Genius PR

METIS

CASE STUDY

Metis

A winter of labelled product wires, then Korean coverage of ZeUSD

Genius PR · 2024–2025 · geniuspr.com

Situation

Metis is an Ethereum Layer 2 rollup platform. The official site is metis.io. The principal public voice in the placements verified here is Tom Ngo, named as CEO in the company's announcements.

Through the winter of 2024–25 the network was bringing a sequence of product stories to market: a Decentralised Sequencer (DSEQ) reboot with ENKI, a ReGenesis pivot toward AI infrastructure and the incubation of LazAI, a MetisVM roadmap appearance around ETHDenver, and a ZeUSD integration with Zoth aimed in part at Korean media.

Task

Genius PR worked the account from the Telegram group PR Genius <> Metis L2, with Kim, jamie thorne and Sana Lalpuria, and from a second group, Metis South Korea <> The PR Genius, with the Korean partner. The engagement is attested from October 2024. The placements verified here run from January to February 2025.

The campaign focused on two primary objectives:

1. Distribute the English-language product announcements clearly as labelled newswire copy, including Decrypt and The Defiant's press-release desk.
2. Carry a Korea-facing story, including the ZeUSD work with Zoth, into Korean crypto media.

Action

On 7 January 2025, Decrypt published a labelled Chainwire release, "Metis Launches DSEQ Reboot to Enhance DeFi Ecosystem with ENKI as Key Partner." The Defiant's press-release desk carried the same announcement the same day. Both quote Ngo.

On 22 January, Decrypt and The Defiant's press-release desk ran "Metis Announces ReGenesis: A Bold Pivot Toward Becoming the Blockchain Home for AI," again quoting Ngo. The Decrypt item is labelled as a press release (keywords: Press Releases) even though the byline reads Decrypt Staff. The following day, 23 January, both outlets ran a further labelled release on the LazAI incubation, "Metis Accelerates AI + Web3 Innovation with LazAI."

On 8 February, Coinreaders published "Metis-Zoth expand ZeUSD, a real-world-asset-backed stable token," bylined 강승환 (Kang Seung-hwan), quoting Ngo. On 21 February, The Defiant's press-release desk carried a labelled Chainwire release, "MetisVM All Set to Take Center Stage: Exclusive ETHDenver Roadmap Reveal." The word "exclusive" is in the release headline; it is not an earned news exclusive.

Results

In a short winter window, Metis's product announcements ran as a clearly labelled sequence on Decrypt and The Defiant, and the ZeUSD story appeared in a Korean news outlet with the CEO on the record.

- Decrypt, 7 January, 22 January and 23 January 2025: labelled press releases on the DSEQ reboot, ReGenesis and LazAI. The Defiant's press-release desk carried the same three announcements.
- Coinreaders, 8 February 2025: 강승환, Metis and Zoth on ZeUSD, quoting Tom Ngo.
- The Defiant, 21 February 2025: labelled Chainwire release on MetisVM and the ETHDenver roadmap. Confirmed via a 14 July 2026 archive.

Impact

Metis was named, with its CEO quoted, across a run of labelled product wires and in a Korean news item on ZeUSD. The placements are the record. They are not presented here as proof of sequencer adoption, token performance or circulating supply.

Links

- Official site — metis.io
- Decrypt — 7 January 2025 Chainwire release. decrypt.co
- Decrypt — 22 January 2025 press release. decrypt.co
- Decrypt — 23 January 2025 press release. decrypt.co
- Coinreaders — 8 February 2025. coinreaders.com/144897
- The Defiant — 21 February 2025 Chainwire release. thedefiant.io

The official site returned 403 to an unattended fetch and was confirmed via a 10 November 2026 archive. The Defiant pages also returned 403 and were confirmed via archive; the January items are on the press-release desk, as is the February MetisVM release. TokenPost, Coinness, Blockstreet and Naver items were attested in the working chat but were not independently URL-verified in this pass and are not claimed. Circulating-supply and TVL figures in the ZeUSD coverage are not used as Genius PR metrics. No CoverageBook and no live geniuspr.com case study were found.

Summary

3 **Decrypt wires** Labelled releases, 7–23 January 2025	**8 Feb** **Coinreaders** ZeUSD with Zoth, quoting Ngo
21 Feb **MetisVM** Labelled Defiant release around ETHDenver	**Jan–Feb** **Verified window** In a programme attested from October 2024

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