Genius PR

LYNQ®

CASE STUDY

LYNQ®

The open settlement layer, with GSAM as the proof

Genius PR · Narrative Growth Engine retainer · May–November 2026 · geniuspr.com

Situation

LYNQ® Network is a broker-dealer-operated, real-time settlement platform for institutional digital-asset firms — market makers, OTC desks, exchanges and asset managers that need to move capital 24/7. It operates under tZERO's SEC-registered broker-dealer oversight. After the collapse of Silvergate's Signet and Signature Bank's SEN, institutions lost the only real-time settlement rails they had trusted, and were pushed back onto slower banking hours, idle capital and fragmented onboarding.

By the time Genius PR was engaged, Lynq already had meaningful institutional participants and product proof. What it did not have was a dominant public narrative. Coverage was fragmented, and "institutional crypto settlement" was still a gap in the press rather than a category Lynq owned. The work also had to clear a strict compliance screen: no performance claims, no named investment products, and legal sign-off on every pitch, interview and announcement.

Task

Genius PR was hired on a Narrative Growth Engine retainer, under a PandaDoc agreement with Digital Asset Settlement Network LLC (Lynq Network) completed on 26 May 2026, to build Lynq's category authority in institutional settlement and to make CEO Jerald David a reference voice on 24/7, regulated capital movement. Work began around 20 May and continued through November.

The programme, agreed in the go-to-market plan and strategy sessions, focused on four objectives:

1. Own the “open settlement layer” story — explain the post-SEN gap, then position Lynq as the regulated, always-on alternative, with Goldman Sachs Asset Management as the proof point when that news was ready.
2. Place founder-led thought leadership and commentary in financial and crypto press, within Lynq’s compliance rules.
3. Turn partnership and product announcements into earned coverage, not only press releases.
4. Book high-relevance podcasts, broadcast interviews and industry panels so the same narrative could be told in person and on air.

Action

Genius PR ran the work through a Category Leadership Media Framework: first explain the broken rails, then prove Lynq’s solution, then define the market, then aim for unprompted category ownership. The early summer peg was Lynq’s year-one anniversary; in September the plan switched to a controlled CoinDesk exclusive. The through-line, used everywhere, was “Lynq as the open settlement layer, GSAM as the proof.” Account lead sat with Jeffrey Chow and Bradley, with weekly calls between the Genius PR and Lynq teams (Blair Bingham, Jerald David and Mary Memia). Day-to-day delivery ran through the Telegram group “Lynq <> GeniusPR” from March through mid-November, then through Slack #lynq-geniuspr from 16 November. Buffer social posting was set up on 7 September to help distribution of published work.

A compliance-safe story, used everywhere

Messaging was built around 24/7 settlement, collateral mobility, and tZERO’s broker-dealer oversight — not around named funds or projected returns. Every announcement and interview draft went through Lynq legal. That constraint shaped the thought-leadership line that later appeared in CEO commentaries: regulation alone does not close the institutional settlement gap; interoperable rails do.

Announcement PR, timed to real product news

The team packaged Lynq’s commercial milestones as news, not slogans. In July, the Nonco partnership — 24/7 stablecoin liquidity for institutional holders of tokenized fund shares — was placed as a story, with The Defiant and Bitcoin.com among the first outlets and further syndication reported by the

team. In late September, a CoinDesk exclusive and CoinDesk TV interview carried the GSAM proof point: a major Goldman Sachs Asset Management fund moving onto Lynq's settlement rails. In October, the TBMC/RLUSD settlement test and the ZeroBeta integration — tokenized collateral that can back loans and trades, including as margin outside market hours — were taken to crypto and financial press, including The Block, TradeTech Eye, Business Insider and crypto.news.

Commentary and founder access

Between announcements, Genius PR put Jerald David into reactive and feature conversations: op-eds and CEO commentary on settlement, stablecoins and market structure, including placements at The Block, Investing.com, TheStreet, Benzinga and crypto.news. In November, that included a Forbes story on the first US test of 24/7 tokenized stock trading, for which the team drafted responses and secured the quote, and a Bloomberg interview on 2 November for which a public article URL has not yet been located.

