CASE STUDY

CrossFi

Podcast interviews and labelled DL News research

Genius PR · January–April 2025 · geniuspr.com

Situation

CrossFi, at crossfi.org, presents crypto banking and payments on CrossFi Chain, its own layer-1 blockchain. The official homepage returned an error in this pass (522). A 26 January 2025 archive of the same address is titled “Crypto Banking | Crypto Payment | Blockchain Solutions by CrossFi,” and describes crypto banking, payments, a web3 wallet and DeFi tools. The official lockup used here is the Cross Finance mark from that site. The principal public voice is Phillip Alexeev, chief growth officer, as he appears in the coverage.

The company needed founder-level interviews and a research series that could put CrossFi in a conversation about permissioned DeFi and decentralised capital markets.

Task

Genius PR worked the account from the Telegram group CrossFi <> PRG, with Phillip Alexeev, Alexander, Joseph Zammit and others, and Kim, Sana Lalpuria, Jacob and colleagues. The scanned window runs from about early December 2024 to 18 April 2025. Several related chats, including partner-intro groups, were not read. The placements verified here are dated January, February and April 2025.

The campaign focused on two primary objectives:

1. Put the chief growth officer on recognised crypto podcasts and video interviews.
2. Place CrossFi in a clearly labelled research series, not as unlabelled staff news.

Action

On 10 January 2025 at 16:45 UTC, Cryptonews published episode 403 of its podcast, “Phillip Alexeev, CGO at CrossFi, on Banking the Unbanked, Bridging TradFi & Crypto, and The Evolution of Payment Tech.” The page sits in Cryptonews’ exclusives section.

The live page was fetched for this pack. The working dump dated the episode 7 January; the published time is 10 January 2025, which is used here.

On 7 February 2025, Crypto Coin Show published Ashton Addison's interview with Alexeev, "Pay for ANYTHING with Crypto Globally?? w/ CrossFi," also filed as Blockchain Interviews, with a YouTube upload of the same conversation. The live interview page was fetched. The working dump dated the video 9 February; the page is dated 7 February 2025, which is used here. No sponsored or press-release label was found on the interview itself.

DL News Research published two Roundtable Series pieces that name CrossFi and Alexeev: "Permissioned DeFi: Bridging traditional finance and decentralised systems," on 24 January 2025 at 20:58, and "Decentralised capital markets: Building the rails for the next financial system," on 18 April 2025. Both pages state that the series is "brought to you in partnership with PR Genius." They are labelled partnership research, not staff news exclusives. The first piece later moved to an /research/internal/ URL; a 24 January 2025 archive of the original path was used alongside the live page. The live page's published time was later overwritten to 5 May 2026, which is treated as a migration date, not the original publication.

Results

In a January–April window, CrossFi's chief growth officer appeared on a Cryptonews podcast and a Crypto Coin Show video interview, and the project was named in two labelled DL News Research roundtables.

- Cryptonews Podcast, 10 January 2025: episode 403, an interview with Phillip Alexeev. Live.
- DL News Research, 24 January 2025: "Permissioned DeFi: Bridging traditional finance and decentralised systems," a Roundtable Series piece in partnership with PR Genius. Live, with a 24 January 2025 archive.
- Crypto Coin Show / Blockchain Interviews, 7 February 2025: Ashton Addison interviews Alexeev, with a YouTube upload of the same episode featured in the links below.
- DL News Research, 18 April 2025: "Decentralised capital markets: Building the rails for the next financial system," the same labelled Roundtable Series. Live.

Impact

CrossFi was named in two podcast interviews and two labelled research pieces. The placements are the record. The research pages are partnership content. None of this is presented here as proof of product adoption or later commercial performance.

Links

Official site — crossfi.org

Cryptonews Podcast — 10 January 2025, episode 403. cryptonews.com

DL News Research — 24 January 2025, labelled partnership series. dlnews.com

Crypto Coin Show — 7 February 2025 interview. cryptocoinshow.com

YouTube — the same Crypto Coin Show / Blockchain Interviews episode. youtube.com

DL News Research — 18 April 2025, labelled partnership series. dlnews.com

The official homepage returned 522 in this pass; a 26 January 2025 archive was used for the title, description and official lockup. The Cryptonews working-dump date (7 January) disagrees with the published time (10 January 2025). The Crypto Coin Show working-dump date (9 February, for the video) disagrees with the page date (7 February 2025). The first DL News piece was originally at /research/permissioned-defi-...; it now lives under /research/internal/. The live page's published time shows 5 May 2026, which matches an updated-at migration stamp; the visible date and a same-day archive are 24 January 2025. Both research pages state that the Roundtable Series is brought to you in partnership with PR Genius; they are not treated as earned staff news. A Forbes Q&A, further VC-roundtable videos, a BeInCrypto X Space and other pitches were not independently verified as published and are not featured. An attested Spotify episode link was not independently confirmed as the Cryptonews episode and is not featured. No CoverageBook and no live geniuspr.com case study were found.

Summary

10 Jan
Cryptonews
Podcast episode 403 with Phillip Alexeev

24 Jan
DL News
Labelled research, in partnership with PR Genius

7 Feb
Crypto Coin Show
Video interview with Ashton Addison

18 Apr
DL News
A second labelled research roundtable

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 CrossFi pages as archived for this pack, the URLs above and the working Telegram chat. Fees, unpublished materials and unverified commercial figures are omitted.