Genius PR

CASE STUDY

Ulys

An AI investing-app launch, a $4 million financing, and a CEO voice on custody

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Situation

Ulys, operated by Ulys Holdings Inc., is an AI investing assistant: users describe an idea in their own words, the app builds a basket of assets around that idea, and nothing is placed until the user approves it. Holdings sit in the user's own non-custodial wallet. The company, led by CEO Hugo Renaudin, is based in New York. The public site is ulys.ai (https://ulys.ai/).

By mid-autumn 2026 an iOS launch was ready, and a financing was coming in behind it. The communications job was to introduce the product as an AI investing assistant rather than a brokerage app with a chatbot attached, keep the CEO in the market debate, and handle the raise as a separate news moment once it was actually public.

Task

Genius PR began work with Ulys in October 2026. The private Slack channel #ulys-geniuspr opened on 20 October, after the client asked to move day-to-day work off Telegram. Jamie, Nishy and Bradley ran the account; the principal client contacts were Hugo Renaudin and Natalie Jaeger. Copy is reviewed by the client before it goes live.

The programme had three objectives:

1. Launch the app on 10 November with a clear product line — portfolios built from a text prompt, trades approved by the user — and supporting pickups

that were honestly labelled as press-release syndication.
2. Place Renaudin as a named voice in business and crypto press, including on custody and market structure.
3. Support a financing announcement only once the figures were public, without mixing unpublished totals into the launch week.

Action

The first weeks were used for commentary while the launch was prepared. On 22 October Forbes Digital Assets quoted Renaudin in a piece on a broad crypto sell-off. On 26 October, Investing.com quoted him in “Ethereum Vs. Bitcoin: Ether’s November Comeback Faces a Wall,” including on staking as a yield decision and on ETF flows as a test of institutional conviction.

The app launched on 10 November. Genius PR issued “Ulys Unveils AI App That Builds Investment Portfolios From Simple Text Prompts” on Newswire; an AP News page hosted the same text as a Korewire press-release pickup, which is not AP editorial. The same day, FinanceX published a launch feature, “Ulys Launches AI Investing App Built on Tokenised Assets,” after putting questions to the company before the embargo lifted. On 12 November, The Defiant released a video interview, “Can AI be a better portfolio manager than you? Why Ulys CEO Hugo Renaudin is betting on Yes.”

The financing was held back from launch week so that it would still be fresh for a later announcement. On 16 November Axios reported a $4 million Ulys financing led by Streamlined Ventures, joined by Tom Lee (Fundstrat), BitMine and XBTO Ventures, in its Pro Rata newsletter. DevCuration followed with a 18 November feature on the raise and the expanded app. On 24 November, a separate Forbes Digital Assets feature on proof of reserves and custody quoted Renaudin: “If we shut down, users keep their private key and move their wallet to any other provider.”

Results

From late October through 24 November the programme produced launch coverage, a public $4 million financing story, a flagship video interview and two Forbes comments. Press-release pickups are labelled as such and are not counted as earned editorial. Unpublished funding totals and valuation figures discussed internally are omitted here, because they were not independently confirmed in the published coverage reviewed for this pack.

Forbes — 22 October 2026, comment in “Bitcoin Plunges Below $81,000 As ‘Everything’ Sell-Off Fuels Losses.” forbes.com
https://www.forbes.com/sites/digital-assets/2026/10/22/bitcoin-plunges-below-81000-as-everything-sell-off-fuels-losses/

Investing.com — 26 October 2026, Hugo Renaudin quoted in “Ethereum Vs. Bitcoin: Ether’s November Comeback Faces a Wall.” investing.com
https://www.investing.com/analysis/ethereum-vs-bitcoin-ethers-november-comeback-faces-a-wall-200690272

Newswire — 10 November 2026, official press release: “Ulys Unveils AI App That Builds Investment Portfolios From Simple Text Prompts.” newswire.com
https://www.newswire.com/news/ulys-unveils-ai-app-that-builds-investment-portfolios-from-simple-text-prompts

AP News — 10 November 2026, Korewire press-release pickup of the launch announcement (not AP editorial). apnews.com
https://apnews.com/press-release/korewire/press-release-7aab7f9ebb52210822b9f9449c06207a

FinanceX — 10 November 2026, launch feature: “Ulys Launches AI Investing App Built on Tokenised Assets.” financexmagazine.com
https://www.financexmagazine.com/post/ulys-launches-ai-investing-app-built-on-tokenised-assets

The Defiant — 12 November 2026, video interview with Hugo Renaudin: “Can AI be a better portfolio manager than you?” thedefiant.io and youtu.be/SJmyS1cb_Fc
https://thedefiant.io/podcasts-and-videos/videos/can-ai-be-a-better-portfolio-manager-than-you-why-ulys-ceo-hugo-renaudin-is-betting-on-yes

DevCuration — 18 November 2026, “Ulys Raises $4M for AI Investing and Editable Portfolios,” citing Axios’s 16 November report of a $4 million round led by Streamlined Ventures, with Tom Lee (Fundstrat), BitMine and XBTO Ventures. devcuration.com
https://devcuration.com/articles/ulys-raises-4m-for-ai-native-investing-app

Forbes — 24 November 2026, comment in “Binance Passed Its Proof Of Reserves Test And Still Lost 63 Billion; Crypto Is Now Split Over Who Should Hold The Keys.” forbes.com
https://www.forbes.com/sites/digital-assets/2026/11/24/binance-passed-its-proof-of-reserves-test-and-still-lost-63-billion-crypto-is-now-split-over-who-should-hold-the-keys/

WhatsApp notes also mention an Investing.com comment on AI regulation around 23 November; a matching live URL was not independently found, so it is not listed above. Tech Funding News, Inc. and Fortune had not published by 25 November. Additional launch-release syndications recorded in Notion

(including Business Insider, USA Today, Benzinga and MSN) were not each re-checked for this pack.

Impact

In just over a month the app had a public launch moment, the $4 million financing was on the record with named investors, and Renaudin had been quoted in Forbes twice — including on the non-custodial point that if Ulys shut down, users would keep their keys. The public line stayed on an AI assistant that waits for the user's approval, rather than on a chatbot bolted onto a brokerage.

Links

Company site: https://ulys.ai/

About: https://ulys.ai/about

Summary

20 Oct
Programme start
Slack channel opened 20 October 2026; work moved from Telegram onto Slack

10 Nov
App launch
Official Newswire announcement, plus a FinanceX feature and The Defiant interview

$4M
Public financing
Axios, 16 November 2026, led by Streamlined Ventures; featured in DevCuration

8
Verified live links
Independently checked URLs in this pack, from 22 October through 24 November 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

Facts in this document are drawn from Slack #ulys-geniuspr, the Ulys Notion portal, a WhatsApp history summary, a thin Telegram history (work moved to Slack), live publisher URLs and ulys.ai. Fees, commercial contract terms, unpublished funding totals and valuation figures, pipeline opportunities and internal process notes are omitted. Website publication still requires client confirmation on name, logo and any testimonials. Ulys's New York address is the client's, not a Genius PR office.