



Leading Tech & Blockchain Public Relations and Advisory Firm



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Who are we?

- Crypto PR Lab (CPL) started with a simple dream of 2 young women to start their entrepreneurial journey and help companies to build their brand and increase their media exposure.
- We are a public relations agency primarily focusing on blockchain and crypto startups.





More About Us

Our firm is based in New York and San Francisco, homes to some of the most vibrant startup scenes.

Amongst our clients are CasperLabs, CoinCasso, Tune.fm, Desico, Particl, PlasmaPay, Marlin Protocol and many others.

Our distributed team of 10 remote employees is based across Asia, Europe & US (we're small but we're strong!)

We have worked on more than 30 blockchain projects to date.





More About Us

Our team of brilliant writers carefully craft high quality content to effectively tell your story.

Results matter. We stand by it.

We blend traditional public relations techniques with social media, strategic content, events and promotions to leverage your brand.

100% customer satisfaction guaranteed!



2019 Milken Institute Global Conference







Mass Media

Our team is well connected with Journalists, Investors, Startup founders and Influencers from the Blockchain and Tech community.

We partner with top international conferences. It is a priority for us to be out there, connecting and building relationships with the people, companies and publications we work with.





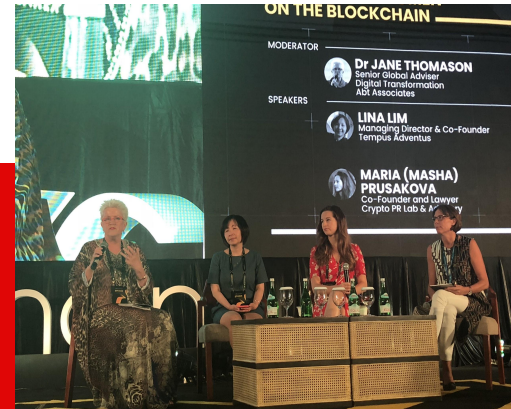
We work closely with Blockchain & Tech conferences around the world: Virtual & Live

CPL is a media partner of Malta Blockchain Summit,
XBlockchain in Bali, WorldCryptoCon, Elev8Con, Crypto Invest
Summit, Arra Global and many others.





We host events with our partners to network and increase awareness about the crypto industry





Press About Us

Forbes

[Crypto Is Booming. But Where Are The Women?](#)

NASDAQ

[Blockchain Technology Gains New Applications in Russia](#)

Entrepreneur

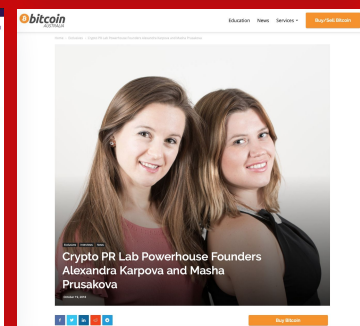
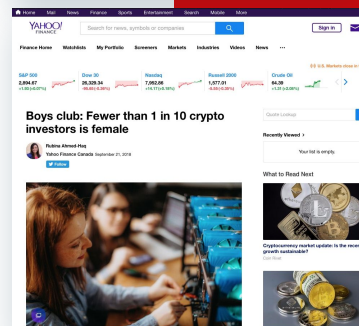
[5 Big Reasons Why Crypto Needs You – If You're a Woman](#)

Bitcoin.com

[Crypto PR Lab Powerhouse Founders Alexandra Karpova and Masha Prusakova](#)

YAHOO! FINANCE

[Boys club: Fewer than 1 in 10 crypto investors is female](#)





Our Clients





PR Achievements



Client closed a successful
\$14.5M round

Strengthened brand
awareness in the community

Attracted quality investors &
advisors to the project

Secured publications and interviews in
top-tier media (CoinDesk, CoinTelegraph,
Entrepreneur, Yahoo Finance)

Community building

Utilized social media to expand
the brand image

Testimonials



Crypto PR Lab stands out from other public relation experts in our field because there are few Public Relation firms that simultaneously possess their level of expertise in blockchain, public relations, community building and financial technology (FinTech), and the extraordinary network of leading experts in tech.

