Genius PR

neopin

CASE STUDY

Neopin

A CoinDesk brief, two labelled wires and a syndicated mention

Genius PR · March–June 2024 · geniuspr.com

Situation

Neopin, styled NEOPIN in its 2024 announcements, was a permissioned, non-custodial DeFi protocol. A 31 March 2024 archive of neopin.io is titled “NEOPIN – Web3 Crypto Neobank.” That address now redirects to mayflower.fyi; official docs state that, after a later governance vote, NEOPIN upgraded to Mayflower. The later upgrade is not a campaign result.

The public voice in the labelled releases is Ethan Kim, named as chief executive. The company wanted media for an RWA and AI product push from its Abu Dhabi base.

Task

Genius PR worked the account from the Telegram group Neopin <> PR Genius, with Stefan Kim and jamie thorne and Kim, from onboarding on 18 February 2024 to a last scanned message on 26 July 2024. The placements verified here run from 28 March to 11 June 2024. The client sheet lists the account as complete in May 2024; work continued into June and July.

The campaign focused on announcing an RWA and AI integration and a later RWA aggregation platform, and on securing named coverage in crypto and financial media.

Action

On 28 March 2024, CoinDesk’s Protocol Village column carried a brief headlined “Neopin, Permissioned DeFi Protocol, Introduces ‘Build Aggregated’ Feature With Spark, Athena,” marked “March 28 (PROTOCOL VILLAGE EXCLUSIVE).” The column URL is dated 27 March 2024; the page’s published time is 4 April 2024. The same day, a labelled Chainwire release, “NEOPIN Unveils Revolutionary RWA and AI Integration Targetting $5.7B RWA Market,” ran on Decrypt, bylined Chainwire, datelined Abu Dhabi, and quoting CEO Ethan Kim. The origin release is on Chainwire at 14:53 UTC.

On 12 April, a second labelled Chainwire release, “NEOPIN Unveils New Cutting-Edge RWA Platform: Pioneering Global Aggregation in Real-World Assets,” ran on Decrypt (published 05:00 UTC), again quoting Kim. On 11 June, an InvestorPlace article by Omor Ibne Ehsan, “3 High-Yield Cryptos to Stake for Safe Gains,” named NEOPIN among three tokens. It was syndicated to Nasdaq and Yahoo Finance (both published 11:00 UTC that day). Nasdaq’s canonical URL points at InvestorPlace.

Results

In a spring window, Neopin received a CoinDesk Protocol Village exclusive brief, two labelled Decrypt wires and a later syndicated mention in an InvestorPlace staking round-up.

- CoinDesk Protocol Village, 28 March 2024: exclusive brief on a “build aggregated” feature. The live page was not fetched; confirmed via a 6 September 2025 archive. The URL path is 27 March 2024; the page’s published time is 4 April 2024.
- Decrypt and Chainwire, 28 March 2024: labelled release on the RWA and AI integration. Both fetched live.
- Decrypt and Chainwire, 12 April 2024: labelled release on a new RWA aggregation platform. Both fetched live.
- InvestorPlace / Nasdaq / Yahoo Finance, 11 June 2024: Omor Ibne Ehsan, “3 High-Yield Cryptos to Stake for Safe Gains,” naming NEOPIN among three tokens. Yahoo was fetched live; Nasdaq was confirmed via a 10 October 2025 archive (live 403).

Impact

Neopin was named in a CoinDesk brief, two labelled product wires and a syndicated staking round-up. The placements are the record. They are not presented here as proof of TVL, market cap, or the size of the RWA market, including figures that appear in the coverage.

Links

Official site — mayflower.fyi (neopin.io now redirects here; 2024 archives still used the Neopin name)

CoinDesk — 28 March 2024 Protocol Village brief. coindesk.com

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

Decrypt — 12 April 2024 labelled Chainwire release. decrypt.co

Nasdaq — 11 June 2024 InvestorPlace syndication. nasdaq.com

Yahoo Finance — 11 June 2024, the same InvestorPlace article. finance.yahoo.com

The live official homepage is now Mayflower; 2024 archives of neopin.io still carried the Neopin name and the lockup used here. The CoinDesk column URL is dated 27 March 2024; the item is dated 28 March and the page's published time is 4 April. Benzinga syndications of the two wires, and an Investing.com contributor piece attested in the working dump, were not URL-verified in this pass and are not featured. TVL, market-cap and RWA-market figures in the coverage are not used as Genius PR metrics. No CoverageBook and no live geniuspr.com case study were found.

Summary

28 Mar **CoinDesk** Protocol Village exclusive brief	**2** **Decrypt wires** Labelled Chainwire releases, March and April
11 Jun **Staking mention** InvestorPlace, syndicated to Nasdaq and Yahoo	**Mar–Jun** **Programme** A brief, two wires, then a mention, 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 Neopin pages as archived and as they stand today, the URLs above and the working Telegram chat. Fees, unpublished materials and unverified commercial figures are omitted.