

MICROSTRATEGY



MicroStrategy Lightning Platform

MicroStrategy Lightning Platform



**Cutting-edge solution that addresses
enterprise-specific use cases with the
Lightning Network.**

MicroStrategy Lightning Rewards



Reward customers, employees, event attendees, or anyone with Bitcoin. Incentivize any behaviour and maximize engagement with instant Satoshi rewards

72% members of loyalty programs purchased crypto at least one time in the past 6 months and are likely to redeem loyalty points for cryptocurrency.

[Bakkt Loyalty and Rewards 2022 Outlook Study](#)

Core Components



For Every User



**Lightning
Address**



**Lightning
Wallets**



**Lightning
Rewards**

For Each Deployment



**Admin
Portal**



SDK

Employee Loyalty



Community Contribution

Reward employees with Satoshis for

- Incentives for Publishing Articles
- Recognition for Best Answer Selections
- Rewards for Answering Questions

The screenshot displays the MicroStrategy community interface. The main content area shows a question titled "What is MicroStrategy Lightning?" posted by Xiaohan Chen (TPO) 20m ago. The question asks, "Does anyone know what MicroStrategy Lightning is?". Below the question, there are buttons for "Like", "Answer", and "Share". The "POSTS" section shows a response from Tang Gou (TSE) a few seconds ago, explaining that MicroStrategy Lightning allows any Enterprise to issue all of their customers and employees a Lightning Wallet, a Lightning Address and issue Bitcoin Rewards. To the right, the "TRANSACTIONS" section shows a list of recent transactions with columns for Application, Date, and Amount. The sidebar on the left contains navigation links for Enterprise Analytics, Embedded Analytics, Solutions, Events, Community & Support, Careers, Investor Relations, and Bitcoin. The top navigation bar includes links for "Talk to an expert", "Get started", and a search bar.

Application	Date	Amount
Does HyperIntelligence have any new feat...	Apr 27	2.5K
Knowledge Sharing of Lightning	Apr 27	200
Registering for MicroStrategy Education ...	Apr 27	2.5K
Lightning Iteration Review	Apr 27	250
HyperIntelligence for Sales Teams	Apr 27	500
Embedded Analytics Tools Overview of M...	Apr 27	500
Automate Data Validation and Testing: Int...	Apr 26	2.5K
Identity Iteration Reivew	Apr 21	250
Lightning PM Standup	Apr 20	250
Lightning PM Standup	Apr 17	250

salesforce

Out-of-the-box integration with SFDC

Employee Loyalty



Education

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

MicroStrategy

Search

Talk to an expert

Get started

Enterprise Analytics

Embedded Analytics

Solutions

Why MicroStrategy

Events

Community & Support

Careers

Investor Relations

Bitcoin

Lightning

Home

Resource Gallery

Stay inspired and think innovative.

Explore the product vision

What's new

Design Data Workspaces

With MicroStrategy Applications, you can design experiences that provide users the space to evaluate data and get work done. We're all about actionable data.

Why HyperIntelligence?

HyperIntelligence delivers data to more users than ever before. Whether web applications, email, you name it. Quickly obtain the insights you need and take the next action from embedded cards.

The Power of Embedded

Level up your analytics strategy with embedded. The stats show that organizations that embed analytics are more likely to achieve optimal scale and value. Ready to see how it all works?

MicroStrategy

Wallet

Withdraw

AVAILABLE BALANCE

USD

CHANGE TODAY

34,000

\$10.09

500

TRANSACTIONS

Search

Application

Date

Recent Transactions

Embedded Analytics Tools Overview of M...	Apr 27	500
Automate Data Validation and Testing: Int...	Apr 26	2.5K
Identity Iteration Reivew	Apr 21	250
Lightning PM Standup	Apr 20	250
Lightning PM Standup	Apr 17	250
Preparation for World	Apr 14	250
Quarterly Review	Apr 14	250
Discuss integration services	Apr 14	250
Improve Product Security	Apr 14	250
Test Zoom Application	Apr 14	250



