

Luke Haward

Content, marketing & communications lead — AI, blockchain & emerging tech.

LAUNCHES & STORIES I WROTE HAVE RUN ON

CoinDesk · Yahoo Finance · HackerNoon · Cointelegraph

The Defiant · Business Insider · cryptonews.com

All linked in Earned media, p. 2.

01	Earned media & third-party coverage	p. 2
02	AI & technical explainers — Griffin AI	p. 3
03	Launches & go-to-market	p. 5
04	Editorial leadership — Qredo	p. 6
05	Smart Valor · learning & assessment content	p. 7
06	Heritage — the pre-AI baseline	p. 8

Marked on every sample: **PRE-AI BASELINE** written before AI tools existed — **AI-ASSISTED · HUMAN-OWNED** AI in the workflow;

my research, structure and final word. Every sample links to a live or archived source.

Earned media & third-party coverage

Coverage on outlets I don't control. Every placement links to the article.



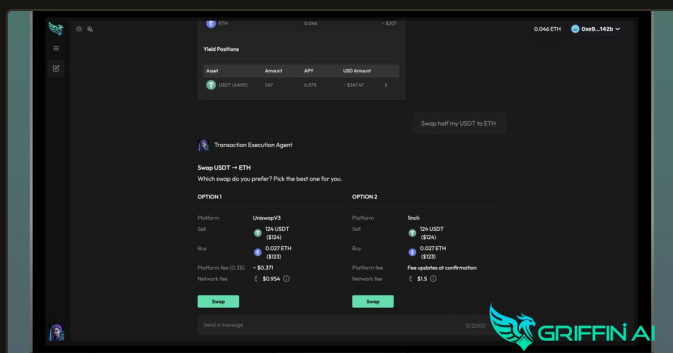
EDITORIAL EXCLUSIVE

CoinDesk

"Crypto Storage Firm Qredo's Revamped Self-Custody Wallet Goes Live" — 30 May 2023

EDITORIAL COVERAGE OF THE NEW QREDO LAUNCH · THE LAUNCH COMMS AND PRODUCT STORY WERE MINE

Read the exclusive on coindesk.com → (live)



TEA Turbo — "Turning Prompts to DeFi Transactions"

SYNDICATED LAUNCH RELEASE, GRIFFIN AI · SEP 2025 · WROTE

Read on [HackerNoon](#) → (live)

Read on [The Defiant](#) → (live)

Read on [Business Insider](#) → (live)



"GriffinAI Launches in Switzerland, Setting New Standards..."

SYNDICATED MARKET-ENTRY RELEASE, GRIFFIN AI · 2024 · WROTE

Read on [Yahoo Finance](#) → (live)

Read on [cryptonews.com](#) → (archived)



Cointelegraph · Yahoo Finance

"Qredo Unveils Its New Self-Custody Wallet Platform" — May 2023

LAUNCH PRESS RELEASE, QREDO · WROTE

Read on [Cointelegraph](#) → (archived)

Read on [Yahoo Finance](#) → (live)

AI & technical explainers

Griffin AI, 2024–25. Protocols, testing, model evaluation — written for engineers. All live on blog.griffinai.io.



MCP vs A2A: Comparing AI Agent Protocols

TECHNICAL EXPLAINER · JUN 2025

WROTE · AI-ASSISTED, HUMAN-OWNED

blog.griffinai.io/news/mcp-vs-a2a-comparing-ai-agent-protocols (live)



A Complete Guide to Unit Testing RAG in Continuous Development

TECHNICAL GUIDE · JAN 2025

WROTE · AI-ASSISTED, HUMAN-OWNED

blog.griffinai.io/news/complete-guide-unit-testing-RAG (live)



Humans, LLMs & Intelligence: Model Evaluation Metrics

TECHNICAL EXPLAINER · DEC 2024

WROTE · AI-ASSISTED, HUMAN-OWNED

blog.griffinai.io/news/humans-llms-and-intelligence (live)



MCP: A New Standard for AI Agent Communication

TECHNICAL EXPLAINER · APR 2025

WROTE · AI-ASSISTED, HUMAN-OWNED

blog.griffinai.io/news/mcp-new-standard-ai-agent-communication (live)

