CASE STUDY

Biconomy

A CoinDesk brief, then labelled SWIFT and funding wires

Genius PR · February–March 2024 · geniuspr.com

Situation

Biconomy, at biconomy.io, describes itself as “Your Universal Interface to All Chains.” It is an account-abstraction infrastructure provider. The official site was fetched live for this pack. The principal public voices in the labelled releases are Ahmed Al-Balaghi, co-founder and chief executive, and Aniket Jindal, co-founder.

The company needed coverage of a Trust Wallet SWIFT launch that ran on its paymaster and bundler infrastructure, and later of a strategic funding announcement.

Task

Genius PR worked the account from the Telegram group The PR Genius <> Biconomy, with Tommy, Aniket Jindal, Adrian Gaffor and Aditya Khanduri, and jamie thorne, Kim, CJ and Sana. A first press-release draft is attested on 8 February 2024. The placements verified here run from 19 February to 28 March 2024. The client sheet lists the account under the May 2024 tab.

The campaign focused on two primary objectives:

1. Place the Trust Wallet SWIFT launch, with Biconomy named as the infrastructure partner, in crypto media.
2. Distribute a labelled announcement of a strategic funding round.

Action

On 19 February 2024, CoinDesk’s Protocol Village column carried a brief headlined “Trust Wallet Launches ‘SWIFT’ Smart-Contract Wallet With Biconomy,” dated “Feb. 19.” The column URL is dated 17 February 2024. A 20 February 2024 archive of the page has a published time of 20 February 2024; a later archive is dated 21 February. The same day, a labelled Chainwire release, “Trust Wallet launches SWIFT with Biconomy’s

Paymaster and Bundler infrastructure, defining the easiest path for web2 users to get started in web3," ran on Decrypt and CCN, bylined Chainwire, datelined Dubai, and quoting Al-Balaghi and Trust Wallet chief executive Eowyn Chen. The origin release is on Chainwire at 19:35 UTC.

On 28 March at 15:58 UTC, a second labelled Chainwire release, "Web3's largest Account Abstraction provider, Biconomy, receives strategic investment from Major Investors," ran on Decrypt, datelined Dubai and quoting Jindal.

Results

In a late-winter to early-spring window, Biconomy was named in a CoinDesk Protocol Village brief on the SWIFT launch and in two labelled Decrypt wires, one on SWIFT and one on a strategic funding round.

- CoinDesk Protocol Village, 19 February 2024: brief on the Trust Wallet SWIFT launch with Biconomy. The live page was not fetched; confirmed via a 20 February 2024 archive. The URL path is 17 February 2024; the item is dated 19 February.
- Decrypt, CCN and Chainwire, 19 February 2024: labelled release on the SWIFT launch. Decrypt and Chainwire were fetched live; CCN was confirmed via a 27 December 2025 archive (live 403).
- Decrypt and Chainwire, 28 March 2024: labelled release on a strategic funding round. Both fetched live.

Impact

Biconomy was named in a CoinDesk brief and two labelled product and funding wires. The placements are the record. They are not presented here as proof of user counts, market share, or the size of the funding round, including figures and investor lists that appear in the coverage.

Links

Official site — biconomy.io

CoinDesk — 19 February 2024 Protocol Village brief. coindesk.com

Decrypt — 19 February 2024 labelled Chainwire release. decrypt.co

CCN — 19 February 2024 labelled Chainwire release. ccn.com

Decrypt — 28 March 2024 labelled Chainwire release. decrypt.co

The CoinDesk column URL is dated 17 February 2024; the item is dated 19 February, and archive published times are 20 and 21 February. A CryptoRank news-feed item of 19 February 2024, bylined CryptoPolitan, was confirmed via a 15 June 2024 archive (live 403) and is not featured as staff editorial. The working dump dated it 22 February; the page date is 19 February. Benzinga and Cryptonews.net syndications of the 28 March wire, and Bitcoin.com and Yahoo Finance placements of an Acentrik announcement, were attested in the working dump but were not URL-verified in this pass and are not featured. A HackerNoon pitch on ERC-7579 was not confirmed as published. User-count, market-share and funding figures in the coverage are not used as Genius PR metrics. No CoverageBook and no live geniuspr.com case study were found.

Summary

19 Feb
CoinDesk
Protocol Village brief on SWIFT

19 Feb
Decrypt and CCN
Labelled Chainwire SWIFT release

28 Mar
Decrypt
Labelled Chainwire funding release

Feb–Mar
Programme
A brief and two labelled wires, 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 Biconomy pages as they stand today, the URLs above and the working Telegram chat. Fees, unpublished materials and unverified commercial figures are omitted.