Podcasts, broadcast and stages

The same narrative was booked off the page. Confirmed, publicly linked appearances include FinTech TV's Market Movers LIVE from the New York Stock Exchange on 3 September, the CoinDesk TV exclusive on 28 September, and a Coinage interview recorded around Token2049 and published on 5 November. In October, Jerald spoke in Singapore at CoinferenceX (5 October), the Gamma Prime Investing Summit (6 October) and RWA Summit (9 October).

Results

From the start of the retainer through 25 November 2026, the Lynq Notion media tracker records 45 approved placements: 21 editorials, 14 commentary or quote pieces, 7 podcast or broadcast appearances, and 3 press-release records. Of those, 26 now have a verified public URL, filled largely from the Lynq Telegram archive. Perigon's news index earlier returned 34 articles matching "Lynq Network" over the same window; that figure is a third-party index count, not a substitute for the audited tracker, and includes at least some adjacent coverage.

Media coverage

- 45 approved placements logged in the client portal between 30 June and 20 November 2026, with 26 live publisher links confirmed for this draft.

- Notable outlets with verified URLs include Forbes (CEO quote, 20 November), CoinDesk and CoinDesk TV, The Block, Business Insider, The Defiant, TheStreet, Investing.com, Benzinga, Bitcoin.com, crypto.news, Crypto Briefing, TradeTech Eye and Viral Mag.
- Three announcement cycles carried the heaviest clusters of coverage: Nonco (July) — the team reported that the release was picked up by 300+ outlets, later briefed as 400+, a syndication figure that sits outside the audited 45-placement tracker; the GSAM settlement-rails exclusive on CoinDesk and CoinDesk TV (28 September), with reported pickups including Binance Square, cryptonews.net, Bitcoin.com, TheStreet, a Yahoo Finance video and Unchained; and the October TBMC and ZeroBeta collateral stories.
- Thought leadership included Investing.com analyses through the summer and autumn, a Benzinga op-ed in August, and crypto.news commentaries arguing that digital money needs interoperable settlement rails and that regulation alone does not close the institutional settlement gap.

Podcasts and broadcast

- FinTech TV, Market Movers LIVE at the NYSE, 3 September 2026 — “The Settlement Bottleneck Holding Back Institutional Crypto.”
- CoinDesk TV exclusive, 28 September 2026, alongside the GSAM settlement-rails article.
- Coinage interview (Token2049), published 5 November 2026.
- As of 25 November 2026, further dates on the calendar, not yet counted as published results, include a Curiosity Code (Code Curiosity) episode recorded on 6 November and due to air on 1 December, a Futures & Options World conversation booked for 25 November, and a FinTech TV interview booked for 3 December, planned as a live appearance on a launch day.

Events

- CoinferenceX, Singapore, 5 October 2026 — panel: “Banks On-Chain: Tokenized Deposits and the New Settlement Layer.”
- Gamma Prime Investing Summit, Singapore, 6 October 2026 — panel: “Capital Markets Go Onchain: 24/7 Settlement, Liquidity and Wealth Management.”
- RWA Summit, Singapore, 9 October 2026 — delivered, as confirmed in the Lynq Telegram group (the Notion events tracker had still listed this one as in discussion).

Still in flight

- A Bloomberg interview took place on 2 November; no public article URL has been located. Separately, a Clear Street announcement was being shopped later in November; Bloomberg declined that exclusive, and the piece is still listed as awaiting publication.
- The Financial Times' US banking editor, Tabby Kinder, asked to speak with Lynq in the week of 14 December about collateral on blockchain infrastructure.
- Pickup URLs for several GSAM and ZeroBeta syndications (Unchained, Yahoo Finance video, Invezz, Blocktelegraph, StreetInsider) were named in Telegram or the tracker but were not supplied as links.
- Social reach, site traffic and onboarding attribution were promised as monthly dashboard metrics in the original plan. Those numbers were not found in Slack, Drive or the Notion reports tabs reviewed for this draft, so they are omitted rather than estimated.

