genius PR opened with a late-March announcement in Shaw's name, arguing that issuance, custody and trading should not sit in a single entity. The release ran on ACCESS Newswire on 27 March and is labelled here as a press release, not as staff-reported news. In the same window Shaw appeared on AthenaX, and Entrepreneur Middle East published a staff feature on 30 March: "Sonia Shaw Explains Why Most Tokenized Real Estate Is Built on 'Digital IOUs.'"

Katz spoke on 1 April at Hack Seasons in Cannes, on a main-stage panel with Franklin Templeton, The Spartan Group, Bybit and Re7 Capital. On 8 April, DL Research published an EthCC interview, "OneAsset CIO on fixing real estate liquidity and avoiding toxic assets." A Forbes Digital Assets feature followed on 26 May: "Why Tokenized Real Estate Still Hasn't Taken Off."

Results

In a concentrated spring programme, OneAsset moved from a little-known infrastructure project to a company with a staff business feature, a research interview, a labelled announcement, a conference stage and a Forbes Digital Assets piece.

Business and research

- Entrepreneur Middle East, 30 March 2026, by Entrepreneur Middle East Staff: a feature on Shaw and the "digital IOU" problem in tokenized real estate.
- DL News / DL Research, 8 April 2026: a long-form interview with Katz, recorded around EthCC, on liquidity, due diligence and keeping weak assets off-chain.
- Forbes Digital Assets, 26 May 2026: "Why Tokenized Real Estate Still Hasn't Taken Off."

Announcement, conversations and stages

- ACCESS Newswire, 27 March 2026: Shaw's statement on separating issuer, custodian and exchange roles. Labelled as a press release.
- AthenaX, 2 April 2026: a conversation with Shaw, "OneAsset: Transforming RWA Tokens into Real Ownership, Not Receipts." The live archive is dated 2 April; some internal notes said 26 March.
- Hack Seasons, Cannes, 1 April 2026: Katz on the main-stage panel "Where Smart Capital Is Moving in Web3."

Impact

The programme gave OneAsset a public argument it could reuse: structure before the token, and asset quality before scale. A staff feature in Entrepreneur Middle East and a DL Research interview set out that case in Shaw's and Katz's own words; the Cannes

panel put it in front of a conference audience; and the 26 May Forbes feature carried the same idea into a tier-one business title at the close of the engagement.

Links

- Official site — oneasset.io
- Entrepreneur Middle East — 30 March 2026. mena.entrepreneur.com
- DL News — 8 April 2026 interview. dlnews.com
- Forbes — 26 May 2026. forbes.com
- AthenaX — 2 April 2026. athenax.co
- ACCESS Newswire — 27 March 2026; press release. accessnewswire.com
- Hack Seasons Cannes — 1 April 2026 panel. hackseasons.com

Forbes often returns 403 to unattended fetches; the 26 May URL is attested by the working chat. A The Defiant interview with Katz, live 22 April in the chat, was not given a recovered public URL here. A Financial Fox conversation, live 5 May in the chat, no longer resolved at the YouTube address on file. Unverified view counts are not used.

Summary

30 Mar
Entrepreneur ME
Staff feature with Sonia Shaw

8 Apr
DL News
DL Research interview with Arthur Katz

26 May
Forbes
Digital Assets feature on tokenized real estate

Mar–May
Programme
Announcement, interviews, Cannes and Forbes, 2026

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