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The Opportunik Crypto Monthly

August 2025 Report

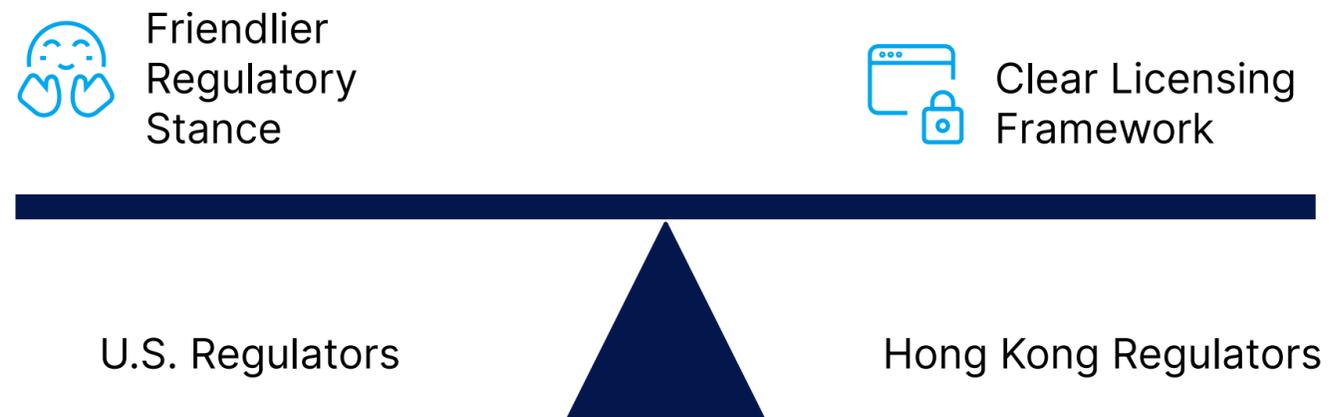
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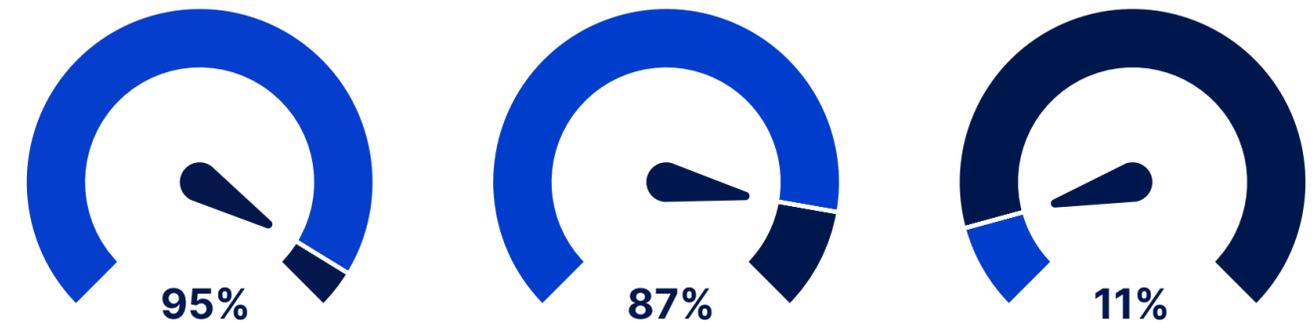
Main events that happened in August

Regulators Pivot to Crypto Clarity

U.S. regulators took a friendlier turn in early August. The CFTC on Aug. 4 opened the door for spot crypto trading on regulated futures exchanges^[1]. A day later, the SEC issued guidance that certain liquid staking programs don't count as securities^[2] – a sharp move away from the old “enforcement-first” approach. Meanwhile, Hong Kong officially kicked off its stablecoin licensing regime on Aug. 1, bringing issuers under a clear framework^[3].



XRP's Legal Victory Triggers ETF Race



Analyst Approval Odds

Prediction Market Odds

Initial Price Pop

The long-running Ripple vs. SEC saga finally ended in Ripple's favor. On Aug. 22, a U.S. court dismissed all remaining SEC appeals, cementing that XRP is not a security when traded on exchanges^[4]. Within days, at least seven asset managers updated or filed spot XRP ETF proposals^[5]. Analysts put the odds of an XRP fund approval around 95%^[6], and prediction markets quickly jumped to ~87%^[7]. XRP's price initially popped ~11% on the news^[8], though it settled near \$2.8 by month-end after heavy profit-taking by whales earlier in August^[9].

Bitcoin's Record High & Whale Shock

Bitcoin (BTC) ripped to a new all-time high of about \$124 000 on Aug. 13-14, extending its summer rally^[10]. But a surprise whale move quickly deflated the euphoria. A dormant whale wallet that hadn't budged in 5 years suddenly sold 24 000 BTC (~\$2.7 billion) across late August^{[11][12]}. This massive sell-off – tied to coins originally from an HTX (Huobi) withdrawal – sent BTC tumbling roughly 10% from its peak, with prices sliding back below \$110 000^[10]. The whale didn't just cash out; they rotated into ETH, buying over 400 000 Ether and even using it to open leveraged longs^[13]. Bitcoin's network fundamentals still looked strong, as the mining hashrate hit a record high near 949 EH/s in August^[14], but the late-month whale dump showed how quickly sentiment can turn.



Ether Hits New Highs on Institutional Fuel



TradingView

Ether (ETH) picked up the baton in August, sharply outperforming big brother BTC. ETH surged from the mid-\$3 000s to \$4 946 at its peak on Aug. 24 – a new all-time high for Ethereum^[15]. Unlike Bitcoin, which saw outflows, Ethereum rode a wave of institutional inflows. Spot ETH ETFs absorbed ~\$3.9 billion in August, even as Bitcoin ETFs bled \$751 million^[16]. That massive rotation of capital helped drive ETH roughly +14% on the month^[10]. Even a dovish Fed speech (see below) pushed some traders to pile further into ETH as a “risk-on” move. Ether did get rejected at ~\$5 000 and pared back to the low-\$4 000s at month-end^[13], but the tailwinds from Wall Street – ETFs, treasury programs, and funds like “Ether Machine” – are keeping bulls optimistic for more.

Fed Jitters and Jackson Hole

Macroeconomic cues whipsawed the crypto market in late August. On Aug. 25, Fed Chair Jerome Powell struck a dovish tone at Jackson Hole, hinting that rate cuts could come as soon as September^[17]. The initial reaction was a knee-jerk pump: traders sent ETH up ~10% and even XRP +5% within hours^[17]. But by the weekend, a bout of second-guessing set in – was a rate cut truly “locked in,” or had markets overreacted? The excitement cooled as odds of a near-term cut held around 80–87%, about where they were pre-speech^[18]. In the comedown, Bitcoin fell ~3% back to ~\$111 000 and ETH ~-3.6% to ~\$4 590^[19]. In short, Powell’s “higher for longer (but maybe not much longer)” message gave a quick boost, but not a lasting one.