Clifford Sarkin, COO CasperLabs





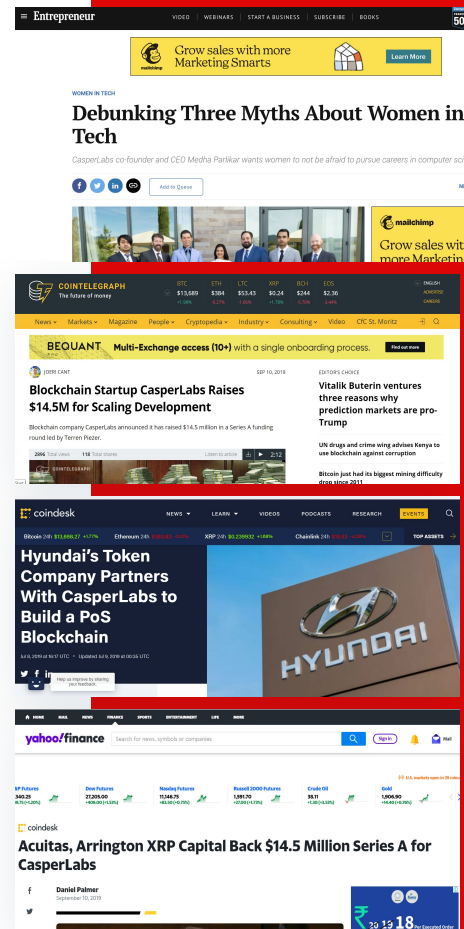
PR Samples

[Blockchain Startup CasperLabs
Raises \\$14.5M for Scaling
Development](#)

[Hyundai's Token Company
Partners With CasperLabs to
Build a PoS Blockchain](#)



[Debunking Three Myths
About Women in Tech](#)



PR Achievements



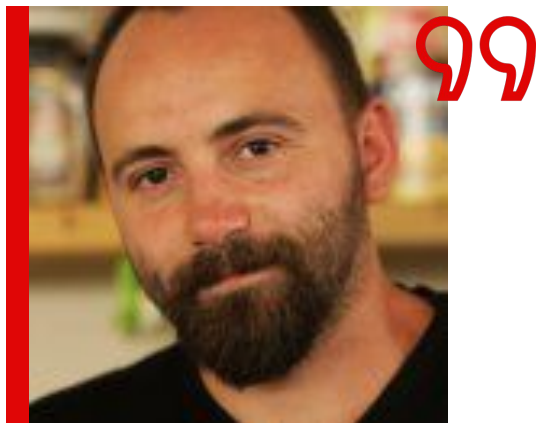
Enhanced company's presence in global and local media, as well as differentiated among competitors

Educated the community and general public on Particl (platform for issuing and trading legally compliant security tokens)

Company launched a successful token sale

Created marketing campaign, improved social media engagement & promoted the company among influencers

Testimonials



Crypto PR Lab team works hard to bring opportunities and access for any person, team or community working inside of or adjacent to the crypto space. If you are developing D-apps for ETH or Casper, Launch a new token project or community building for existing crypto project. The Crypto PR Lab team will bring you value. I am very happy with their work!

**Joe Fisher, Strategy and Product
Development Advisor**





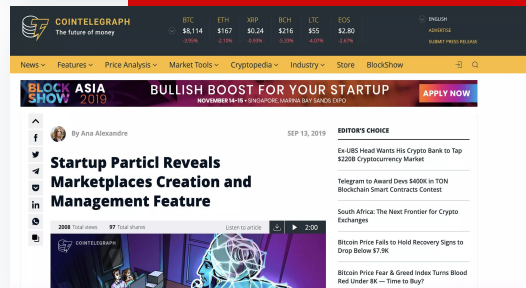
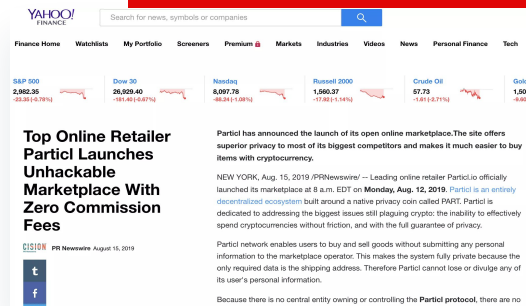
PR Samples

