NO.1
Financial app in the app store for 5 years
Cash App

TOP 10

Most downloaded app in the US in 2022
50M+
Monthly actives
Redefine the world’s relationship with money.
Economic Empowerment

Cash App
By making money

More relatable.
Instantly available.
Universally accessible.

Cash App
Pay anyone

Custom debit card
Cash App

Pay anyone

Custom debit card

Instant discounts
Free tax filing

File for $0. Max refund guaranteed.

Get paycheck faster

Join millions already banking with Cash App

Buy stocks

Investing

My Portfolio
- Apple: $48.16
- MicroStrategy: $45.23
- Amazon: $32.02
WHY BITCOIN?
ECONOMIC EMPOWERMENT
A NEW KIND OF MONEY
Like the internet, it’s global.
No banking hours. It’s 24/7/365.
Access your money around the world anytime.
Like Gold,
There is a limited supply of bitcoin.
One of the most secure systems in history.
No-one decides:
Who has access.
How much is created.
What it’s worth.
And Most Important,
It’s For Everybody
CASH APP AND BITCOIN
A TIMELINE
2017

INTEGRAE BITCOIN?
2018
2020

Cash App
2021
PAID IN BITCOIN
Auto-invest a % of your paycheck into bitcoin.
BITCOIN ROUND UPS
Auto-invest your spare change into bitcoin.
Auto-invest your spare change into bitcoin.
Cash App

NEW

3721 SATS INVESTED

$41.05
Lightning Network
Cash App

NO.1

Lightning-enabled app
Send and receive bitcoin via the Lightning Network.
Send and receive bitcoin via the Lightning Network.
CASH APP AND BITCOIN IN NUMBERS
Cash App Gross Profit

- 2018: $0.2B
- 2019: $0.2B
- 2020: $0.3B
- 2021: $1.6B
- 2022: $2.9B
$7B+
Worth of bitcoin sold to customers in 2022
BITCOIN AS CURRENCY
“The world ultimately will have a single currency. The internet will have a single currency. I personally believe that it will be bitcoin.”

JACK DORSEY
$\text{Cash App}$

$\sim 10$

Transactions / Second

Bitcoin Network

$\sim 10K+$

Transactions / Second

Lightning Network
THE LIGHTNING NETWORK
A fully open, interoperable, low-cost, payment protocol that settles in real-time.
Email

Gmail ↔ Outlook
Email

Gmail ↔ Proton

Cash App
Kraken → Cash App
Lightning

Breez ↔ Cash App
The internet had about 4 nodes in 1969.

Source: ARPANET Technical Information - Geographic Maps by J. Noel Chiappa
The internet had about 100 nodes in 1982.
The internet has about 1B routers today.

Source: Information Is Beautiful by David McCandless
404 error
page not found
402 ERROR: PAYMENT REQUIRED

Payment is required. This error code is not yet operational.
January 2018
The Lightning Network had about 6 nodes
December 2018
The Lightning Network had about 2,000 nodes
Today
The Lightning Network has about 18,000 nodes
Open protocols promote interoperability and innovation.
3.4M Emails / Second
Open Network

6K Tweets / Second
Closed Network
500X
More emails than tweets

Cash App
OPEN NETWORKS ARE THE WAY
Moving money around the world should be as easy and cheap as sending an email or text message.
$0.16 1999 | ~$0.00  Today
$ Cash App

6.3%
Traditional Networks
2-5 Business Days

~0%
Lightning Network
2-5 Seconds
“The Future Is Already Here – It's Just Not Evenly Distributed.”
Payments
Faster and cheaper, cash final settlement
Banks
Faster and cheaper, money movement

Source: Xapo Bank – Now Supports Lightning Network Payments, March 2023
“Zaps⚡”
Are the new Likes

216,800 sats, about $61

Source: Screenshot from "Damus" iPhone app, April 2023
AND.....
My tweets auto-delete after some number of months, so there is no search history.