Impact

Lynq did not need a louder press release. It needed the market to repeat a precise story: institutions still lack 24/7, regulated settlement, and Lynq is building that open layer — with GSAM as the proof when the news was ready to tell. Over a six-month retainer, Genius PR turned that story into a body of earned coverage that now sits in both crypto-native and financial press, with the CEO quoted from The Block and Investing.com through to CoinDesk and Forbes, and with the same argument delivered on air from the NYSE and on stage in Singapore.

The pattern is consistent. Each real product moment — Nonco, the GSAM rails exclusive, TBMC, ZeroBeta — was converted into a cluster of third-party stories, and the gaps between announcements were filled with commentary so Lynq stayed in the settlement conversation even when it was not issuing news. That is how a specialist infrastructure firm becomes the reference point for a category most general reporters are only just learning to name.

Links

Live URLs verified from the Lynq Telegram group, the client portal, Slack, Lynq's own press pages or the publisher. Rows without a URL remain in the research

notes as gaps. Two early items (a May TheStreet piece and a June Forbes piece) were flagged in Telegram as unverified and are not listed here.

The Block — Bitcoin ETFs' worst month yet
https://www.theblock.co/post/406802/bitcoin-etf-worst-month-yet
(1 July 2026)

Investing.com — The Regulatory Pieces for Tokenized Assets Are Starting to Fall Into Place
https://www.investing.com/analysis/the-regulatory-pieces-for-tokenized-assets-are-starting-to-fall-into-place-200683685
(10 July 2026)

Investing.com — The Market Never Closes: Can Financial Infrastructure Finally Catch Up?
https://www.investing.com/analysis/the-market-never-closes-can-financial-infrastructure-finally-catch-up-200684023
(16 July 2026)

TheStreet — Wall Street shift / technology infrastructure
https://www.thestreet.com/markets/wall-street-shift-technology-infrastructure
(17 July 2026)

The Defiant — Lynq Partners With Nonco to Enable 24/7 Stablecoin Liquidity for Institutions
https://thedefiant.io/news/defi/lynq-partners-with-nonco-to-enable-24-7-stablecoin-liquidity-for-institutions
(21 July 2026)

Bitcoin.com — Lynq and Nonco Collaborate to Expand Stablecoin Liquidity…
https://news.bitcoin.com/lynq-and-nonco-collaborate-to-expand-stablecoin-liquidity-for-institutional-holders-of-tokenized-fund-shares/
(21 July 2026)

Bitcoin.com — The $763.9 Million Shift…
https://news.bitcoin.com/the-763-9-million-shift-why-smart-contract-audits-couldnt-stop-web3s-worst-quarter/
(23 July 2026)

Investing.com — Crypto's Biggest Regulatory Bet Faces Its Toughest Test Yet
https://www.investing.com/analysis/cryptos-biggest-regulatory-bet-faces-its-toughest-test-yet-200684686
(29 July 2026)

Benzinga — Why Regulated Payment Stablecoins Are Designed To Pay Zero Yield…
https://www.benzinga.com/partner/general/26/08/61076750/why-regulated-payment-stablecoins-are-designed-pay-zero-yield-has-wall-street-found-way-around-it

(11 August 2026)

crypto.news — Digital money needs interoperable settlement rails, Lynq CEO says
https://crypto.news/digital-money-need-interoperable-settlement-rails-lynq/
(14 August 2026)

Viral Mag — Digital Money et rails de règlement interopérables selon Lynq
https://viralmag.fr/digital-money-et-rails-de-reglement-interoperables-selon-lynq/

crypto.news — Crypto regulation alone cannot solve the institutional settlement gap, says Lynq CEO
https://crypto.news/crypto-regulation-alone-cannot-solve-institutional-gap/
(18 August 2026)

