Bitcoin & The Lightning Network: Better Money Essential Payments Technology For Businesses

Strike
Jack Mallers
Yo, I’m Jack.
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I’m the founder & CEO of Strike, a leading payments platform built on top of Bitcoin and the Lightning Network.
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I’ve spent the last ten years of my life working on Bitcoin across engineering, design, product, trading, and international policy.
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Bitcoin is superior technology.
Like the Internet before it, Bitcoin is built for a world in transition from centralized and local to decentralized and global.
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Bitcoin is digital public infrastructure for money, much like the internet is digital public infrastructure for information.
As a monetary asset, Bitcoin has established itself as the undisputed digital reserve leader.
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As a monetary network, Bitcoin enables instant low cost Internet-native payments at a global scale with Lightning.
Bitcoin & The Lightning Network
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Better technology - faster, cheaper
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Traceable - no more disappearing payments
But Jack, traditional payments work.
But Jack, traditional payments work.

Do they though?
“You can’t really know where you are going until you know where you have been.”

— Maya Angelou
The Reality Of “Traditional” Payments
Old Habits Die Hard

Outdated tech, old standards, and proprietary ledgers have left the world’s payments in a slow, expensive, fragmented, and uninventive state.
Outdated Technology

Messaging standards are based on loosely compatible ISO specifications from the 1970s. Systems rely exclusively on undersea cables to carry $10T+ of international transfers daily.
Porthcurno, The Infrastructure For Payments?

Porthcurno is a small village covering a small valley and beach on the south coast of Cornwall, England in the United Kingdom. For a tiny place Porthcurno has a globally important significance. It was chosen as the site where the network of undersea cables that began to be laid in the 19th Century made landfall in the UK.
“Undersea cables carry $10tn of financial transfers daily, with global payments system.

Swift and the US clearing system Chips among those reliant on this pipework.”

— Financial Times, April 2023
Proprietary Ledgers

Bank ledgers are centralized and banking relationships are built on trust.
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“Banks promise to return the money today, when most of it is tied up until tomorrow or the next day. They rely on the trust of customers collectively not to call their bluff.”

— Andy Haldane - Executive Director, Bank of England
Interbank Wire Transfers Are The Standard

Expensive, slow, and opaque interbank wire transfers are the standard for cross-border payments to/from countries with favorable banking infrastructures.
Alternatives Are Even Worse

Commercial payments via card or PayPal - though even more expensive - are the standard alternatives to international wire transfers.
RTP Solves... Nothing?

50+ countries provide some form of “instant”, real-time or faster bank account-to-account payments. Most only work in a domestic market. SEPA - exceptionally - works across Europe. Bank participation is optional. Downtime is common.
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RTP isn’t a silver bullet - not truly instant, don’t solve for x-border
Technology Changes Everything
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Bitcoin’s global decentralized (peer to peer) payment network is a new base layer for payments.
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The Lightning Network solves scalability challenges and allows Bitcoin payments to scale.
For money, Bitcoin as a digital bearer asset eliminates abstraction
For payments, Lightning eliminates closed ecosystems and intermediaries.

One Standard.
Money is technology.
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Bitcoin is superior technology.
Bitcoin Is Essential Payments Technology For Businesses
Bitcoin & The Lightning Network

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Bitcoin Solutions For Businesses Are Here
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Payments & Payouts

- B2B Payments
- Invoices
- Global Payroll
- XBorder
Bitcoin Solutions For Businesses Are Here

Payments & Payouts
- B2B Payments, Invoices, Global Payroll, XBorder

FX & Liquidity Management
- Just-in-Time Transfers
- Currency Bridges
# Bitcoin Solutions For Businesses Are Here

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Unlocking benefits without touching Bitcoin - accept BTC, receive USD
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Unlocking benefits without touching Bitcoin - accept BTC, receive USD
Using Bitcoin to improve fiat payments - new cross-currency markets
Using Bitcoin to gain efficiencies - cheaper, faster, more reliable
Using Bitcoin to create opportunities - micropayments, creator economy, gaming, and more
Connect Your Cash To Bitcoin & Lightning
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Move Fiat Currencies Over Bitcoin
Connect Your Cash To Bitcoin & Lightning

⭐ Move Fiat Currencies Over Bitcoin

✔️ No Bitcoin Knowledge
Connect Your Cash To Bitcoin & Lightning

⭐ Move Fiat Currencies Over Bitcoin

✔ No Bitcoin Knowledge
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Move Fiat Currencies Over Bitcoin

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- No Wallet Management
Connect Your Cash To Bitcoin & Lightning

(move fiat currencies over bitcoin)

- No Bitcoin Knowledge
- No Bitcoin Volatility
- No Wallet Management
- No Additional Reporting
Connect Your Cash To Bitcoin & Lightning

- Move Fiat Currencies Over Bitcoin

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Payments, Payouts, and FX

Businesses in Africa are using our API to repatriate revenues back to the United States. Cheaper, faster, more reliable, more transparent, and more liquid

Cross-currency Settlement Over Bitcoin

- Faster and cheaper
- Reliable & transparent
- Better FX rates with weaker currencies
- Don’t have to touch BTC
- No Bitcoin volatility concerns
- No tax burden
- No new accounting requirements
A Complement To Existing Rails: Shopify

eCommerce merchants can accept Bitcoin and receive Dollars faster, at lower cost and with cash finality on a superior payments network.

⭐ Bitcoin Payment Acceptance

- Global acceptance
- No fraud
- Instant settlement
- Cheaper acquiring
- Never touch bitcoin
- No bitcoin volatility concerns
- No new accounting requirements
- No compliance and regulatory concerns
New Opportunities: Twitter

Twitter uses Strikes API to enable its users to receive Twitter Tips over the Lightning Network from anyone, anywhere in the world, for any amount, instantly.

⭐ Internet-native payments
- Global interoperability
- Universal access
- Micropayments, creator economy
- No fraud, instant settlement
- Can use dollars and/or bitcoins
- No bitcoin volatility concerns
- No new accounting requirements
- No compliance and regulatory concerns
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Bitcoin is essential technology for businesses
Thanks

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