[Startup Particl Reveals
Marketplaces Creation and
Management Feature](#)

[Top Online Retailer Particl
Launches Unhackable Marketplace
With Zero Commission Fees](#)



[Facebook and Libra are
Preparing to Shakeup the
E-commerce World](#)



PR Achievements



Enhanced CoinCasso's presence in global and local media, as well as differentiated among competitors

Organized a successful investor dinner with Bill Tai, David Drake & Sarah Austin during 2019 Davos Conference Week

Company launched a successful token sale

Supported CoinCasso's team at conferences including Malta Blockchain Week

Testimonials



CPL did a wonderful job for us. With their help, we went to Davos Conference Week in 2019 and really increased our brand visibility in the crypto community while launching public token sale.

Luke Ozimski, Founder CoinCasso





PR Samples

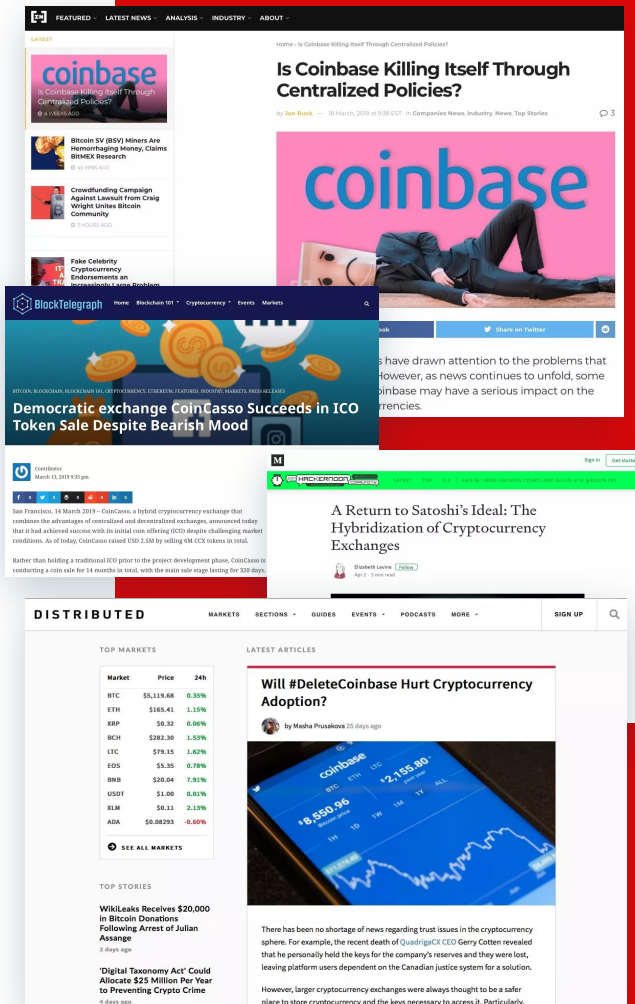
[Will #deleteCoinbase Kill
Cryptocurrency Forever](#)

[Democratic exchange CoinCasso
Succeeds in ICO Token Sale Despite
Bearish Mood](#)



[Will #DeleteCoinbase Hurt
Cryptocurrency Adoption?](#)

[Is Coinbase Killing Itself
Through Centralized
Policies?](#)





Core Team



Alexandra (Sasha) Karp
Co-Founder, CEO

@AlexaKarp



Masha Prusso
Co-Founder, Head of PR

@MashaPrusso



Natalia Elias
Head of Operations

@NataliaElias



Let's talk about what
we can do for you!

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