OOTB integration with Wistia & Adobe

Employee Loyalty



Education

Reward employees with Satoshis for

- Completing Learning Modules
- Achieving Certifications
- Viewing Educational Videos

The screenshot displays the MicroStrategy Education Center interface. The top header features the MicroStrategy logo and the tagline "Intelligence Everywhere". Below the header, there's a "Transcript List" section with a red banner and a "Go to Transcript" button. The main content area shows a list of transcripts, including "Registering for MicroStrategy Education Courses" with a "CONTINUE" button. On the right side, there's a "TRANSACTIONS" table with columns for Application, Date, and Amount. The table lists recent transactions such as "Lightning Iteration Review" and "HyperIntelligence for Sales Teams".

Application	Date	Amount
Lightning Iteration Review	Apr 27	250
HyperIntelligence for Sales Teams	Apr 27	500
Embedded Analytics Tools Overview of M...	Apr 27	500
Automate Data Validation and Testing: Int...	Apr 26	2.5K
Identity Iteration Reivew	Apr 21	250
Lightning PM Standup	Apr 20	250
Lightning PM Standup	Apr 17	250
Preparation for World	Apr 14	250
Quarterly Review	Apr 14	250
Discuss integration services	Apr 14	250



OOTB integration with Wistia & Adobe

Employee Loyalty



Employee Health

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

MoveSpring

Dashboard

Logged Activities

Announcements

Chat

Friends

YOUR ACTIVITY

Last synced: 29 minutes ago

TODAY'S ACTIVITY

2,493

Steps

1.07

Miles

0

Minutes

No activities logged today

View all

CHALLENGES

ACTIVE

UPCOMING

COMPLETED

+ Join challenge

Lightning

microstrategy.com/e...

AVAILABLE BALANCE

USD

CHANGE TODAY

₹36,394

\$10.75

₹750

TRANSACTIONS

Search

Recent Transactions

Application	Date	
Knowledge Sharing of Lightning	Apr 27	200
Lightning Iteration Review	Apr 27	250
Lightning Team Feature Discussion Mee...	Apr 27	250
Lightning feature discussion	Apr 27	250
My Webinar work	Apr 26	200
My Webinar work	Apr 26	200



Out-of-the-box integration with MoveSpring

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

Wallets



Web Wallet

Wallet

Withdraw

AVAILABLE BALANCE

USD

CHANGE TODAY

₺152,411

\$45.29

-₺9,614

TRANSACTIONS

Q Search

Application

Date

Recent Transactions

M - Daily Check-in (Customer Escalations Meeting)

Apr 27

250

M - Mission Leaders

Apr 27

250

MEETING

13:00

REWARD

250

M - World Lightning Review

Thank you for joining this meeting on time!

M - Daily Check-in (Customer Escalations Meeting)

Apr 26

250

M - Mission Leaders

Apr 26

250

What is MicroStrategy Lightning?

Apr 25

2.5K

Embedded Analytics Tools Overview of MicroStrategy

Apr 25

500

Caisse d'Epargne Gets Insights with MicroStrategy

Apr 25

500

TOP REWARDS

Transfer

₺138,864

+496% vs last week

Video

₺1,000

Meeting

₺8,250

+106% vs last week

Exercise

₺600

+50% vs last week

Browser Extension Wallet

Raczko, Cezary

AVAILABLE BALANCE

₺152,411

\$45.11

Q Search

Application

Date

Recent Transactions

M - Daily Check-in (Customer Escalation...

Apr 27

250

M - Mission Leaders

Apr 27

250

MEETING

13:00

REWARD

250

M - World Lightning Review

Thank you for joining this meeting on time!

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Apr 26

250

M - Mission Leaders

Apr 26

250

What is MicroStrategy Lightning?

Apr 25

2.5K

Embedded Analytics Tools Overvie...