BNB's Big Treasury Moment

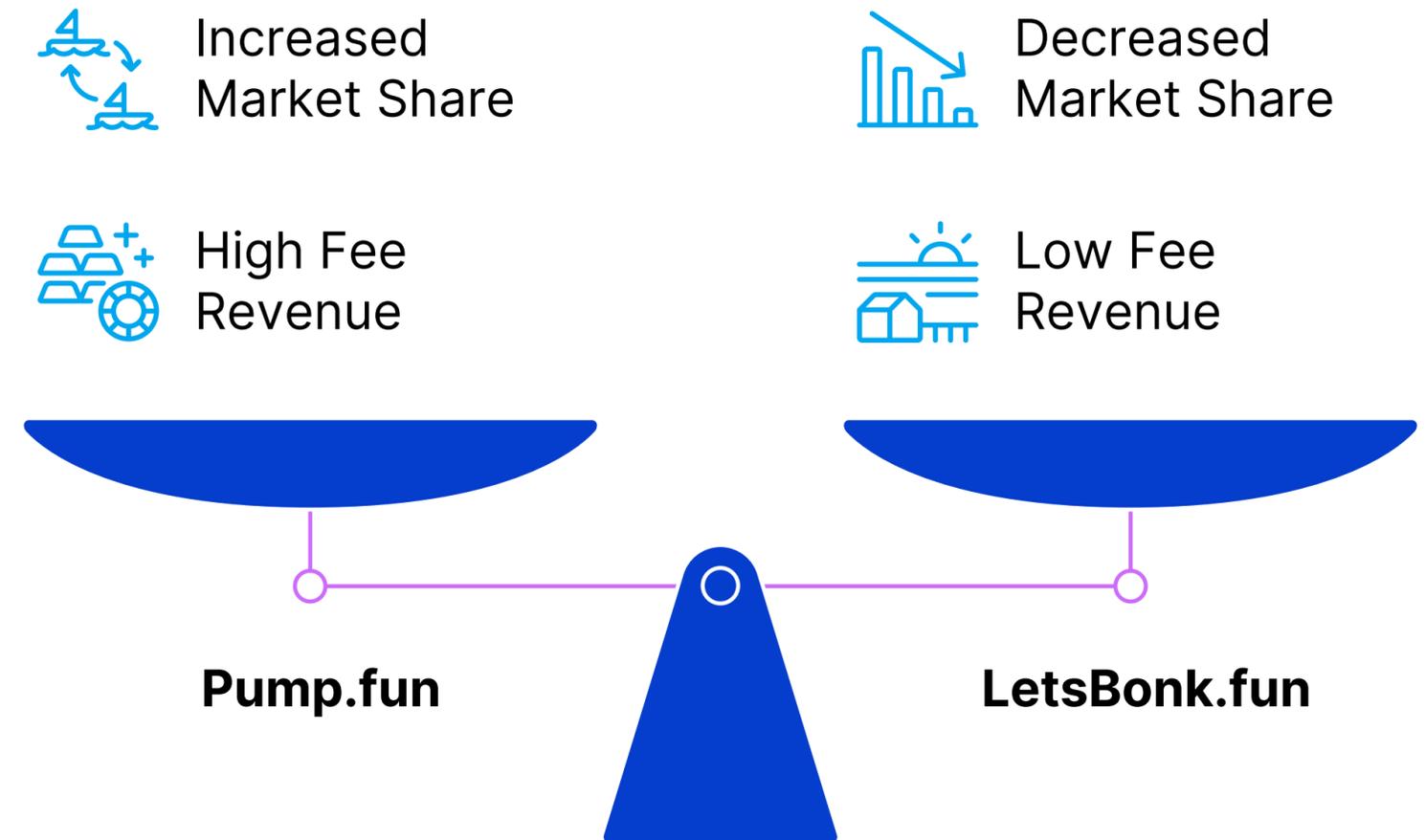


TradingView

Binance Coin (BNB) shocked skeptics by shooting to a record \$899 this month^[20]. The catalyst: institutional buyers treating BNB almost like digital gold. In a headline-grabbing move, Nasdaq-listed CEA Industries raised \$500 million in a private round specifically to load up on BNB as a treasury asset^[21]. The firm's crypto arm bought 388 888 BNB for its reserves^[22], instantly making it the largest BNB holder outside of exchanges. On top of that, B Strategy (a major investment firm) announced plans for a \$1 billion BNB fund, and REX-Osprey filed for a BNB staking ETF^[23]. Even a major UAE bank jumped in – RAKBANK enabled BNB trading for its customers. All this big-money attention sent BNB roughly +40% higher in August (and up over 3× year-to-date), underlining how altcoins with real use (exchange fees, etc.) are attracting corporate treasury interest.

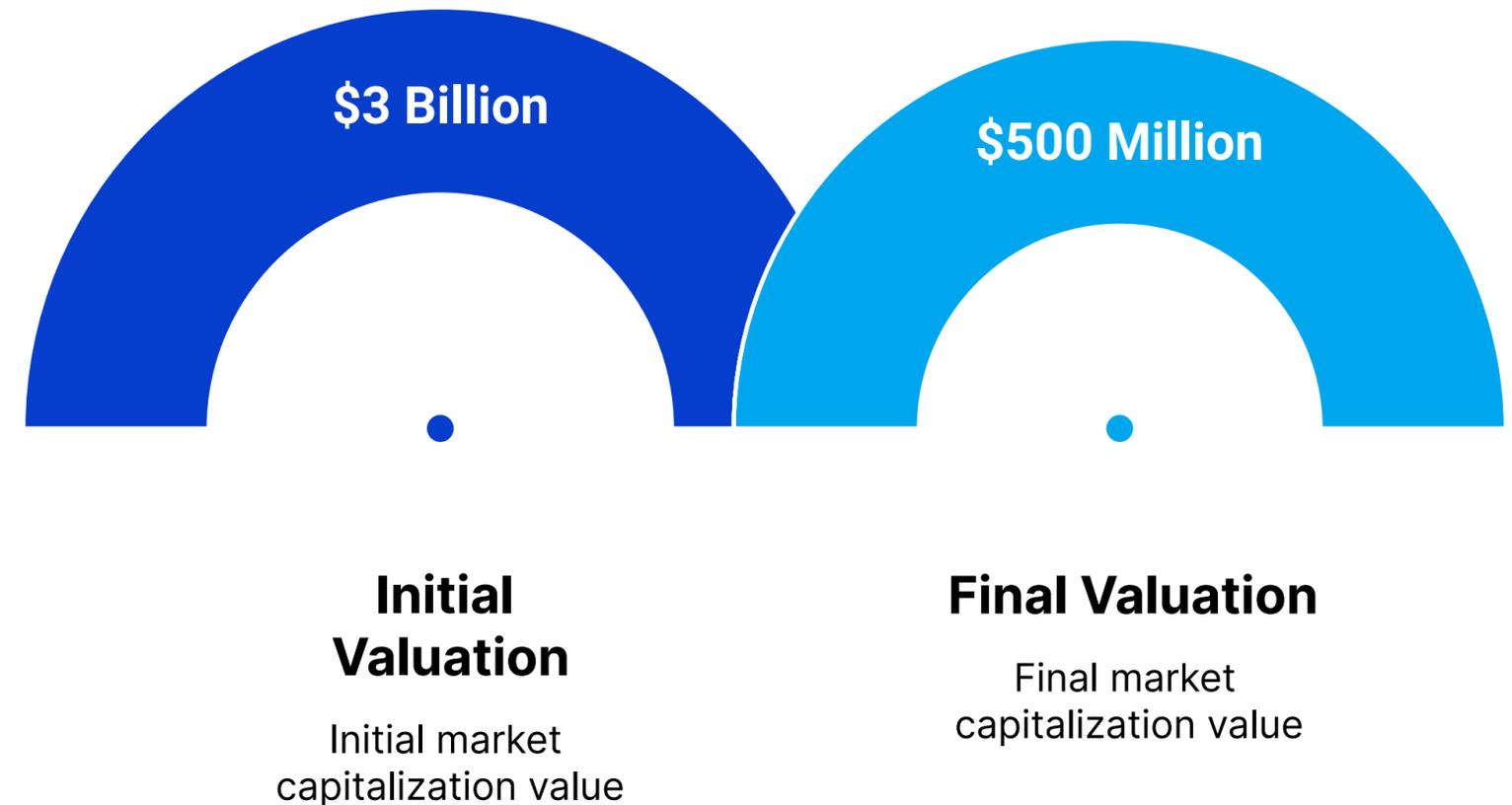
Memecoin Power Shifts

The high-flying memes saw a changing of the guard in August. The Pump.fun ecosystem – centered on the \$PUMP token – staged an impressive comeback in the battle of meme launchpads. At the start of the month, Pump.fun handled just ~11% of memecoin trading volume, versus a dominant 77% for rival LetsBonk.fun. By August 31, Pump.fun commanded ~90% of volume while LetsBonk shrank to ~10%^{[24][25]}. Two big moves drove Pump.fun’s resurgence: (1) the team launched the “Glass Full” Foundation on Aug. 7, investing \$1.69 million into 10 up-and-coming tokens (and crucially, not dumping them)^[26]; and (2) an aggressive \$PUMP buyback program that has soaked up \$65 million+ of PUMP from the market since July^[27]. With protocol fees pouring in (over \$70.7 million in August alone, making Pump.fun the #10 fee-generating crypto protocol)^[28], the project has been using nearly all revenue to buy back tokens and reward holders. The strategy worked: Pump.fun’s token price and market share both surged, while LetsBonk’s volume and fee revenue collapsed (fees fell from \$38 M in July to just \$7 M in August)^[25]. It was a stark reminder that in memecoin-land, community and buybacks can trump hype.