More product education: [How to Build AI Agents \(Apr 2025\)](#) · [What Can I Build with the Agent Builder? \(May 2025\)](#) · [Build Crypto Agents with Real Data \(Jun 2025\)](#) — all live



Thinking on Behaviour Trees and AI Execution in Web3

TECHNICAL ESSAY · MAR 2025

WROTE · AI-ASSISTED, HUMAN-OWNED

blog.griffinai.io/news/thinking-on-behaviour-trees-ai-agency-web3
(live)



Class of 2025: The Next Generation of LLMs

INDUSTRY ANALYSIS · MAY 2025

WROTE · AI-ASSISTED, HUMAN-OWNED

blog.griffinai.io/news/class-of-2025-next-gen-LLMs (live)

FLAGSHIP DOCUMENT



GriffinAI White Paper — On-Chain Network for AI Agents

WHITEPAPER · 2024

DRAFTED, EDITED & PUBLISHED · AI-ASSISTED, HUMAN-OWNED

The GAIN token and network architecture, written for engineers and investors alike.

Short on time? Start with the token-economy section.

griffinai.io/whitepaper (live)

Launches & go-to-market

Griffin AI, 2024–25 — 50+ launch and announcement pieces. Three samples; the rest are on the blog.



GriffinAI Launches in Switzerland

MARKET-ENTRY ANNOUNCEMENT · 2024

WROTE · AI-ASSISTED, HUMAN-OWNED

Outcome: picked up by Yahoo Finance and cryptonews.com — see Earned media, p. 2.

blog.griffinai.io/news/griffinai-launches-in-switzerland (live)



Griffin AI's Agent Builder Is Live!

PRODUCT LAUNCH · APR 2025

WROTE · AI-ASSISTED, HUMAN-OWNED

blog.griffinai.io/news/agent-builder-is-live (live)



Presenting TEA: An AI Agent Transforming DeFi

PRODUCT LAUNCH · JAN 2025

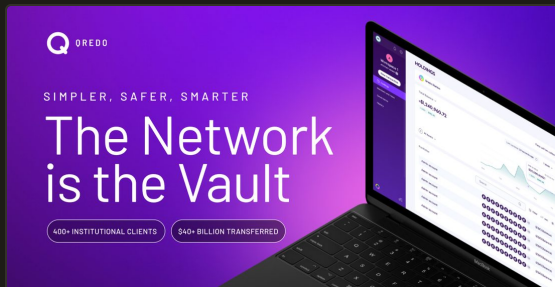
WROTE · AI-ASSISTED, HUMAN-OWNED · TEA TURBO COVERAGE P. 2

blog.griffinai.io/news/transaction-execution-agent-tea (live)

Also from this run: [Griffin Platform Goes Live \(2024\)](#) · [Launch on Arbitrum \(Apr 2025\)](#) · [AI Playground at TOKEN2049 \(2024\)](#) · [Token Audit — Hacken \(Dec 2024\)](#) — all live

Editorial leadership — Qredo

Content lead through the New Qredo rebrand, 2022–23 — site rewrite, blog, product comms. Organic traffic +100% during my time there. All of it predates AI writing tools.



PRE-AI BASELINE

Qredo.com — full site content rewrite

A full rewrite of all text content for Qredo.com, working with the webmaster and design team — including the site copy shown here.

LANDING PAGES · CONTENT AUDIT · **WROTE** · SITE SINCE REDESIGNED

Browse [qredo.com](#) as it stood, Nov 2023 → (archived)

PRE-AI BASELINE

Qredo's commitment to open source

“There are many benefits which come from building open source, decentralized solutions, both for Qredo as a company and for our investors and users. ... At Qredo, we are committed to a pathway of creating an open, decentralized infrastructure to serve and secure the wider world of blockchain...”

BLOG · LONG-FORM COMMENTARY · **WROTE**

[qredo.com/blog/qredo-s-commitment-to-open-source](#) (archived)

PRE-AI BASELINE

How can getting crosschain be made secure?

“Chainalysis refers to cross-chain bridges as an ‘unresolved technical challenge’. ... Crosschain bridges often store temptingly large quantities of digital assets in their smart contracts, thus attracting hacking attempts.”

BLOG · LONG-FORM COMMENTARY · **WROTE**

[qredo.com/blog/how-can-getting-crosschain-be-made-secure](#) (archived)

PRE-AI BASELINE

New Qredo — rebrand & product v2

“The enhanced governance and permission features include a second layer of governance and control, disaster recovery, and the ability to separate Workspaces, Accounts, Vaults, and Wallets.”

