MicroStrategy Lightning Platform
MicroStrategy Lightning Rewards

Employee Loyalty

Meeting Attendance

Reward employees with Satoshis for
• Punctual Meeting Attendance
• Attendance at Corporate Events
• Being Engaged in Meetings

Out-of-the-box integration with Zoom
MicroStrategy Lightning Rewards

Employee Loyalty

Community Contribution

Reward employees with Satoshis for
• Incentives for Publishing Articles
• Recognition for Best Answer Selections
• Rewards for Answering Questions

Out-of-the-box integration with SFDC
MicroStrategy Lightning Rewards
Employee Loyalty

Education
Reward employees with Satoshis for
• Completing Learning Modules
• Achieving Certifications
• Viewing Educational Videos

OOTB integration with Wistia & Adobe
MicroStrategy Lightning Rewards

Employee Loyalty

Education

Reward employees with Satoshis for
• Completing Learning Modules
• Achieving Certifications
• Viewing Educational Videos

OOTB integration with Wistia & Adobe
MicroStrategy Lightning Rewards

Employee Loyalty

Employee Health
Reward employees with Satoshis for
• Achieving Daily Exercise Time Goal
• Hitting Step Count Targets
• Consecutive Days of Exercise

Out-of-the-box integration with MoveSpring
MicroStrategy Lightning Rewards: **Customer Loyalty**

Reward Customers with Satoshis for

- Making purchases
- Referring new customers
- Leaving reviews
- Social media promotion
- Participating in surveys
- Loyalty milestones
- Product registration
- Attending events
- Subscription sign-ups
- Recycling programs
- Participation in contests
- Use of retailers app
- Use of retailers website
- Early adoption of new products
- Birthday or special events
- Making purchases
- Referring new customers
- Leaving reviews
- Social media promotion
- Participating in surveys
- Loyalty milestones
- Product registration
- Attending events
- Subscription sign-ups
- Recycling programs
- Participation in contests
- Use of retailers app
- Use of retailers website
- Early adoption of new products
- Birthday or special events
MicroStrategy Lightning Rewards: Wallets

Web Wallet

Available Balance: +152,411
USD: $45.29
Change: -9,614

Transactions:
- Transfer: [Details]
- Withdraw: [Details]
- Deposit: [Details]
- Receive: [Details]
- Send: [Details]

Mobile Wallet

Available Balance: +152,411
USD: $45.29
Change: -9,614

Transactions:
- Send: [Details]
- Receive: [Details]
- Withdraw: [Details]

Browser Extension Wallet

Available Balance: +152,411
USD: $45.29
Change: -9,614

Transactions:
- Send: [Details]
- Receive: [Details]
- Withdraw: [Details]
Lightning Rewards Withdrawal

Withdraw Sats easily anytime

- Send to Lightning Address
- Scan a LNURL QR Code
- Paste a Lightning BOLT11 Invoice
- Send directly to favorite wallet

OOTB integration with wallets like Cash App & Strike

Withdrawal

<table>
<thead>
<tr>
<th>AVAILABLE BALANCE</th>
<th>USD</th>
<th>CHANGE TODAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>$179,293</td>
<td>$53.42</td>
<td>$500</td>
</tr>
</tbody>
</table>

Transactions

- Recent Transactions
  - M - Daily Check-in (Customer Escalations Meeting)
  - M - Mission Leaders
  - What is MicroStrategy Lightning?
  - Embedded Analytics Tools Overview of MicroStrategy
  - Cause & Effect Gets Insights with MicroStrategy
  - M - PRF Roadmap
  - To: mazra@microstrategy.com
  - To: caunce@microstrategy.com
  - Parent discussion
  - Working Session - Lightning Rewards Slides
  - Figma Questions

Top Expenses

- You don't have any expenses this week.
Transform each corporate email address into a Lightning address, linking it to the MicroStrategy Lightning Wallet.
MicroStrategy Lightning Rewards
Managing Reward Rules

- Powerful reward rules
- No coding required
- Simplicity of point-and-click
- Enterprise-grade business rule engine
MicroStrategy Lightning Rewards

Application Integration

Configure OOTB integration in minutes

[Zoom Example]
MicroStrategy Lightning Rewards
Application Integration

Integrate with most enterprise applications

- Low-code templates for event and polling-based APIs
- Deploy instantly and execute securely

[MoveSpring Example]
MicroStrategy Lightning Rewards
Reporting and Administration

- Enterprise Security Management
- Wallet Management
- Transaction History
- Application Management
- Reward Rule Management
- Reward Analytics
MicroStrategy Lightning Platform Architecture

ENTERPRISE DIRECTORIES
- Microsoft 365
- Okta
- Zoom
- Ping
- OpenID
- Custom Apps...and Thousands More

ENTERPRISE APPLICATIONS
- Salesforce
- ACME

MICROSTRATEGY LIGHTNING PLATFORM
- WALLET
  - View Wallet
  - Withdraw
  - Deposit
- ADMIN PORTAL
  - Address Services
  - Reward Rules
  - Reward Analytics
- SDK
  - Integration SDK
  - Wallet SDK
  - Custody and Payment SDK

CUSTODY & PAYMENT PLATFORMS
- BITCOIN CUSTODY SERVICES
- LIGHTNING PAYMENT SERVICES
  - Cash App
  - WALLET
  - Alby
  - Strike
  - Munchen
  - Reeze
  - Phoenix

LIGHTNING WALLETS
MicroStrategy Lightning Rewards: SDKs

- **Integration SDK**
  - Reward
  - Authentication

- **Wallet SDK**
  - Web wallet
  - Mobile wallet

- **Custody & Payment SDK**
  - Provision
  - Deposit and Withdraw
  - Report
Integrate Lightning Rewards into your business and be the first to incentivize employee and customers with Satoshis.

Partner with MicroStrategy

Custody and Payment Partner
Integrate directly into MicroStrategy Lightning as an out-of-the-box custody and payment partner

Early Adopter
Integrate Lightning Rewards into your business and be the first to incentivize employee and customers with Satoshis