Genius PR

royaltiz

CASE STUDY

Royaltiz

Human capital, from a talent launch into news and podcasts

Genius PR · February–April 2026 · geniuspr.com

Situation

Royaltiz is a platform that tokenizes talent — athletes and other public figures — so fans can buy, hold and trade digital assets tied to a career's public momentum. The official site is royaltiz.com. Co-founder Kevin Crouvizier was the principal public voice for the work described here.

In early 2026 the company was taking its first talent asset fully on-chain, with footballer Eduardo Camavinga, on Solana. Ahead of the 2026 FIFA World Cup it needed a serious argument in business and trade media: that human capital could be discussed as an investable idea, not only as another fan token, and that the Camavinga launch was the proof point.

Task

Genius PR was engaged from February to April 2026, with Jamie Thorne leading the account, to support that launch. Day-to-day work ran in the Telegram group Royaltiz <> PR Genius. The short programme closed in April.

The campaign focused on four primary objectives:

1. Place a "human capital as an asset class" argument in a major business title, with Crouvizier as the named source.
2. Secure trade coverage of the Camavinga launch as Royaltiz's first fully on-chain athlete asset on Solana.
3. Put Crouvizier on podcasts that would carry the fandom-into-ownership argument at launch.
4. Distribute a labelled announcement of the launch, with any wire pickups clearly marked as press releases.

Action

On 8 March, Forbes Digital Assets published Sean Lee's contributor piece "Can Human Capital Become An Investable Asset Class?", built around an interview with Crouvizier. The next day, BeInCrypto reported the Camavinga launch as the company's first fully on-chain athlete asset on Solana. A labelled release, "Royaltiz Launches First Fully On-Chain Talent Asset With Eduardo Camavinga On Solana," went out through Chainwire on 9 March and was carried by The Block.

Crouvizier also appeared on the Synopsis Web3 Summit livestream "IPO Every Human Being on Earth?" on 6 March, and on BlockHash Podcast episode 699, "Royaltiz | Fandom into Ownership," published on 23 March.

Results

In a short spring programme, Royaltiz went into the Camavinga launch with a contributor interview in Forbes, a trade news report, a labelled announcement and two podcasts.

News and opinion

- Forbes Digital Assets, 8 March 2026: Sean Lee, "Can Human Capital Become An Investable Asset Class?", interviewing Crouvizier. Labelled as a contributor piece.
- BeInCrypto, 9 March 2026: "Royaltiz Brings Athlete Tokenization to Solana With Eduardo Camavinga Launch."

Announcement and podcasts

- Chainwire, 9 March 2026, and The Block: "Royaltiz Launches First Fully On-Chain Talent Asset With Eduardo Camavinga On Solana." Labelled as a press release.
- Synopsis Web3 Summit, 6 March 2026: Crouvizier on the livestream "IPO Every Human Being on Earth?"
- BlockHash Podcast, 23 March 2026: episode 699, "Royaltiz | Fandom into Ownership," with Crouvizier.

Impact

The launch week put a named co-founder into Forbes and a trade news title, with a clearly labelled announcement and two podcasts behind it. Royaltiz left the programme with a public argument already in circulation: fandom can be discussed as ownership, and talent as an asset class. The placements are the record; they are not presented here as proof of the product's long-term commercial success.

Links

Official site — royaltiz.com

Forbes Digital Assets — 8 March 2026 contributor piece. forbes.com

BeInCrypto — 9 March 2026. beincrypto.com

Chainwire — 9 March 2026; press release. chainwire.org

The Block — March 2026; press release. theblock.co

Synopsis — 6 March 2026 livestream. youtube.com

BlockHash Podcast — 23 March 2026, episode 699. blockhashpodcast.com

Forbes, BeInCrypto, The Block and the BlockHash episode page returned 403 to an unattended fetch; Forbes was confirmed via a 13 March 2026 archive, and is paywalled. The live BeInCrypto date is 9 March, not the internal 8 March note. The Synopsis livestream is dated 6 March on YouTube, not the internal 10 March note. The Block's exact publication day was not fetched. Company user, account and fundraising figures, and regulatory detail that appears in some coverage, are not used.

Summary

8 Mar	9 Mar
Forbes	**BeInCrypto**
Contributor interview with Kevin Crouvizier	Camavinga on-chain launch report
2	**Feb–Apr**
Podcasts	**Programme**
Synopsis, 6 March, and BlockHash, 23 March	Launch coverage, labelled PR and podcasts, 2026

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