Apr 25

500

Wallet

Withdraw

Settings

Mobile Wallet

AVAILABLE BALANCE

USD

CHANGE TODAY

₺152,411

\$45.29

-₺9,614

TRANSACTIONS

Q Search

Application

Date

Recent Transactions

M - Daily Check-in (Customer Escalation...

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250

What is MicroStrategy Lightning?

Apr 25

2.5K

Embedded Analytics Tools Overview of ...

Apr 25

500

Caisse d'Epargne Gets Insights with Mic...

Apr 25

500

M - Roadmap

Apr 25

250

To: craczko@microstrategy.com

Apr 25

25K

To: craczko@microstrategy.com

Apr 25

100K

Patent discussion

Apr 25

250

Working Session - Lightning Rewards Sli

Apr 25

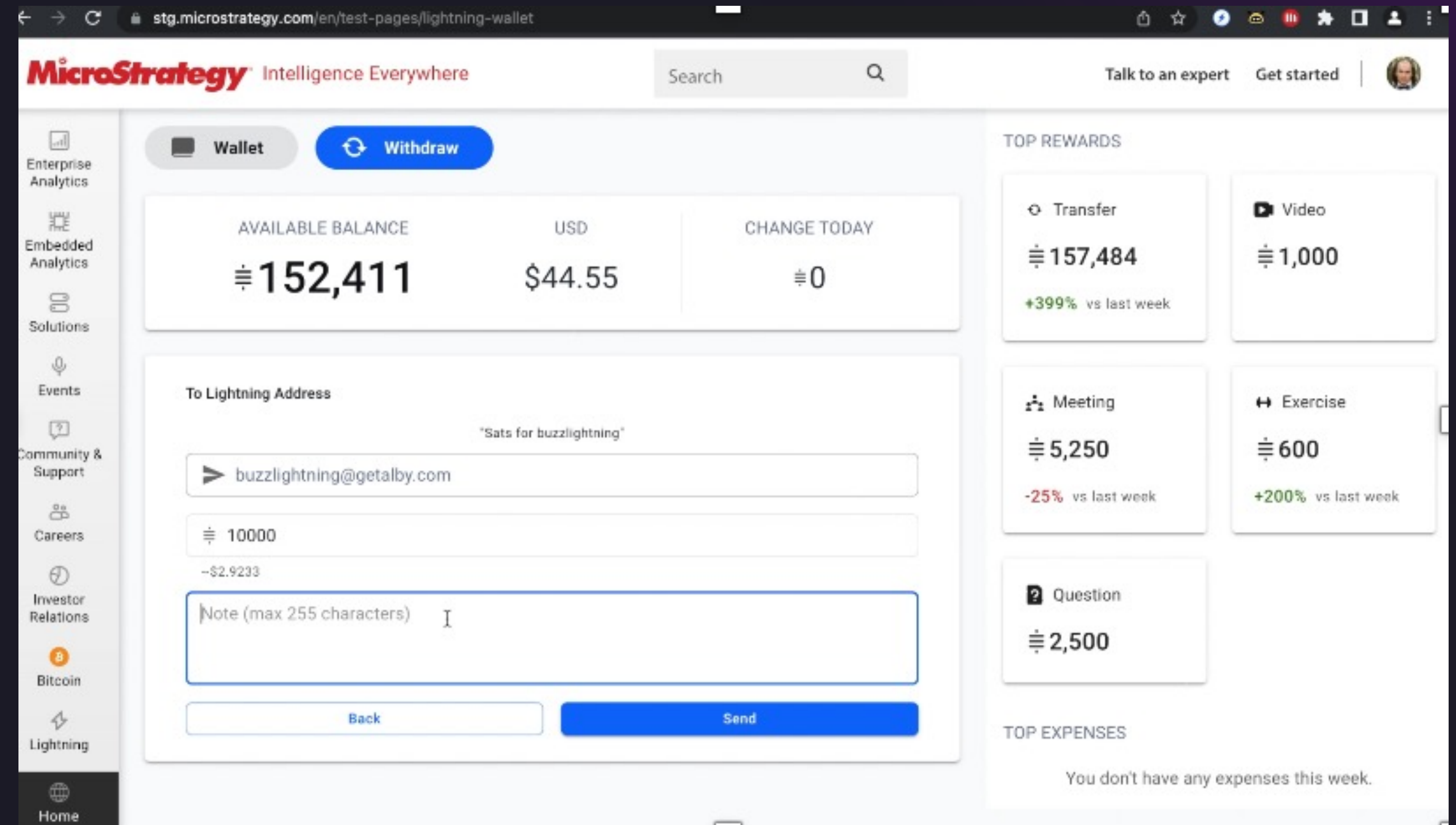
250

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



Lightning Address

Transform each corporate email address into a Lightning address, linking it to the MicroStrategy Lightning Wallet.

MicroStrategy

Search

Talk to an expert

Get started

Enterprise Analytics

Embedded Analytics

Solutions

Why MicroStrategy

Events

Community & Support

Careers

Investor Relations

Bitcoin

Wallet

Withdraw

AVAILABLE BALANCE

USD

CHANGE TODAY

122,392

\$35.79

-20,006

TRANSACTIONS

Application

Date

Recent Transactions

To: rowdylock66@walletofsatoshi.com

Apr 28

(10K)

To: buzzlightning@getalby.com

Apr 28

(10K)

To: buzzlightning@getalby.com

Apr 28

(10K)

M - Daily Check-in (Customer Escalatio...

Apr 27

250

M - Mission Leaders

Apr 27

250

M - World Lightning Review

Apr 26

250

M - Daily Check-in (Customer Escalatio...

Apr 26

250

M - Mission Leaders

Apr 26

250

TOP REWARDS

Transfer

137,478

+361% vs last week

Video

1,000

Meeting

5,250

-25% vs last week

Exercise

600

10,296 sats

10,000

sats

about \$3

Add a Note

Deposit to craczko@microstrategy.com

1

2

3

4

5

6

7

8

9


.

0

Reward Rules



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

 Lightning Wallet Admin Portal

Activity

Nodes & Channel Management

User Account Management

Access Permissions

Applications Management

Reward Rules

Enterprise Security

Hello, Admin1

Reward Rules (5)

