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Trump Media Submits Crypto Blue Chip ETF Filing to SEC

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Donald Trump’s business ventures continue to make waves in the financial world, with his latest move targeting the booming cryptocurrency market. Trump Media & Technology Group, the Florida-based company behind the Truth Social platform, has filed paperwork with the U.S. Securities and Exchange Commission (SEC) to launch a new exchange-traded fund (ETF) called the “Crypto Blue Chip ETF” later this

year. This bold step underscores Trump's growing influence in the digital asset space, as he shifts from a former sceptic to a key player in the crypto industry.

The proposed ETF will allocate 70% of its holdings to Bitcoin, the leading cryptocurrency by market value, 15% to Ethereum, the second largest by popularity, and 8% to Solana, a token gaining traction in the meme coin community. The remaining portfolio will include 5% in Ripple's XRP and 2% in Cronos (CRO), a cryptocurrency tied to Crypto.com, which will serve as the ETF's digital custodian. This diversified approach aims to capitalise on the growing investor appetite for crypto exposure without the complexities of direct ownership.

Cryptocurrency ETFs have surged in popularity since Bitcoin funds began trading in U.S. markets last year, offering a straightforward way for investors to tap into digital assets. The Trump administration has actively supported this trend, with the SEC issuing new guidelines last week to streamline approvals for crypto ETF issuers. The agency has also scaled back enforcement actions against crypto firms, aligning with Trump's push for a more business-friendly regulatory landscape.

Trump's pivot to embracing cryptocurrencies marks a stark contrast to his earlier doubts about Bitcoin's legitimacy. Industry insiders note that his change of heart has coincided with significant financial backing from crypto players. For instance, Ripple, a major player in the sector, was among the largest contributors to Trump's inaugural committee, highlighting the deepening ties between the former president and the digital asset world.

However, Trump’s aggressive expansion into crypto has sparked criticism. Some Democrats have raised concerns about potential conflicts of interest, accusing the Trump family of blurring the lines between personal business and public policy. Meanwhile, certain crypto purists worry that Trump’s high-profile involvement could complicate efforts to build long-term credibility for the industry. Despite these concerns, Ascent Analytics’ chief strategist, Matt Hougan, recently commented, “The ETF market is maturing, and diversified funds like this could attract significant inflows, potentially exceeding \$10 billion by year-end.”

Trump Media’s latest filing builds on earlier plans for a Bitcoin and Ethereum-focused ETF, though it remains unclear whether the company will pursue that separate offering. With the Crypto Blue Chip ETF, managed in partnership with Yorkville America Digital and custodied by Crypto.com’s Foris DAX Trust Company, Trump Media is positioning itself at the forefront of a rapidly evolving market. The filing, submitted on 8 July 2025, awaits SEC approval and a Form 19b-4 submission to proceed, with shares planned for listing on NYSE Arca.