Genius PR

bless

CASE STUDY

Bless

A same-day BeInCrypto feature on the mainnet launch

Genius PR · September 2025 · geniuspr.com

Situation

Bless, at bless.network, describes itself as “the world’s first shared computer,” a network that lets people contribute spare computing power through a browser extension or desktop installer. The official site was fetched live for this pack.

The network’s mainnet launched on 23 September 2025. The principal public voice in the coverage verified here is Michael Chen, named as co-founder in the BeInCrypto article.

Task

Genius PR worked the account from the Telegram group Bless <> PRG, with Butian, velvety_cc and mchen8864, and Clara Kelly, jamie thorne, Tom B, Kim and Felix. The placement verified here is dated 23 September 2025. The working chat was scanned from 30 August to 8 October 2025, on a performance mandate attested from June 2025.

The campaign’s primary objective was to secure crypto-media coverage of the mainnet launch.

Action

On 23 September 2025 at 07:01 UTC, BeInCrypto published Matej Prša’s “A New Era of Shared Computing? Bless Network Launches Mainnet Challenging the Cloud Monopoly,” a Technology-section article later updated at 10:36 UTC the same day. The piece quotes Chen and draws on the launch announcement. No sponsored or press-release label was found on the article itself; “Sponsored” marks on the archived page sit on adjacent advertising units.

Results

On launch day, Bless was the subject of a staff BeInCrypto feature on the mainnet and the shared-computer model.

- BeInCrypto, 23 September 2025: Matej Prša, “A New Era of Shared Computing? Bless Network Launches Mainnet Challenging the Cloud Monopoly.” The live page returned 403 to an unattended fetch and was confirmed via a 23 July 2026 archive.

Impact

Bless was named in a same-day BeInCrypto mainnet feature. That placement is the record. It is not presented here as proof of node counts, user numbers, token supply or cloud-market size, including figures that appear in the article.

Links

Official site — bless.network

BeInCrypto — 23 September 2025. beincrypto.com

The live BeInCrypto article returned 403 and was confirmed via archive. Testnet-scale, token-supply and market-size figures in that piece are not used as Genius PR metrics. A Cointelegraph pitch and a Defiant podcast mentioned internally were not verified as published and are not claimed. No CoverageBook and no live geniuspr.com case study were found.

Summary

23 Sep BeInCrypto Staff feature on the mainnet launch	**07:01** UTC Published the morning of mainnet day
1 Verified piece Matej Prša, Technology section	**Sep 2025** Programme A same-day mainnet launch feature

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30 Churchill Pl, Canary Wharf, London E14 5RE, United Kingdom

Dubai
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United States
2035 Sunset Lake Road, Suite B2, Newark, DE 19702

Based on official Bless pages as they stand today, the URL above and the working Telegram chat. Unpublished pipeline items and unverified commercial figures are omitted.