Lightning is great and something we’ll integrate.
Lightning Network is Coming to Robinhood

- Lightning-fast Bitcoin transactions on Robinhood
- Bitcoin transfers for pennies (vs dollars) (still with 0% commission fees)
- Lower carbon footprint (LN TX’s happen off chain)

Source: Robinhood Announcement – Bitcoin Conference, April 2022
Rewards & Loyalty
Payments
Social Media
Gaming
Remittances
Bots
Paywalls
Mortgages
Gift Cards
Web Browsers
Artificial Intelligence
Donations
Wallets
Digital Identity
Music
Crowdfunding
Podcasting 2.0
Energy
Loans
IN CLOSING
TRY BITCOIN

CONSIDER BITCOIN

CHAT WITH US
Bitcoin: A Peer-to-Peer Electronic Cash System

Satoshi Nakamoto
satoshin@gmx.com
www.bitcoin.org

Abstract. A purely peer-to-peer version of electronic cash would allow online payments to be sent directly from one party to another without going through a financial institution. Digital signatures provide part of the solution, but the main benefits are lost if a trusted third party is still required to prevent double-spending. We propose a solution to the double-spending problem using a peer-to-peer network. The network timestamps transactions by hashing them into an ongoing chain of hash-based proof-of-work, forming a record that cannot be changed without redoing the proof-of-work. The longest chain not only serves as proof of the sequence of events witnessed, but proof that it came from the largest pool of CPU power. As long as a majority of CPU power is controlled by nodes that are not cooperating to attack the network, they will generate the longest chain and outpace attackers. The network itself requires minimal structure. Messages are broadcast on a best effort basis, and nodes can leave and rejoin the network at will, accepting the longest proof-of-work chain as proof of what happened while they were gone.

1. Introduction

Commerce on the Internet has come to rely almost exclusively on financial institutions serving as trusted third parties to process electronic payments. While the system works well enough for most transactions, it still suffers from the inherent weaknesses of the trust based model. Completely non-reversible transactions are not really possible, since financial institutions cannot avoid mediating disputes. The cost of mediation increases transaction costs, limiting the minimum practical transaction size and cutting off the possibility for small casual transactions, and there is a broader cost in the loss of ability to make non-reversible payments for non-reversible services. With the possibility of reversal, the need for trust spreads. Merchants must be wary of their customers, hassling them for more information than they would otherwise need. A certain percentage of fraud is accepted as unavoidable. These costs and payment uncertainties can be avoided in person by using physical currency, but no mechanism exists to make payments over a communications channel without a trusted party.

What is needed is an electronic payment system based on cryptographic proof instead of trust, allowing any two willing parties to transact directly with each other without the need for a trusted third party. Transactions that are computationally impractical to reverse would protect sellers from fraud, and routine escrow mechanisms could easily be implemented to protect buyers. In this paper, we propose a solution to the double-spending problem using a peer-to-peer distributed timestamp server to generate computational proof of the chronological order of transactions. The system is secure as long as honest nodes collectively control more CPU power than any cooperating group of attacker nodes.
TRY BITCOIN

CONSIDER BITCOIN

CHAT WITH US
Bitcoin Dev Kit

With BDK, you can seamlessly build cross platform mobile wallets

Get started

Customizable
Designed from the ground up to be easily customized to your application needs: blockchain backends, databases, signers, coin selection, key management and more.

Focus on what matters
All of the low-level Bitcoin logic is handled by us, so you can focus on crafting custom-tailored user experiences.

High performance & compact
As lightweight as you need it to be and optimized to run on all modern-day embedded devices such as mobile phones, IoT devices, POS terminals and more.
Lightning Dev Kit

The simplest way to integrate Lightning into your Bitcoin wallet

Get started

Customizable
Designed from the ground up to be easily customized to your application needs: persistence, networking, chain source, routing, key management, wallet, you name it.

Focus on what matters
A full implementation of the Lightning Network protocol, so you can focus on crafting custom-tailored user experiences.

High performance & compact
As lightweight as you need it to be and optimized to run on all embedded devices such as mobile phones, IoT devices, POS terminals and more.
Design bitcoin for everyone
Open-source design for bitcoin products.

We are helping make bitcoin more intuitive and accessible.

As bitcoin's popularity continues to rise, it is essential that everyone be able to participate in this new economic system regardless of technical expertise or geography. That can only happen if creators everywhere have the resources and community necessary to foster better bitcoin experiences.
I’m dedicating the rest of my career to bitcoin...
My mission is to accelerate the world's transition to sustainable money. I'm thrilled to announce that I get to work full time for #Bitcoin at @CashApp as the Crypto Product Lead.

Why am I dedicating the rest of my career to Bitcoin? My 21 reasons are below... 📓👇
THANK YOU!

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