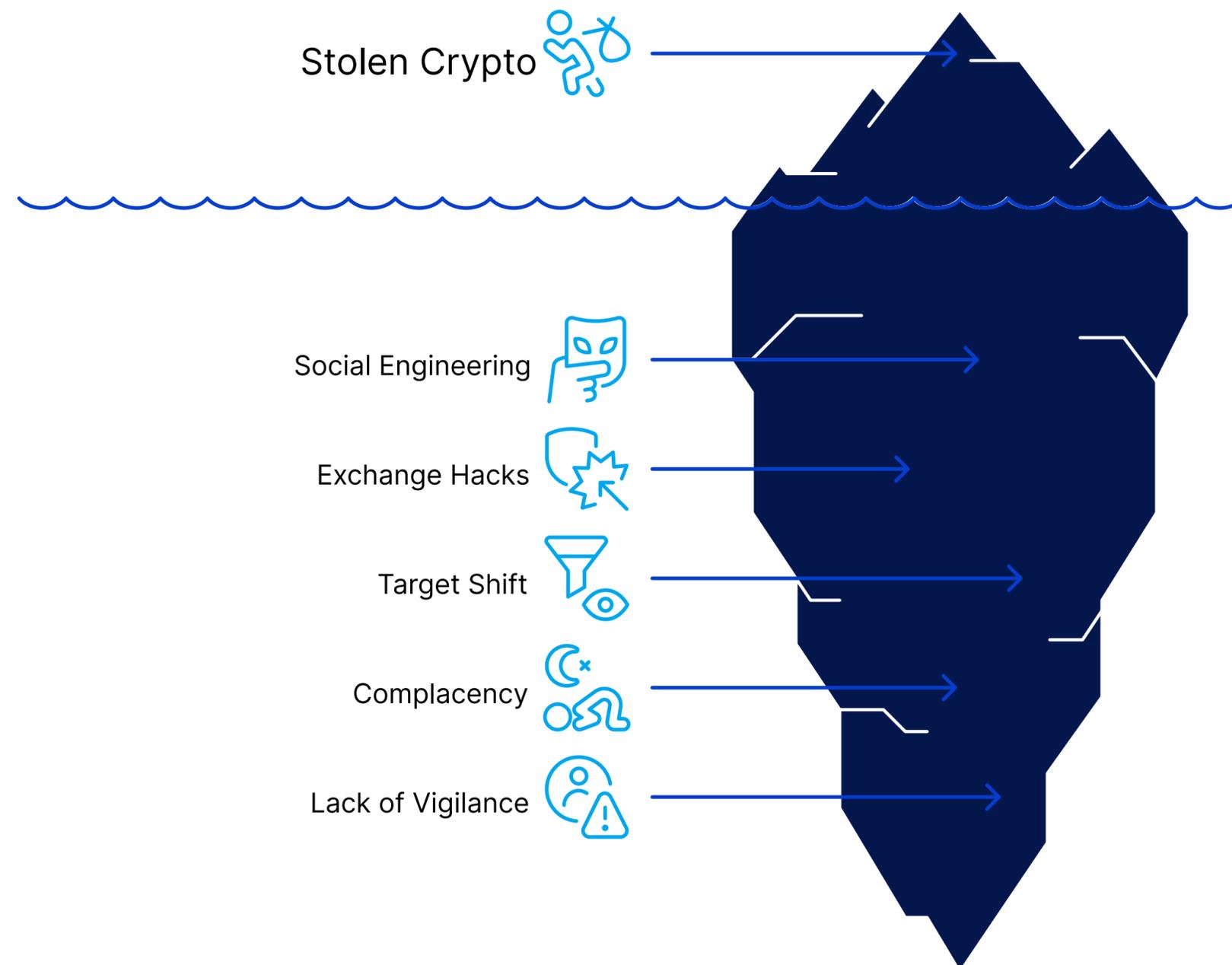


Kanye Coin Chaos (YZY's 80% Crash)

The celebrity-themed meme craze claimed another set of victims. In mid-August a token cheekily linked to Kanye West – \$YZY – launched and briefly caught fire. Riding the rapper's name, YZY's fully diluted market cap mooned to \$3 billion within days of launch^[29]. But the party didn't last: by the end of August YZY had cratered ~-83% to around a \$500 million valuation^[29]. On-chain data showed 70% of traders lost money on the round-trip, with one unlucky soul down over \$1 million^[30]. Only a small cadre of insiders and sniper bots (about 11 wallets) walked away with outsized profits, collectively pocketing ~30% of all gains^[30]. The YZY saga was a classic pump-and-dump – a flashy launch, frenzy from FOMOing buyers, then a swift collapse as the smart money cashed out. For every PENGU or BONK that minted millionaires earlier this year, August reminded us that new copycats can just as quickly mint bagholders.



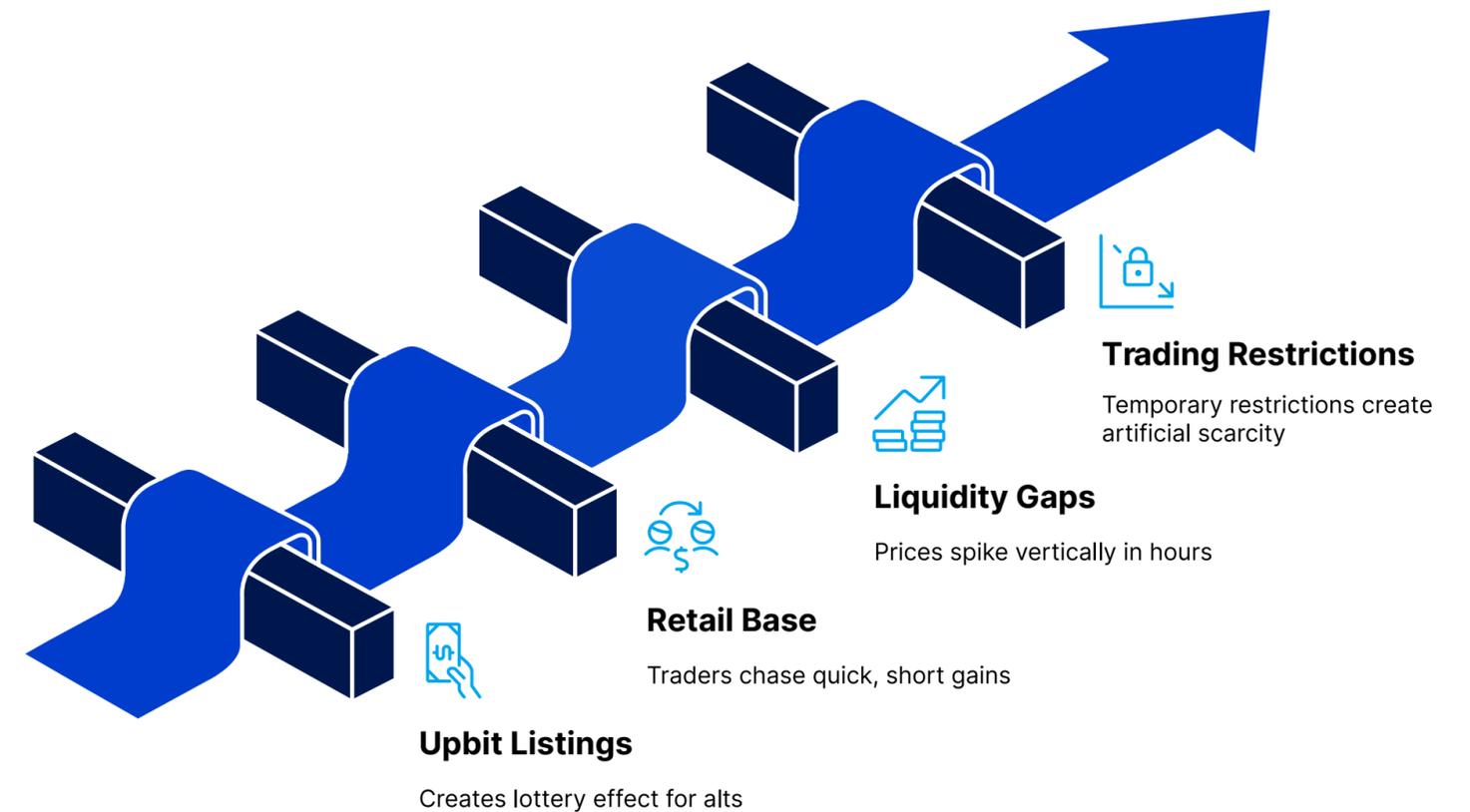
Crypto Hacks Surge with Prices



The rising market drew out the predators. August saw ~\$163 million stolen in crypto hacks and scams, a 15% jump from July's toll^[31]. Interestingly, hackers shifted tactics to target bigger fish. The largest single incident was a social-engineering heist: a scammer posing as support tricked a Bitcoiner into handing over 783 BTC (worth about \$91 million) in one go^[32]. Meanwhile, in one of the biggest exchange hacks of the year, Turkey's Btcturk had nearly \$50 million siphoned from its hot wallets^[33]. In total, 16 major exploits were recorded in August^[31] – slightly fewer incidents than prior months, but higher total losses, as attackers went after fatter targets. On the bright side, blockchain sleuths note the overall trend of hacks is down over the past 8 months^[34], suggesting security is slowly improving. But August was a stark warning that during bull runs, complacency can be costly – both individuals and exchanges were reminded to stay vigilant as valuations climb.