REBRAND & LAUNCH COMMS · **WROTE** · COINDESK EXCLUSIVE, P. 2

[qredo.com/blog/welcome-to-a-new-world-of-policy-governance...](#) (archived)

PRE-AI BASELINE

QSign Paymaster, with Circle's CCTP

“Built in conjunction with Etherspot's Account Abstraction SDK, QSign Paymaster makes use of Circle's Cross-Chain Transfer Protocol (CCTP). ... Users will finally be able to pay gas fees for multiple chains using only USDC, fulfilling a widely held dream of Web3 CFOs...”

PARTNERSHIP ANNOUNCEMENT · **WROTE**

[qredo.com/press/qredo-s-circle-usdc-toolkit...](#) (archived)

Smart Valor – editorial & executive comms

Swiss digital-asset exchange, 2024–25: editorial and executive comms.



Davos 2025 – Most Influential Awards

EVENT CONTENT & COMMS · JAN 2025

WROTE · AI-ASSISTED, HUMAN-OWNED

Also from this period: a CEO keynote speech (Seoul, 2024) — credit on request.

smartvalor.com/en/news/smartvalor-hosts-davos-2025-awards (live)

SECTION 05 · CONTINUED

Learning & assessment content

Admissions-test reasoning papers and published puzzle design.

PRE-AI BASELINE

Medify – critical-reasoning papers

Critical-reasoning papers for UCAT preparation.

WROTE & EDITED · SAMPLES ON REQUEST

PRE-AI BASELINE

Gradmed – critical-reasoning papers

“Which of the following is most clearly implied in the passage above? ... Which of the following statements, if true, would provide the most significant rationale for the contrast outlined in the passage?”

WROTE & EDITED

PRE-AI BASELINE

Brain Games – Publications International

Author of numerous unique puzzle designs printed in the Brain Games book series.

gettextbooks.co.uk/author/Luke_Haward (live)

More available: assessment samples and further Smart Valor work on request.

Heritage — the pre-AI baseline

Bylines from before AI. Writing about crypto since 2017; print and web before that.

PRE-AI BASELINE

CDC Gaming Reports — daily news journalism & commentary, 2017

“With bitcoin spiking at the end of November at above \$10,000 per coin, the first time it has reached that level, the cryptocurrency world has never looked so bubbly. ... The truth is that nobody yet knows how bitcoin is going to play out, and there's even greater uncertainty surrounding the numerous initial coin offers (ICOs) and cryptocurrencies now entering the scene.”

DAILY NEWS & COMMENTARY · **WROTE** · 2017 · ARCHIVE ON REQUEST

PRE-AI BASELINE

The Tottenham Report — columnist

“Entering a space where you could view 100 times more stock than is possible to have on hand — and try it on without moving — might be a major boost to clothes retailers...”

COLUMN · **WROTE** · ARCHIVE ON REQUEST

PRE-AI BASELINE

Sheesha Finance — newsletters

“The crypto landscape lies buried under a crystal layer of cold. The natives are still around though, moving purposefully, and dressed for the weather. ... But has the bottom come in, and are there signs of new growth hidden under the snow?”

INVESTOR NEWSLETTERS · **WROTE** · ARCHIVE ON REQUEST

PRE-AI BASELINE

Freelance writing & editing — print and online

“Alongside these effects, exercise has recently been discovered to have a raft of other benefits for the human brain. ... Brain volume is actually directly improved by exercising, and some preliminary research also suggests that it alters the very neuronal structure of our brains...”

COLUMNIST & CONTRIBUTOR · FITNESS, HEALTH, GAMING AND POKER TITLES · **WROTE & EDITED** · ARCHIVE ON REQUEST

“I believe that emergent technology, particularly blockchain and machine learning, can give us unique advantage in solving the persistent and urgent challenges humanity faces. ... Disruption is needed, but it has to be disruption with heart. I'm here to be part of that.”

Luke Haward

luke.haward@gmail.com · linkedin.com/in/lukehaward

Set in Newsreader & Archivo. Samples marked **pre-AI baseline** predate generative tools; **AI-assisted** work is disclosed per piece. Links verified July 2026.