Genius PR

COMPUTE LABS

CASE STUDY

Compute Labs

A Mashable Benelux feature, then a Crypto Coin Show interview

Genius PR · December 2024–February 2025 · geniuspr.com

Situation

Compute Labs financialises AI infrastructure so investors can take fractional exposure to GPU compute. Its official site is computelabs.ai, now titled an AI infrastructure investment platform. In the coverage verified here the company is described through its Compute Tokenization Protocol, which divides GPU capacity into digital units the articles call GNFTs.

The principal public voice in the podcast is Nick (Nikolay Filichkin), named as co-founder and chief business officer on the official About page and in the Crypto Coin Show interview. Albert Zhang is named there as founder and chief executive, and Warren Hosseinion as a co-founder.

Task

Genius PR worked the account from the Telegram group PRG <> Compute Labs, with Cath, Warren and Albert, and Kevin Capon Goldszmidt, jamie thorne, Jacob and Kim. The placements verified here run from December 2024 to February 2025. The working chat was scanned from 8 November 2024 to 15 April 2025, on a performance mandate attested from August 2024.

The campaign focused on two primary objectives:

1. Place a feature on Compute Labs' fractional AI-ownership model and its Nvidia B200 cluster work in Asia-Pacific media.
2. Put a named executive on the record in a podcast interview about tokenising GPUs for investors.

Action

On 4 December 2024, Mashable's Benelux edition published "Compute Labs' 'Fractional AI Ownership' In Asia-Pacific with Nvidia Cluster," bylined Redactie, the desk's editorial byline. The article describes the company's Nvidia B200 cluster work, the Compute Tokenization Protocol and GNFTs. No press-release or sponsored label was found on the live page.

On 24 February 2025, the Crypto Coin Show published Ashton Addison's interview with Filichkin, titled "AIFi with Decentralized Computing | Blockchain Interviews" on YouTube, with a written companion, "Compute Labs' Nick: Tokenizing GPUs so investors can own a slice of AI growth," on cryptocoinshow.com. The write-up states that the conversation was recorded in February 2025.

Results

In a mid-winter window, Compute Labs was the subject of a Mashable Benelux feature on fractional AI ownership and then placed its co-founder and chief business officer on the Crypto Coin Show.

- Mashable Benelux, 4 December 2024: Redactie, "Compute Labs' 'Fractional AI Ownership' In Asia-Pacific with Nvidia Cluster." Fetched live.
- Crypto Coin Show, 24 February 2025: Ashton Addison interviews Nick (Nikolay Filichkin), co-founder and chief business officer. The YouTube episode and the written interview page were both fetched live.

Impact

Compute Labs was named in a regional Mashable feature and put a co-founder on the record in a podcast interview. The placements are the record. They are not presented here as proof of fundraising, yield, cluster size or later commercial figures on the live site.

Links

Official site — computelabs.ai

Mashable Benelux — 4 December 2024. nl.mashable.com

Crypto Coin Show — 24 February 2025 interview (YouTube). youtube.com

Crypto Coin Show — 24 February 2025 written interview. cryptocoinshow.com

Investment-dollar and cluster-ranking figures in the Mashable article, and demand or market-size figures in the podcast, are not used as Genius PR metrics. Cryptonews and CryptoSlate podcast opportunities mentioned internally were not verified as published and are not claimed. Later June and August 2025 coverage, after mid-April, is not claimed as part of this programme. computelabs.io is a different engineering firm. No CoverageBook and no live geniuspr.com case study were found.

Summary

4 Dec **Mashable** Benelux feature on fractional AI ownership	**24 Feb** **Podcast** Crypto Coin Show interview with Nick
2 **Placements** A regional feature, then a founder interview	**Dec–Feb** **Programme** Verified coverage, late 2024 to early 2025

Genius PR · geniuspr.com · Case study draft, 25 November 2026

London	Dubai	United States
30 Churchill Pl, Canary Wharf, London E14 5RE, United Kingdom	The Offices 4, One Central, 8th and 9th Floor, Dubai	2035 Sunset Lake Road, Suite B2, Newark, DE 19702

Based on official Compute Labs pages as they stand today, the URLs above and the working Telegram chat. Fees, unpublished financing details and unverified commercial figures are omitted.