Exchange Listing Frenzy (Upbit Effect)

New exchange listings continued to deliver quick adrenaline shots to obscure tokens. In South Korea, Upbit's August listing spree set off some eye-popping moves. For instance, when Upbit added Story Protocol (IP) on Aug. 8, the token spiked +16% intraday to \$6.80^[35]. That same day, Treehouse (TREE) began trading and promptly mooned +96.8% to \$0.65^[35], on the back of a \$300 million volume surge. These aren't isolated cases – we saw similar action in late July when Upbit listed Omni (OMNI) and Enigma (ENA), which jumped ~130% and 160% respectively^[36]. Upbit's huge retail base, coupled with temporary trading restrictions (like buy caps and initial sell freezes), creates a "lottery effect" on many newly listed alts^[36]. Traders chase the pump for quick gains, and liquidity gaps can send prices vertical in hours. Of course, most of these spikes don't last once normal trading resumes – fundamentals rarely justify the valuations. By month-end, the "alt season index" remained neutral (ASI ~56/100)^[37], reflecting that Bitcoin still dominates the market's direction despite these side-show rallies. For savvy short-term traders, though, exchange listing pumps continued to be tempting targets in August's otherwise choppy market.



Bitcoin's Summer Rally Peaks, Then Cools

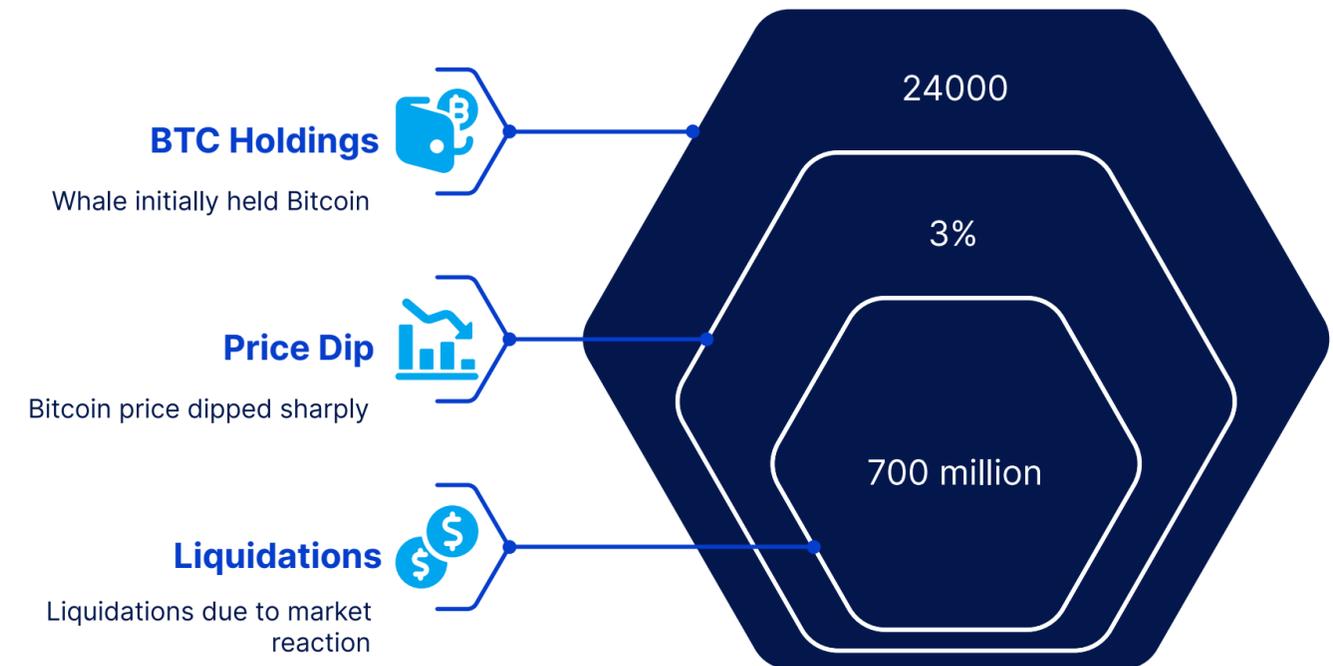
New High and Quick Retrace

After a four-month run of higher highs, Bitcoin finally hit a wall. On Aug. 13, BTC pushed past its previous peak and touched ~\$124 000 – a fresh record^[10]. But just days later, the momentum reversed. By Aug. 18, BTC had slid to around \$115 000, and it kept bleeding into late August. Profit-taking, ETF outflows, and a sudden whale dump all combined to knock Bitcoin down ~8% for the month^[38]. Essentially, August wiped out Bitcoin's entire summer rally, bringing the price back to late May levels^[10].

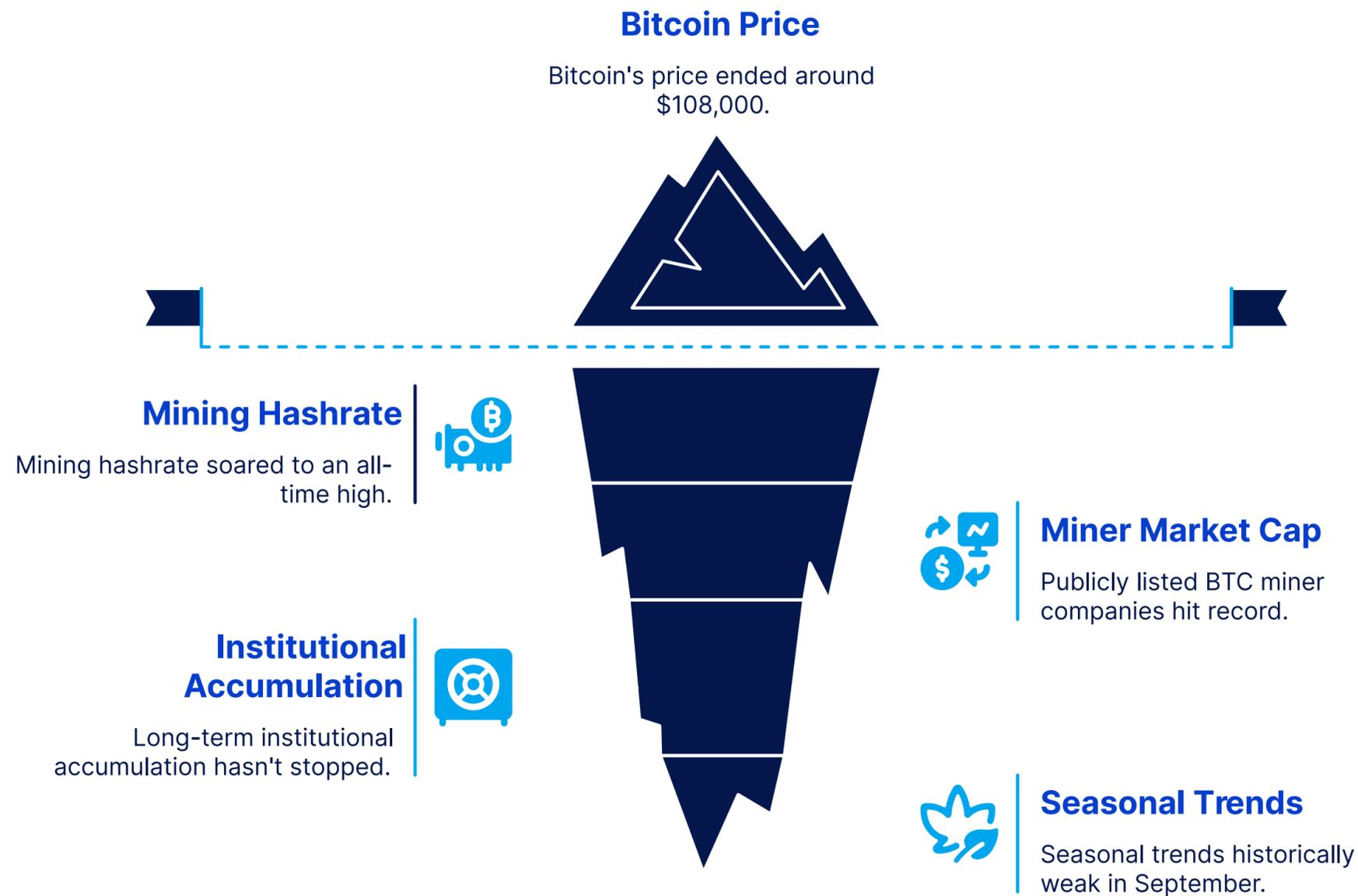
Bitcoin Monthly Performance



Whale Moves and Volatility



A big factor in the pullback was the surprise sale of 24 000 BTC by a long-dormant whale around Aug. 24^[39]. This whale's sell-off (through OTC and possibly Binance) caused a sharp 3% intra-day dip and over \$700 million in liquidations as the market reacted^[40]. Interestingly, on-chain data revealed the whale then flipped into Ethereum, buying a huge stack of ETH and even leveraging it^[13]. That rotation trade – effectively dumping Bitcoin to buy Ether – exemplified the month's trend of capital cycling into other assets.



