Genius PR

OP_NET

CASE STUDY

OP_NET

Making the case for smart contracts on Bitcoin's base layer

Genius PR · April–July 2026 · geniuspr.com

Situation

OP_NET is a consensus layer that enables smart contracts and DeFi directly on Bitcoin Layer 1, without bridges or sidechains. The official site is opnet.org. Samuel Patt, who also goes by Chad Master, is a co-founder and was a principal public voice. Co-founder Frederic Fosco was the quoted voice on a mid-April debate over BIP-361, a proposal that would eventually freeze unmigrated coins.

The Bitcoin market was crowded with "Layer 2" claims. OP_NET needed to argue that most of those systems do not inherit Bitcoin's security, and that Bitcoin itself still needs to be used — not only held — if the network's long-term security model is to hold.

Task

Genius PR was engaged, with Felix leading the account, to put that argument into opinion, commentary, podcasts and conference interviews. Day-to-day work ran in the Telegram group PR & OP.NET. The programme ran from April through July 2026, with the heaviest campaigning in April and May around Consensus Miami.

The campaign focused on four primary objectives:

1. Publish a clear opinion piece on why so many Bitcoin "Layer 2s" fail the test of a real Layer 2.
2. Place OP_NET founders as commentators when the BIP-361 quantum-migration debate broke.
3. Book long-form interviews and podcasts, including around Consensus Miami.
4. Keep partnership or sponsored placements clearly labelled, so they are not mistaken for staff-reported news.

Action

The campaign opened with a 13 April Hackernoon op-ed by Chad Master, “Bitcoin Layer 2s Keep Failing Because They’re Not Real Layer 2s.” When BIP-361 surfaced in mid-April, Fosco was quoted in Decrypt on 15 April and in Bitcoin.com on 16 April, arguing that a protocol-enforced freeze is confiscation.

Long-form work followed quickly: a 30 April Financial Fox conversation with Patt, “Smart Contracts on Bitcoin: Sovereignty vs. Complexity”; a Blockhash podcast, “Building Native Functionality on BTC”; and a 13 May Crypto Coin Show interview at Consensus Miami, with a matching written feature. A 22 May Coinage piece with Patt is labelled on the page as Coinage Partner Content and is treated here as such, not as staff editorial.

Results

In a concentrated spring programme, OP_NET gained a bylined op-ed, two news comments on BIP-361, and a run of interviews around Consensus Miami.

Opinion and news

- Hackernoon, 13 April 2026: “Bitcoin Layer 2s Keep Failing Because They’re Not Real Layer 2s,” by Chad Master. Labelled as author opinion. The live page is dated 13 April; some internal notes said 14 April.
- Decrypt, 15 April 2026: Fosco quoted in Vince Dioquino’s report “New Bitcoin Proposal Would Freeze Coins to Counter Quantum Threat.”
- Bitcoin.com, 16 April 2026: Fosco quoted in “Scarcity Pump or Monetary Suicide? The Radical Argument Against BIP-361.”

Interviews and conversations

- Financial Fox, 30 April 2026: “Smart Contracts on Bitcoin: Sovereignty vs. Complexity.”
- Blockhash, episode 724: “OP_NET | Building Native Functionality on BTC,” featuring Samuel Patt.
- Crypto Coin Show, 13 May 2026, at Consensus Miami, with a matching written feature.
- Coinage, 22 May 2026: “The Existential Bitcoin Crisis That Nobody Wants To Talk About.” Labelled Coinage Partner Content.

Impact

The programme gave OP_NET a public argument it could reuse: build on Bitcoin’s base layer, and do not mistake a bridged sidechain for a Layer 2. A mid-April op-ed and two BIP-361 comments put the founders into the news cycle; Consensus Miami interviews then gave Patt a spoken register to match. Where a placement was partner content, it is labelled that way, so the earned and paid work stay distinct.

Links

Official site — opnet.org

Hackernoon — 13 April 2026 op-ed. hackernoon.com

Decrypt — 15 April 2026 commentary. decrypt.co

Bitcoin.com — 16 April 2026 commentary. news.bitcoin.com

Financial Fox — 30 April 2026. YouTube

Crypto Coin Show — 13 May 2026. cryptocoinshow.com · YouTube

Blockhash — episode 724. blockhashpodcast.com

Coinage — 22 May 2026; partner content. coinage.media

A The Street on-camera interview from Consensus week was described in the working chat as backlogged and is not claimed as published. Synopsis clips from early June, and a CoinDesk BIP-361 comment opportunity, were not given recovered URLs here. The official site returned intermittent 504s during research; the wordmark used in this pack is the official logo.svg, recovered from an archived copy of opnet.org/logo.svg.

Summary

13 Apr **Hackernoon** Chad Master op-ed on Bitcoin Layer 2s	**2** **BIP-361 comments** Decrypt, 15 April, and Bitcoin.com, 16 April
13 May **Crypto Coin Show** Samuel Patt at Consensus Miami	**Apr–Jul** **Programme** Opinion, commentary and interviews, 2026

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30 Churchill Pl, Canary Wharf, London E14 5RE, United Kingdom	The Offices 4, One Central, 8th and 9th Floor, Dubai	2035 Sunset Lake Road, Suite B2, Newark, DE 19702

Based on official OP_NET pages, the URLs above and the working Telegram chat. Fees, unpublished pipeline items and internal account notes are omitted.