Genius PR

nftfi

CASE STUDY

# NFTfi

A labelled land-loan wire on The Defiant, syndicated the same day

Genius PR · December 2024 · geniuspr.com

## Situation

NFTfi is a peer-to-peer NFT lending protocol. In December 2024 its official site, nftfi.com, described a service that lets holders borrow against NFTs. A 23 December 2024 archive still carries that description and the official lockup used here. The site now states that NFTfi has shut down; that later change is not a campaign result.

The story placed in this programme is a loan, arranged with Fabrica, a land-tokenisation platform, and secured by a tokenised plot of land in Los Angeles County.

## Task

Genius PR worked the account from the Telegram group PR Genius <> NFTfi, with Ari, then NFTfi's chief marketing officer, and later Bernard Chin, and jamie thorne, Sana Lalpuria and Kim. The placements verified here are dated 19 December 2024, the first day of the scanned chat. Older history in that group may not have loaded. The client sheet attests a retainer from May 2024.

The campaign's primary objective was to announce the land-backed onchain loan in crypto media.

## Action

On 19 December 2024 at 18:47 UTC, Chainwire published the labelled release "Milestone Onchain Loan Backed by Real Land in Los Angeles." The same item ran the same day on The Defiant's press-release desk (published at 18:47 UTC) and on CryptoPotato, which files it under Press Release, opens with a press-release dateline, and points its canonical URL at the Chainwire original (published at 18:57 UTC).

# Results

The land-loan announcement went out as labelled newswire copy and was picked up the same day on The Defiant's press-release desk and on CryptoPotato.

- Chainwire, 19 December 2024: origin release, "Milestone Onchain Loan Backed by Real Land in Los Angeles." Fetched live.
- The Defiant, 19 December 2024: the same release on the press-release desk. The live page returned 403 to an unattended fetch and was confirmed via a 19 July 2026 archive.
- CryptoPotato, 19 December 2024: labelled press-release syndication of the same copy. Fetched live.

# Impact

NFTfi's land-loan announcement was distributed as a labelled wire and syndicated the same day. The placements are the record. They are not presented here as proof of loan size, protocol volume or the size of the real-estate market, including figures that appear in the release.

# Links

Official site — nftfi.com (now a shutdown notice; 23 December 2024 archive used for the 2024 description and lockup)

The Defiant — 19 December 2024 labelled press release. thedefiant.io

CryptoPotato — 19 December 2024 labelled press release. cryptopotato.com

Chainwire — 19 December 2024 origin release. chainwire.org

*The live official homepage and The Defiant article returned 403 to unattended fetches; both were confirmed via archive. Business Insider Markets and Benzinga syndications were attested in the working dump for 20 December 2024 but were not URL-verified in this pass and are not featured. Loan-size, volume and market-size figures in the release are not used as Genius PR metrics. No CoverageBook and no live geniuspr.com case study were found.*

# Summary

19 Dec

The Defiant

Labelled land-loan press release

19 Dec

CryptoPotato

Same-day labelled syndication

Wire

Chainwire

Origin release, 19 December 2024

Dec 2024

Programme

A labelled loan announcement and syndications

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

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 NFTfi pages as archived and as they stand today, the URLs above and the working Telegram chat. Fees, unpublished testimonials and unverified commercial figures are omitted.