Resilient Fundamentals

Despite price weakness, Bitcoin's network fundamentals only grew stronger in August. Mining hashrate soared to an all-time high near 949 EH/s^[14], reflecting miners' confidence and new rigs coming online. The combined market cap of publicly listed BTC miner companies also hit a record, up 23% month-on-month as investors bid up mining stocks^{[41][42]}. This strength under the hood suggests that while speculators rotated out of BTC in the short term, the long-term institutional accumulation hasn't stopped (and may even prefer slightly lower prices). Bitcoin ended August around \$108 000–\$110 000, finding support as September began^[10]. With seasonal trends historically weak in September, BTC may remain in consolidation for a bit – but the groundwork (ETFs, corporate buyers, nation-state interest) for the next leg up continues to form even during the cooldown.

Ether Steals the Spotlight

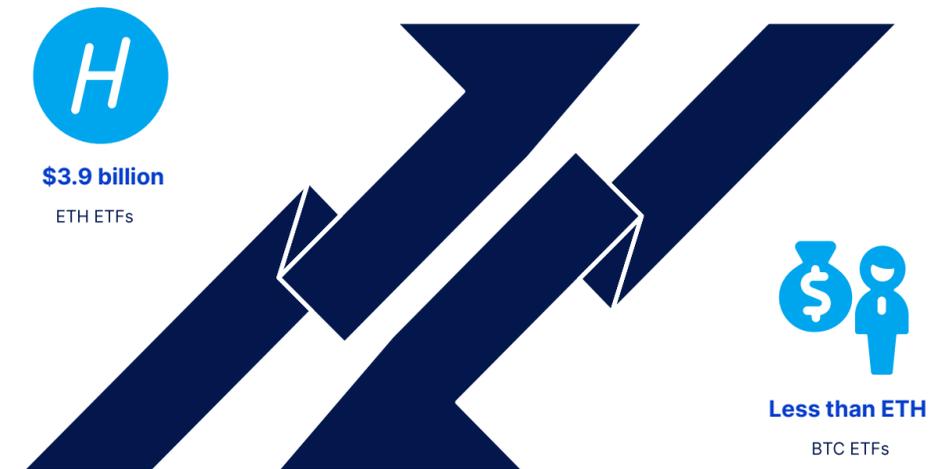


All-Time High and Outperformance

Ethereum was the star of August. ETH entered the month near \$3 500 and exploded upward, reaching a new all-time high of ~\$4 948 on Aug. 24^[15]. That marked a +25% surge at the peak (and about +14% for August overall after a late dip)^[38]. Importantly, Ether's strong run siphoned capital from Bitcoin – ETH outperformed BTC by over 2200 basis points in August^[38]. By month's end, Ethereum's market dominance climbed above 13% (from ~12% in July)^[43], and the ETH/BTC price ratio hit its highest level in over a year.



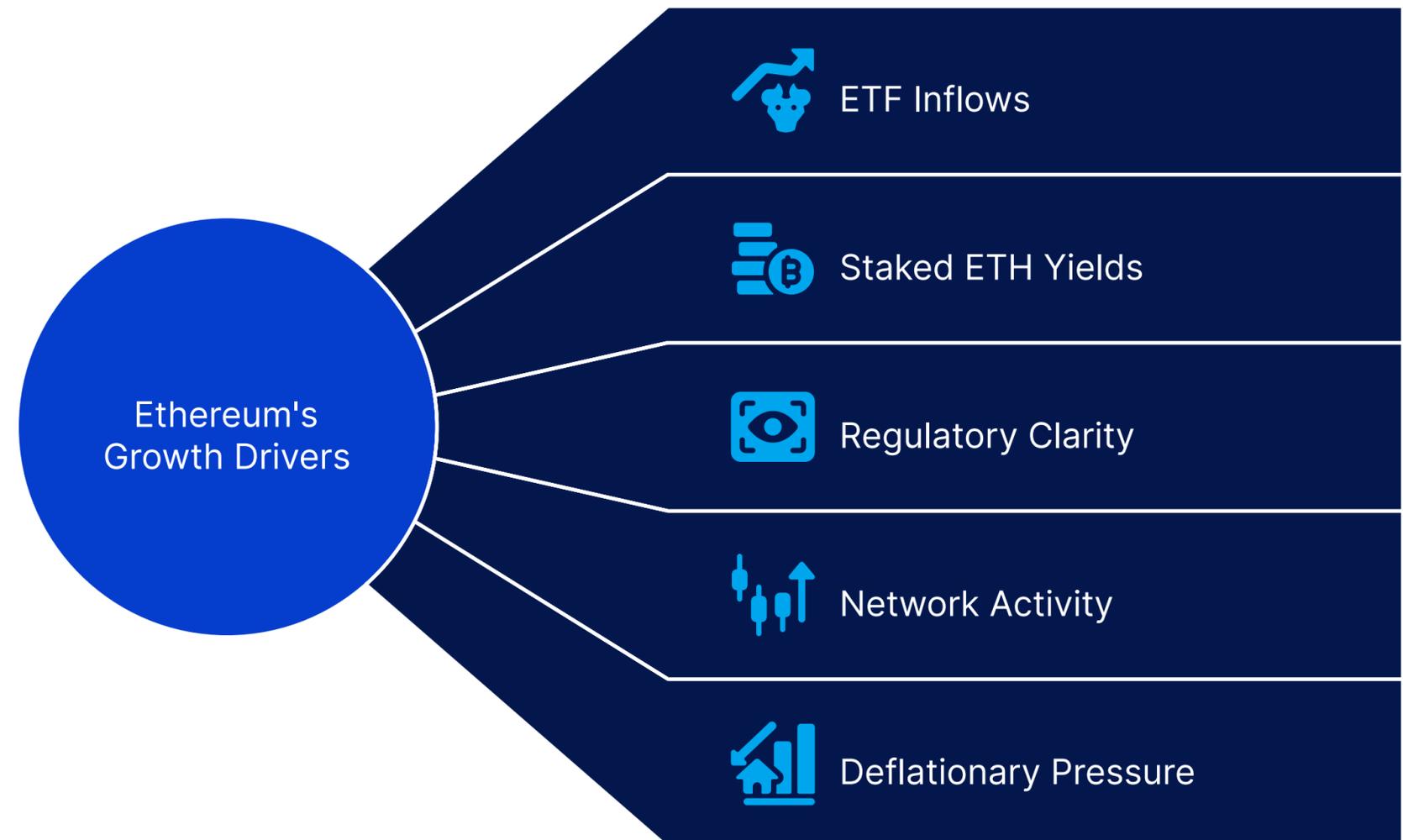
Massive ETF and Fund Flows



Two main forces drove Ether's rally: ETF inflows and treasury buyers. After a slow start, spot ETH ETFs saw record subscriptions in August, with \$3.9 billion pouring in^[16]. In fact, some days saw Ethereum funds attracting more new money than Bitcoin funds – a remarkable flip from earlier in the year. At the same time, dedicated ETH investment vehicles ramped up. The much-anticipated “Ether Machine” began deploying part of its planned \$1.5 billion war chest, and rumors swirled of another Wall Street-backed fund dubbed “Ethzilla” accumulating ETH. Back in July, two firms (SBET and BMNR) bought nearly 1 million ETH for their treasuries^{[44][45]}; August continued that trend, with institutional buyers adding to positions as Ethereum is increasingly seen as the core asset of decentralized finance. These flows created a steady bid under ETH all month, even on days when Bitcoin faltered.