Filter RulesAdd Rule

Rule for Videos

ApplicationWebsite

ActionWatching videos

Scopemicrostrategy.com x +1

Reward limit<=5 Action/user Every Week

UsersLightning mem... x +3

Valid between2/13/2023 - 12/31/2023

Reward1,000

Add Rule

Rule for Webinars

ApplicationZoom

ActionJoin on Time

Scope23Q1 Investor Call x +3

Reward limit>75% Completion Every occasion

UsersEmployees x

Valid between2/13/2023 - 12/31/2023

Reward5,000

Add Rule

Rewards Cap

LevelApplication

ApplicationZoom x Salesf... x

Reward10,000

Wallet Rewards Cap

LevelAccount

WalletWallet 1 x

Reward50,000

User Rewards Cap

LevelUser

UserAll users x

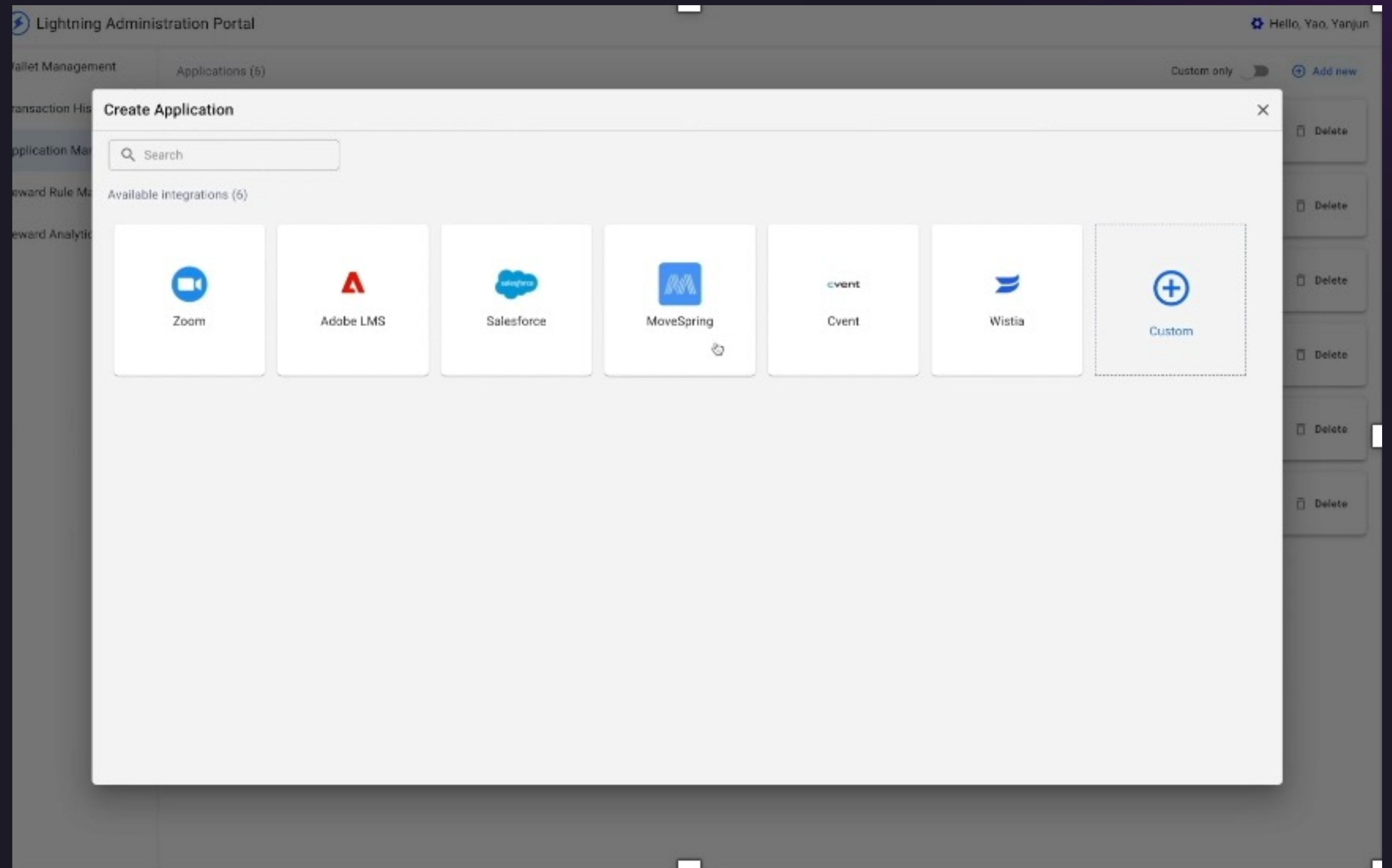
Reward20,000

Application Integration



Configure OOTB integration in minutes.

[Zoom Example]



