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Project Crypto' Signals SEC Shift Toward Blockchain-Based Market Reforms

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The U.S. Securities and Exchange Commission (SEC) has launched “Project Crypto,” a new policy initiative designed to update outdated financial regulations and integrate blockchain-based systems into American markets. The announcement was made by SEC Chairman Paul Atkins during a speech at the America First Policy Institute, aligning the move with the broader goal of making the United States a global leader in digital assets.

“We are at the threshold of a new era in the history of our markets,” Atkins stated. “Today, I am announcing the launch of ‘Project Crypto’, a Commission-wide initiative to modernize the securities rules and regulations to enable America’s financial markets to move on-chain.”

The program outlines several reform measures intended to support the commercial viability of cryptocurrencies. These include regulatory exemptions for Initial Coin Offerings (ICOs), staking rewards, and airdrops, as well as provisions to enable trading of tokenized securities directly on blockchain networks. The plan also encourages the development of all-in-one crypto platforms, often referred to as “super apps”, that provide a broad range of financial services.

One of the most notable goals of the project is to expand public access to digital asset markets while maintaining investor protections. The SEC intends to encourage on-chain innovation and open participation, positioning blockchain as a foundation for future financial infrastructure.

Project Crypto marks a clear break from the enforcement-heavy approach taken by former SEC Chairman Gary Gensler. That earlier stance, often described by critics as “Operation Choke Point 2.0,” was widely viewed as a regulatory bottleneck for legitimate crypto enterprises operating within the United States.

SEC Commissioner Hester Peirce, known for her pro-innovation stance on digital assets, has expressed support for the new direction. Her backing suggests broader institutional alignment within the agency for implementing blockchain-compatible reforms.

Following the announcement, several emerging tokens such as Bitcoin Hyper (HYPER) and Best Wallet Token (BEST) experienced a noticeable uptick in investor attention. While these tokens are not affiliated with the SEC initiative, their rise reflects a renewed market optimism surrounding the potential for more accommodating crypto regulations.

Project Crypto is still in its early stages, but its announcement represents a significant regulatory pivot and could influence how both U.S. and global financial markets approach blockchain-based reforms going forward.