Higher Yield and Network Activity

Another tailwind for ETH: network demand and yields picked up. Staked ETH yields remained attractive ~5%, and the SEC's new guidance exempting certain liquid staking tokens from securities rules removed a regulatory overhang^[2]. On-chain, gas fees ticked higher with the popularity of new social apps (e.g., friend.tech activity on Coinbase's Base chain) and meme trading, which in turn meant more ETH burned via EIP-1559. By late August, Ethereum's annualized net issuance flipped negative again, acting as a deflationary pressure. In summary, Ethereum enjoyed the perfect mix of macro appeal (institutions rotating in via ETFs) and micro usage (more network activity = more fees) in August. It's a dynamic that led some analysts to predict ETH could test \$8 000 in the next bull leg^[46] – especially if Bitcoin stabilizes and latecomer investors look for “the next” opportunity, a pattern seen in past cycles.



Altcoins Catch Big Bids (Institutional Bets on Alts)

BNB Treasuries and Record High

The standout large-cap alt was BNB, which hit \$899 in August – notching a new all-time high for Binance’s token^[20]. The 40%+ monthly jump was driven by institutional demand. A public company raised \$500 million solely to buy BNB for its treasury, acquiring 388k BNB via a Nasdaq-listed vehicle^[22]. At the same time, multiple funds and even banks announced BNB initiatives (from a \$1B BNB fund to UAE bank integration), signaling confidence in BNB’s long-term value beyond just exchange trading discounts. This wave of adoption made BNB a showcase for the theme that “alts aren’t just for retail anymore.”

Institutional Demand

Public company buys BNB



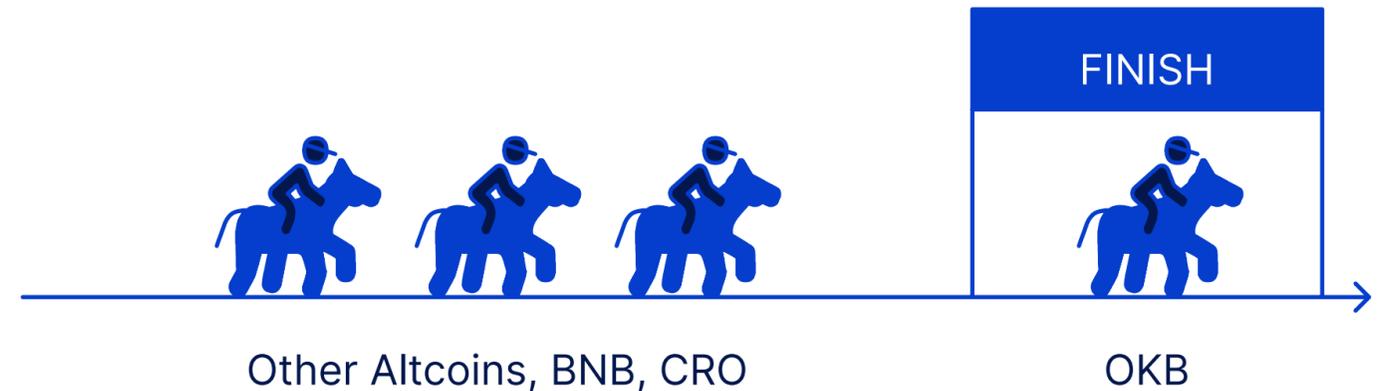
Price Surge

40%+ monthly jump

Confidence Boost

Long-term value recognition

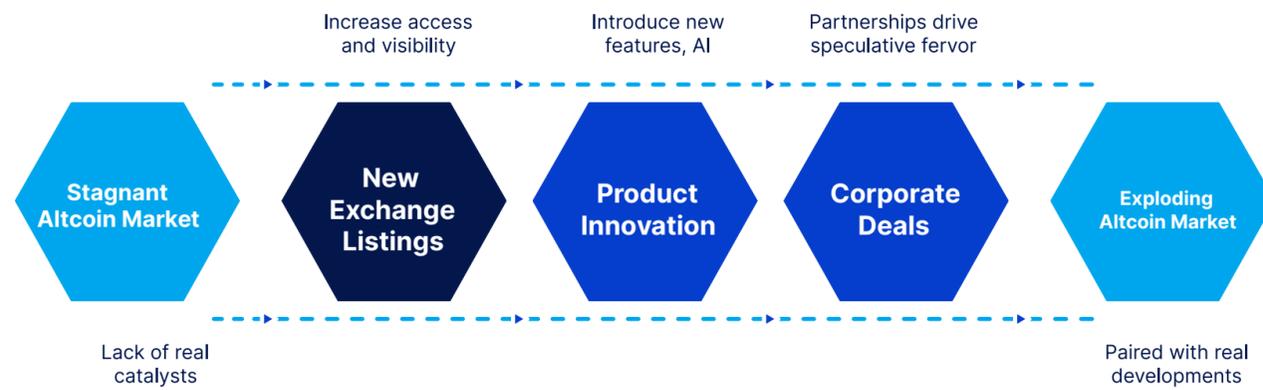
Exchange Tokens Surge



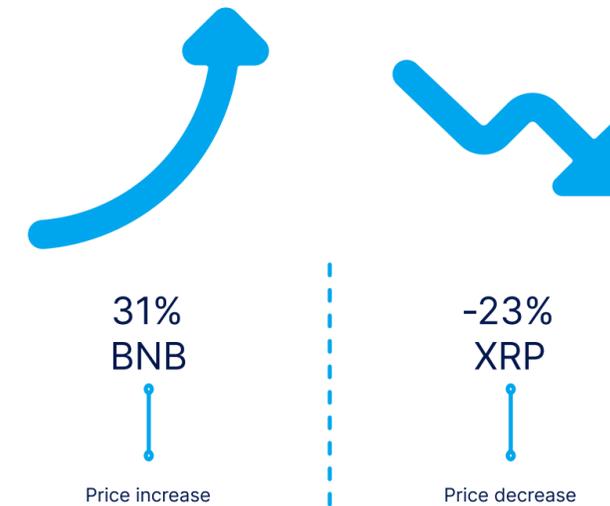
BNB wasn’t alone – exchange-linked tokens soared. OKB (OKX’s token) tripled, rocketing ~+300% in August^[47] after OKX’s massive token burn and a successful upgrade to its new “X Layer” platform. OKX further sweetened the pot by launching a \$100 M ecosystem fund^[47], convincing investors that OKB had a strong growth roadmap. Similarly, Cronos (CRO), the Crypto.com chain token, doubled in price (+~100%)^[48]. A big catalyst was Trump Media & Technology Group teaming up with Crypto.com to plan a \$6.4 billion Cronos reserve for Truth Social and related apps^[48]. That news, tying a major political media brand to CRO, sent the token flying. Exchange and platform tokens benefited from a narrative that real revenue and buybacks (from trading fees, etc.) make some of these altcoins quasi-equity in growing businesses.

Selective DeFi and GameFi Pops

Outside of exchange coins, a few other alt sectors saw signs of life – but only with real catalysts. For example, Bio Protocol (BIO), a decentralized science project, jumped nearly +200%^[49]. Why? Coinbase listed BIO in August and the project introduced a staking program locking up 9% of supply, plus rolled out a new AI research assistant product^[50]. That mix of major exchange access, reduced float, and tech buzz sent BIO vertical. In the gaming/metaverse realm, MYX Finance (MYX) was the month’s big winner: MYX skyrocketed over 10× (+1000%)^[51] thanks to a Binance Alpha listing and hype around an upcoming V2 launch. MYX’s trading volumes hit record highs as speculative fervor built up^[52]. These cases show that in August’s market, altcoins could still explode higher – but usually only if paired with real developments (new listings, products, or corporate deals). Investors are growing more discerning; many projects without news or usage stayed flat or lagged behind.