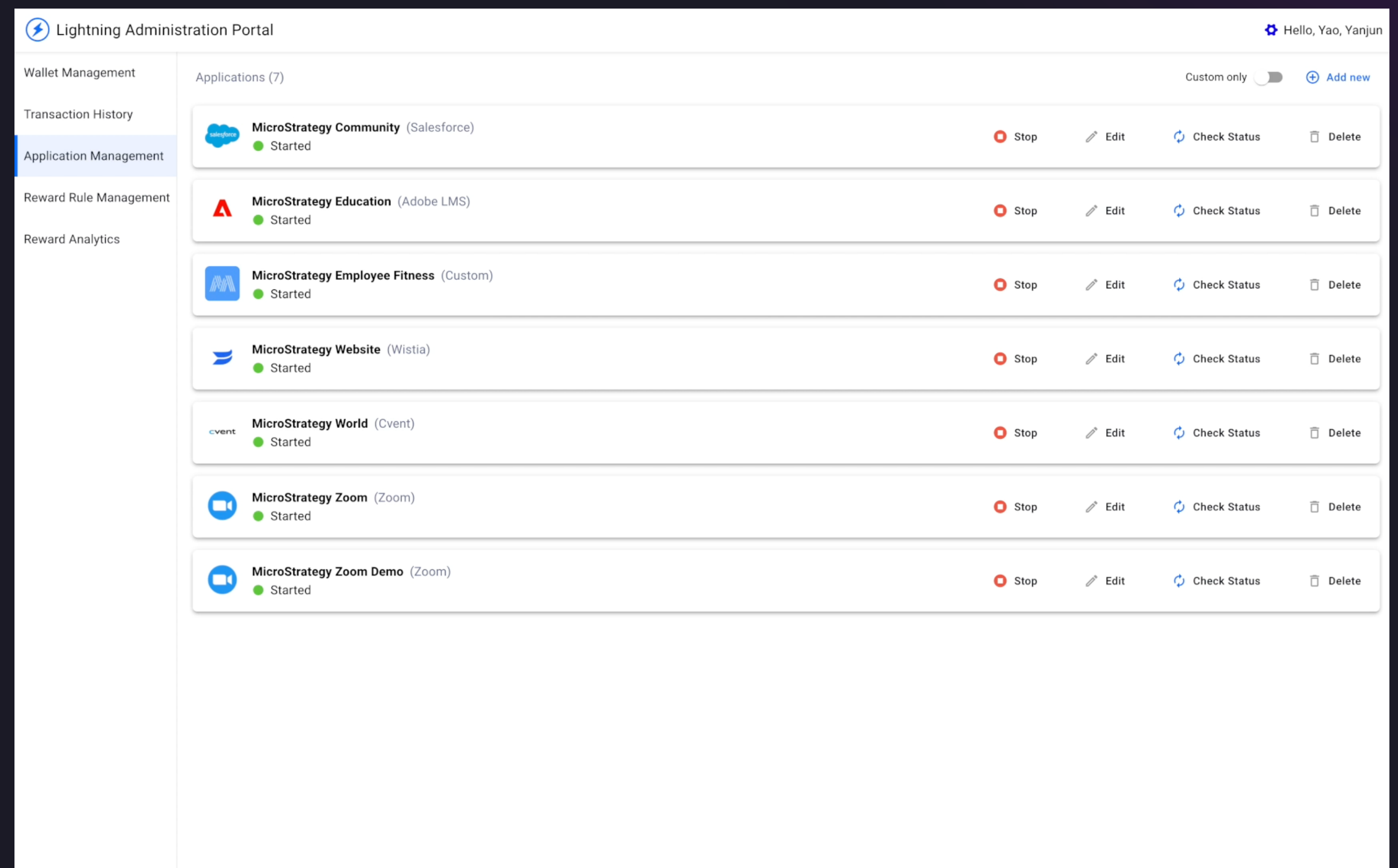
Application Integration



Integrate with most enterprise applications

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

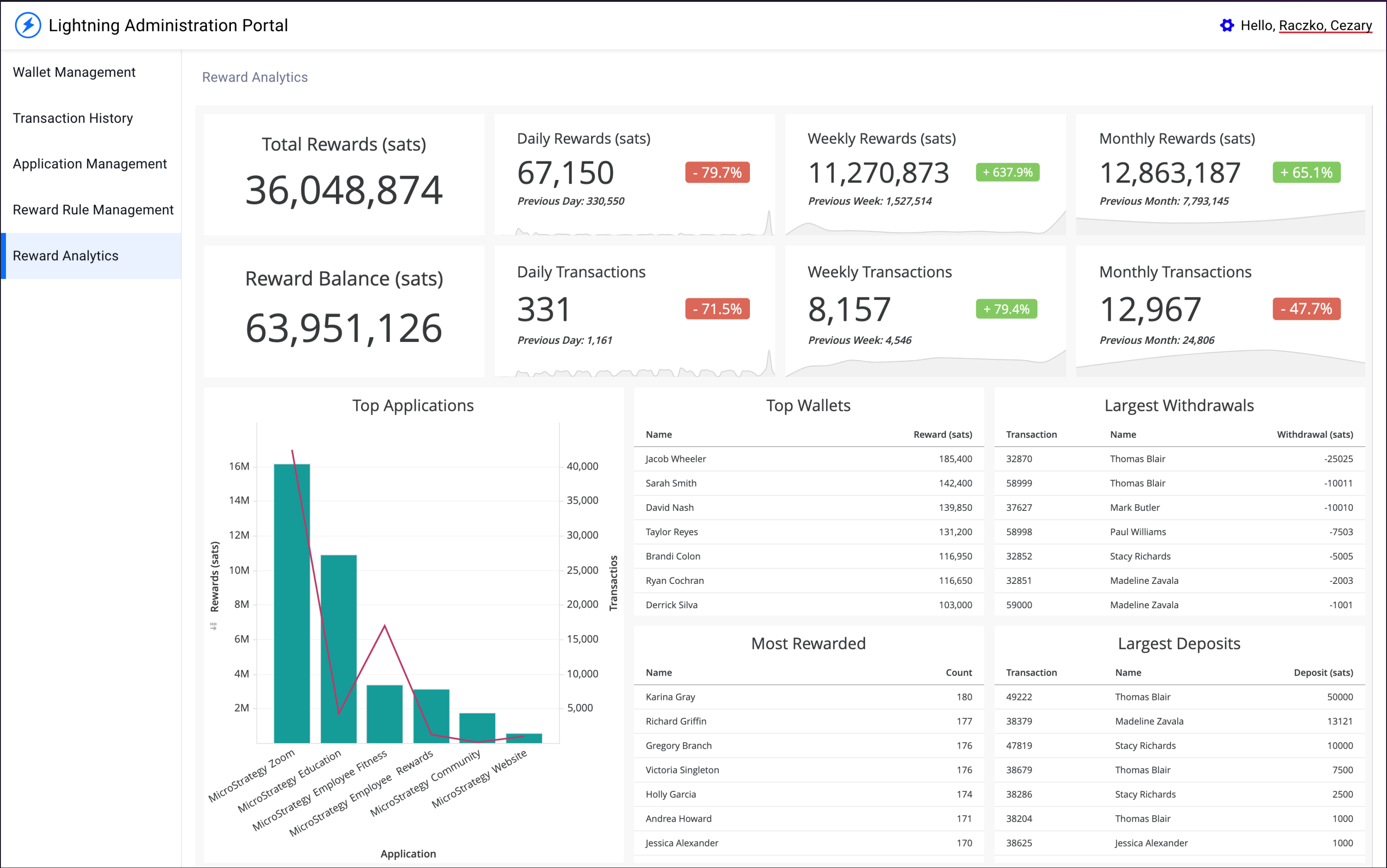
[MoveSpring Example]



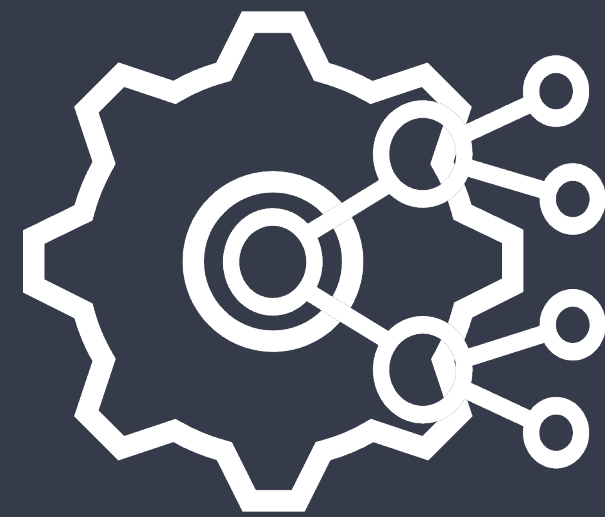
Reporting and Administration



- Enterprise Security Management
- Wallet Management
- Transaction History
- Application Management
- Reward Rule Management
- Reward Analytics