FinTech TV — The Settlement Bottleneck Holding Back Institutional Crypto
https://terminal.fintech.tv/fintechtv-library?episode=the-settlement-bottleneck-holding-back-institutional-crypto
(3 September 2026, Market Movers LIVE at the NYSE)

crypto.news — 21-bank stablecoin rival to USDT and USDC
https://crypto.news/21-bank-stablecoin-rival-usdt-usdc/
(7 September 2026)

CoinDesk — Goldman Sachs Brings $100 Billion Treasury Fund Into Crypto's Institutional Plumbing
https://www.coindesk.com/markets/2026/09/28/goldman-sachs-brings-usd100-billion-treasury-fund-into-crypto-s-institutional-plumbing
(28 September 2026)

CoinDesk TV — CoinDesk TV exclusive
https://youtu.be/aqRy66RxRqU
(28 September 2026)

The Block — Lynq and The Better Money Company complete live proof of concept...
https://www.theblock.co/press-releases/lynq-and-the-better-money-company-complete-live-proof-of-concept-for-institutional-stablecoin-settlement-in-minutes-418448
(13 October 2026)

TradeTech Eye — Lynq and TBMC complete live RLUSD settlement test...
https://tradetecheye.com/news/lynq-and-tbmc-complete-live-rlusd-settlement-test-in-minutes-without-bridging-cr-fe1e34d9
(13 October 2026)

Crypto Briefing — TBMC / RLUSD settlement test
https://cryptobriefing.com/lynq-tbmc-rlusd-settlement-test/
(13 October 2026)

Investing.com — Saylor's Bitcoin-Backed Stablecoin Has a Peg Problem
https://www.investing.com/analysis/saylors-bitcoinbacked-stablecoin-has-a-peg-problem-200689904
(20 October 2026)

The Block — ZeroBeta Integrates to the Lynq Platform…
https://www.theblock.co/press-releases/zerobeta-integrates-to-the-lynq-platform-enabling-mutual-clients-to-use-tokenized-collateral-431929
(27 October 2026)

Business Insider — ZeroBeta Integrates to the Lynq Platform…
https://markets.businessinsider.com/news/currencies/zerobeta-integrates-to-the-lynq-platform-enabling-mutual-clients-to-use-tokenized-collateral-1036673198
(28 October 2026)

crypto.news — Avalanche tokenized treasuries can now back loans and trades
https://crypto.news/avalanche-tokenized-treasuries-can-now-back-loans-and-trades/
(28 October 2026)

Investing.com — Washington Just Turned US Dollar Stablecoins Into a Weapon
https://www.investing.com/analysis/washington-just-turned-us-dollar-stablecoins-into-a-weapon-200690529
(29 October 2026)

Coinage — Token2049 interview
https://www.youtube.com/watch?v=FK-xbvsTf1E
(5 November 2026)

Forbes — Tokenized Stocks Go Live For Americans Monday: Check These Risks First
https://www.forbes.com/sites/murtuza-merchant/2026/11/20/tokenized-stocks-go-live-for-americans-monday-check-these-risks-first/
(Jerald David quoted, 20 November 2026)

Summary

45

Approved placements

Logged in the Lynq client portal from 30 June to 20 November 2026

26

Verified live links

Publisher URLs confirmed from Telegram, the portal, Slack or Lynq's own site

3

Broadcast appearances

FinTech TV at the NYSE, CoinDesk TV, and Coinage — all with public links

3

Singapore panels

CoinferenceX, Gamma Prime and RWA Summit, 5–9 October 2026, delivered

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Facts in this document are drawn from the Lynq Notion portal, Telegram group "Lynq <> GeniusPR", Slack #lynq-geniuspr, Google Drive, PandaDoc, Read.ai, Fireflies, Perigon, a WhatsApp history summary and lynq.network. Fees, critical client feedback and unverified early placements are omitted. LYNQ is a registered trademark; the official mark is used with a visible ®. Website publication still requires client confirmation on name, logo and any testimonials.