Not All Boats Lifted

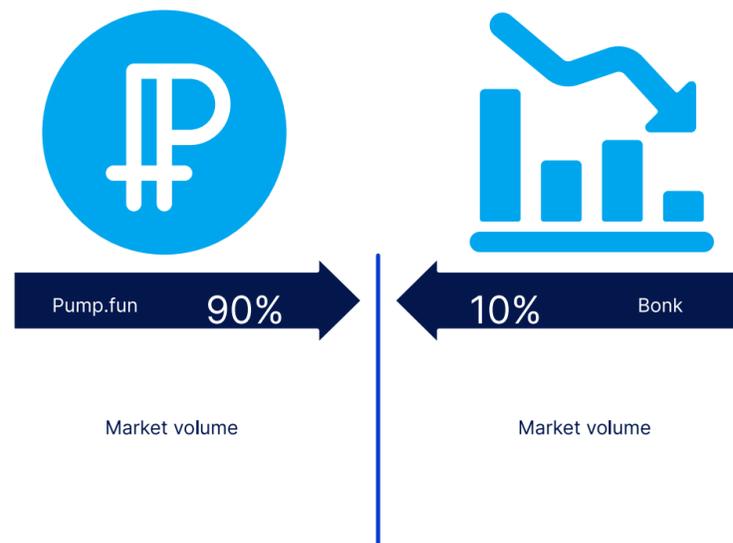


It’s worth noting that broadly this was not an “altseason” where everything rallies. The Altcoin Season Index hovered in the 50s (neutral)^[37]. A lot of July’s big gainers gave some back – e.g. XRP retreated ~-23% from its July high, Stellar (XLM) and Cardano (ADA) leveled off after July’s 50–100% pops, and some hyped July newcomers (like PENGU and BONK) actually slid as the memecoin money rotated elsewhere^{[53][54]}. In August it was less “a rising tide lifts all alts” and more concentrated bets on winners. Alts with strong backing or news (like BNB, OKB, CRO, L2 tokens with activity, etc.) did very well, while weaker or purely speculative names fell out of favor. This selective market is indicative of a maturing space – investors are rewarding fundamentals and real catalysts over blind speculation, a trend that accelerated as total crypto market cap held in the ~\$3.8–4.0 trillion range^{[55][56]}.

Memecoin Mania: New Contenders and Cautionary Tales

Pump.fun vs. Bonk – The Revival

As noted in the highlights, Pump.fun’s ecosystem roared back to dominate memecoins in August. After appearing to lose ground in July, the combination of a community investment foundation and relentless token buybacks vaulted \$PUMP and its affiliated tokens back to the top^[26]^[27]. By month-end, Pump.fun basically was the memecoin market (90% of volume)^[24]. This revival underscores an evolving theme: memecoin platforms that reinvest in their communities (through buybacks, grants, etc.) can build more lasting momentum than those that rely purely on hype. The fall of LetsBonk.fun – whose volume and fees collapsed once traders saw fewer buybacks and support – was a stark contrast^[25]. In short, August’s memecoin mania rewarded the projects that acted like serious projects (even if the tokens are memes).



Major Memes Lose Steam

Invest in Established Coins

These coins have large market caps but may lack future growth potential.



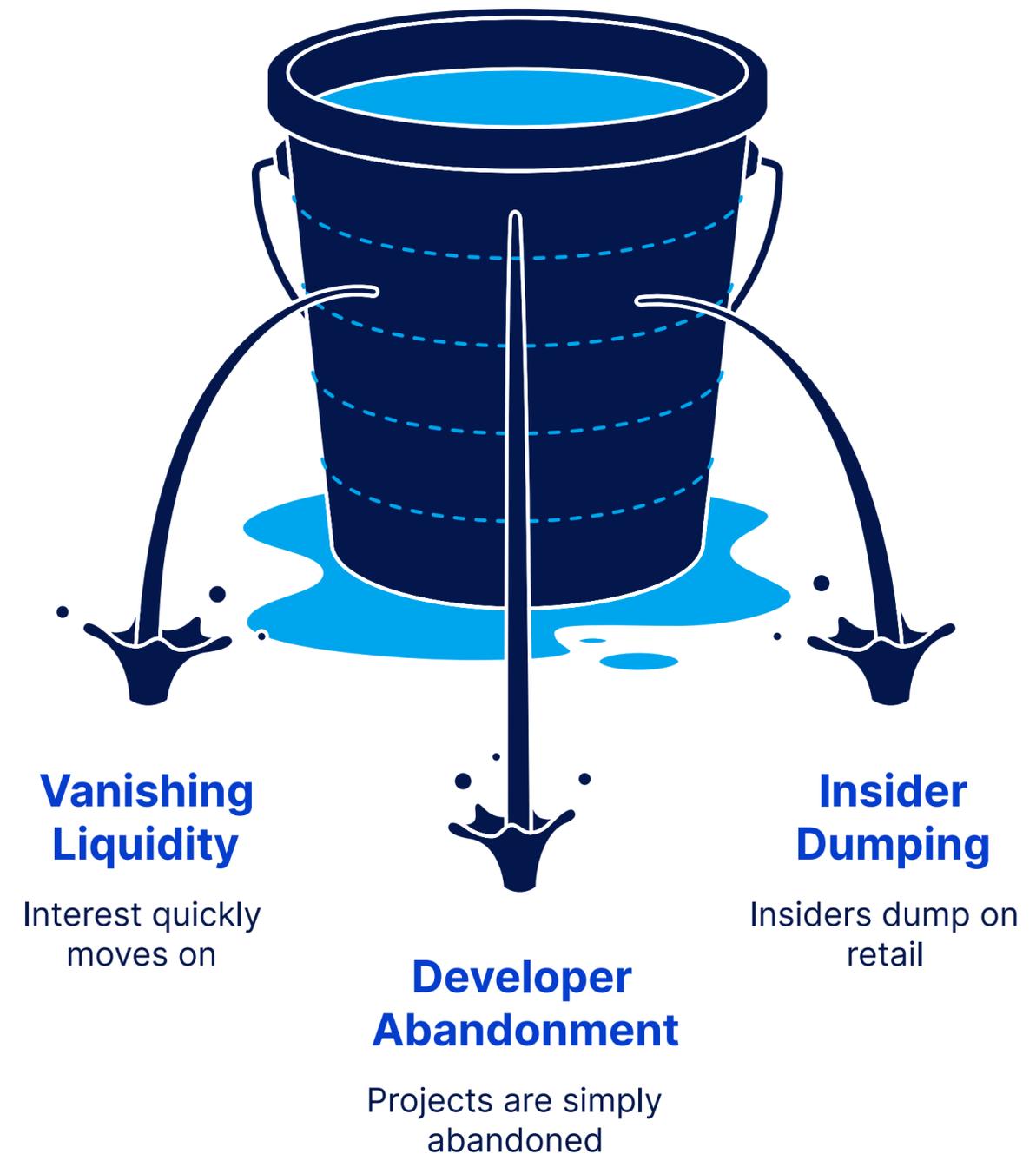
Invest in New Coins

These coins offer potential for growth and utility but are riskier.

Many of the previously high-flying meme coins started to stall out. BONK, DOGEWIFHAT, PENGU – which all had huge runs earlier in 2025 – struggled to keep climbing and saw significant price slides in August^[53]^[54]. Their market caps have grown so large (multiple billions) that maintaining the same growth rate is tough without continuous viral catalysts. In fact, a press release making rounds in late August noted that these “first-gen” meme coins lack real utility and might be hitting natural limits^[53]^[57]. That opened the door for newcomers with a twist. One example being touted was Layer Brett (LBRETT) – a self-described “Layer-2 meme coin” that promises actual tech utility alongside the memes^[58]. While we’ll see if any of these new meme experiments gain traction, the broader point is that investors are getting choosier even in meme-land. By the end of August, we saw meme communities starting to demand roadmaps or unique features, not just mascots, as the space matures a bit.

Rug Pulls and Risks Remain

Despite the more serious tone in some corners of the meme market, August had its share of scams and rug pulls riding the hype. Aside from the YZY fiasco (where insiders dumped on retail), there were smaller tokens that launched, pumped, and vanished. For instance, two new meme launchpads, Bags and Heaven, popped up mid-month and briefly nabbed ~20% of trading activity^[59]. Within weeks, both had fizzled out to near-zero volume as interest moved on and liquidity dried up. Stories of developers abruptly selling their token allocations (or simply abandoning projects) continued to circulate on crypto Twitter. The lesson for traders was clear: while memecoins can offer explosive gains, they still carry extreme rug risk. Even in a generally bullish month, one had to be nimble and skeptical, treating most meme plays as short-term trades rather than investments. The NFT market also mirrored this risk-on spirit – NFT floor prices ticked up for the first time in months, and tokens tied to NFT projects (like ANIME or BLUR) saw modest gains, but froth remained much lower than during 2021's craze^{[60][61]}. Overall, August's memecoin theme was a mix of comebacks (Pump), shake-outs (Bonk/Pengu), and warnings (YZY), setting the stage for a pivotal question: will September bring a second wind for memes, or has the market gotten its fill for now?