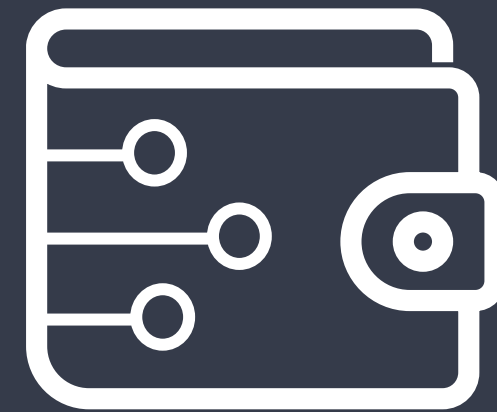


SDKs



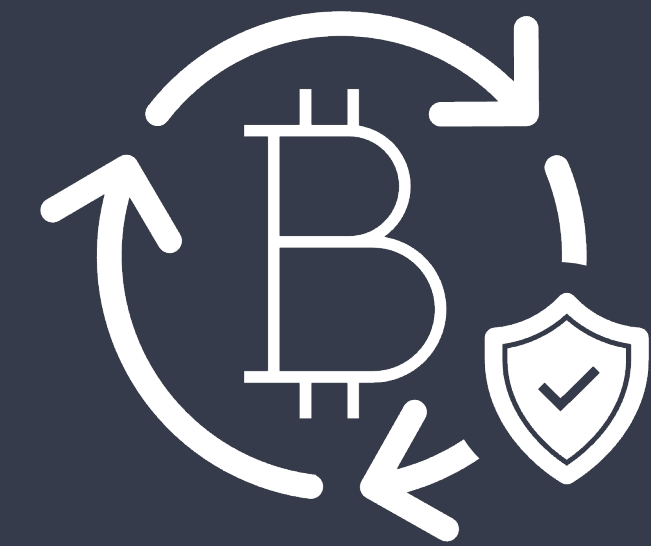
Integration SDK

- Reward
- Authentication



Wallet SDK

- Web wallet
- Mobile wallet



Custody & Payment SDK

- Provision
- Deposit & Withdraw
- Report

Platform Architecture



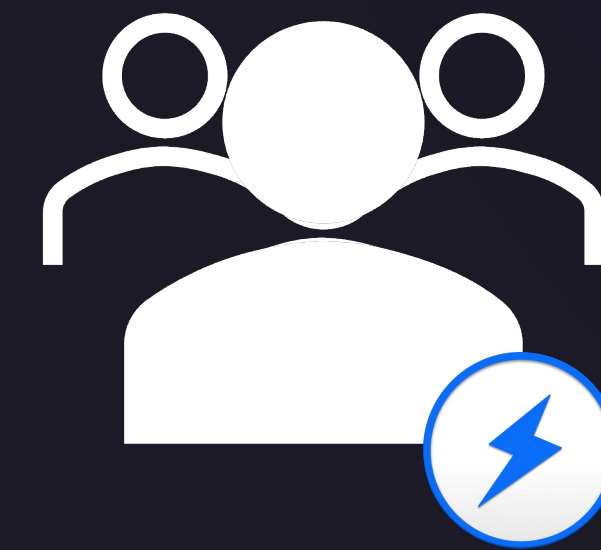


Partner with MicroStrategy for Launch



Custody & Payment Partner

Integrate directly into MicroStrategy
Lightning as an out-of-the-box application
or payment partner



Early Adopter

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