Regulatory Progress and Institutional Adoption

Toward Regulatory Clarity

August brought a sense that crypto rules are finally taking shape in major jurisdictions. In the U.S., the policy direction solidified: at the end of July the House passed landmark bills (the Genius Act for stablecoins, and Clarity Act for digital asset oversight), which President Trump indicated strong support for^{[62][63]}. In early August, the White House followed up with a comprehensive Digital Assets Report outlining a broad regulatory framework and tax policies for crypto^{[64][65]}. Notably, the SEC under new leadership signaled a pivot away from “regulation-by-enforcement” – launching “Project Crypto” on July 31 to implement clear rules around custody and disclosures^{[66][67]}. By dropping its case against Ripple and clarifying staking rules, the SEC showed concrete steps in that new approach. Internationally, Hong Kong’s stablecoin law took effect Aug. 1^[3], and the EU moved forward with MiCA implementation and published guidelines for crypto oversight^[68]. The vibe among institutional investors has improved with these developments; there’s a growing sense that 2025 could finally be the year of regulatory green lights, which is encouraging more long-term capital into the space (e.g. banks considering stablecoin issuance, funds prepping altcoin ETFs).



Big Institutions Diving Deeper

The gradual regulatory clarity is coinciding with major institutional moves in crypto. Aside from the ETF activity and treasury buys already mentioned, August saw things once considered unlikely: traditional banks and asset managers expanding in crypto. For example, several U.S. banks reportedly pushed back against overly strict stablecoin rules, fearing they'd miss out on a projected \$6.6 trillion payments market if they're sidelined^[69]. In Asia, the Philippines' central bank even floated the idea of holding 10 000 BTC in reserves as a hedge – a notable sentiment shift for a sovereign entity^[70]. And remember that dormant Bitcoin whale? Some analysts speculated it might be linked to an institutional reallocation (rotating into ETH-based yield strategies). Meanwhile, BlackRock and other ETF issuers reportedly used the late-August dip to accumulate more BTC and ETH for their funds^{[71][72]}. BlackRock's iShares Bitcoin Trust filings showed additional purchases on the dip, signaling confidence in the asset despite short-term setbacks^[73]. In short, the “smart money” continued to buy in August's weakness, bolstered by the notion that the regulatory runway is clearing. Even Goldman Sachs was rumored to be exploring a crypto trading desk reboot pending clearer rules. The convergence of policy progress and institutional interest was a key theme this month – one that suggests any crypto downturns may be shorter-lived as big players eagerly step in.



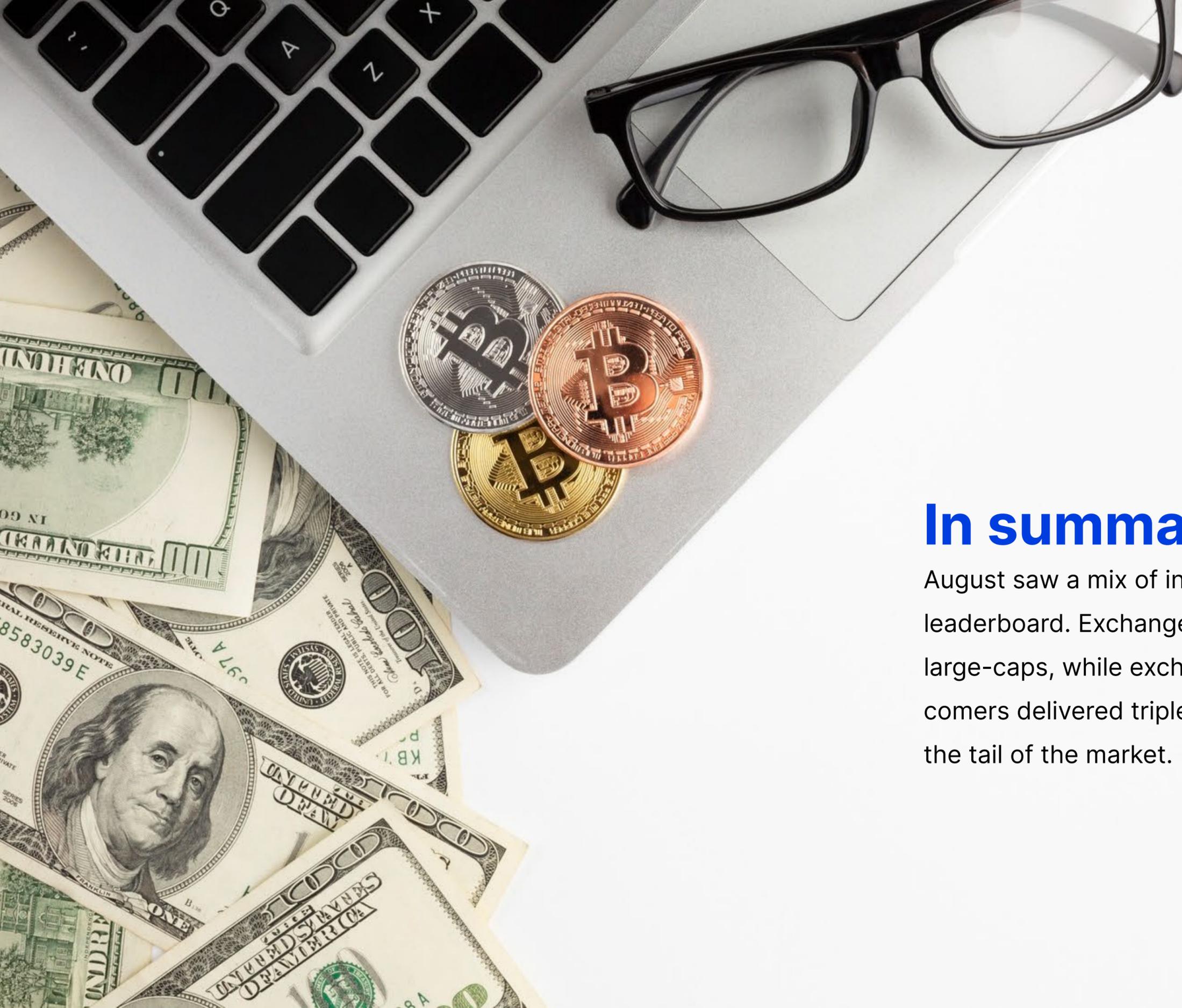
August's Top Performers

Among Large-Cap Tokens (established coins and major newcomers):

- **OKB (OKX)** – \approx +300%. Soared on a massive token burn and the rollout of “X Layer” technology, plus a \$100 million ecosystem fund^[47].
- **BNB (Binance Coin)** – \approx +40%. Hit \$899 ATH on the back of huge institutional buys (e.g. a \$500M treasury allocation) and a pending BNB ETF^{[22][74]}.
- **CRO (Cronos)** – \approx +100%. Doubled after Trump’s media company teamed with Crypto.com on a \$6.4 B Cronos reserve, dramatically boosting demand expectations^[48].
- **ETH (Ether)** – +14%. Climbed from ~\$3.8K to ~\$4.4K, peaking near \$4.95K, fueled by record ETF inflows and treasury buys^[38]
^[16].
- **BIO (Bio Protocol)** – +200%. Spiked on Coinbase listing and staking news locking 9% of supply, as well as debut of an AI-driven research tool^[49].
- **Honorable mentions:** Solana (SOL) +10%, riding a Base chain NFT boom; Cardano (ADA) +5% after July’s big run cooled.

Smaller Gems (mid- and small-cap tokens with outsized moves)

- **MYX Finance (MYX)** – +1000%. Ten-bagger. Exploded after Binance Alpha listing and hype for its V2 platform, with monthly volume topping \$10B^[51].
- **Enigma (ENA)** – +40%. Continued to rally as its buyback program (via StablecoinX) supported the price, proving it could hold and build on July's gains^{[75][76]}.
- **Treehouse (TREE)** – +96%. Nearly doubled when Upbit listed this alt; saw a one-day frenzy (+96.8%) before settling, showcasing the Korean listing pump effect^[35].
- **Omni Network (OMNI)** – \approx +180% (from listing). After a late-July Upbit debut, OMNI held much of its $\sim 3\times$ pump^[77], benefiting from sustained interest in cross-chain tokens.
- **Pump.fun (PUMP)** – +??%. While exact figures are hard to pin down, \$PUMP price rebounded significantly with the team's \$65M buybacks^[27] – restoring market cap into the billions and reversing its post-ICO dip.



In summary,

August saw a mix of incumbents and upstarts dominate the leaderboard. Exchange tokens and platform coins shone among large-caps, while exchange-listed newbies and DeFi up-and-comers delivered triple- or quadruple-digit percentage gains in the tail of the market.

References:

[1] [2] [64] [65] [66] [67] Our Take: financial services regulatory update – August 08, 2025 | <https://www.pwc.com/us/en/industries/financial-services/library/our-take/08-08-2025.html>

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Thanks for reading **Opportunik's**
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Stay tuned for what September brings – historically a tougher month, but with crypto's momentum and developments, anything could happen.