MICROSTRATEGY
WORLD

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

Out-of-the-box integration with SFDC

Employee Loyalty

Education

Reward employees with Satoshis for

- Completing Learning Modules

- Achieving Certifications

- Viewing Educational Videos

OOTB integration with Wistia & Adobe

Employee Loyalty

Education

Reward employees with Satoshis for

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- Viewing Educational Videos

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

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

Browser Extension Wallet

Mobile Wallet

Withdrawal

Withdraw Sats easily anytime

- Send to Lightning Address

- Scan a LNURL QR Code

- Paste a Lightning BOLT11 Invoice

- Send directly to favorite wallet
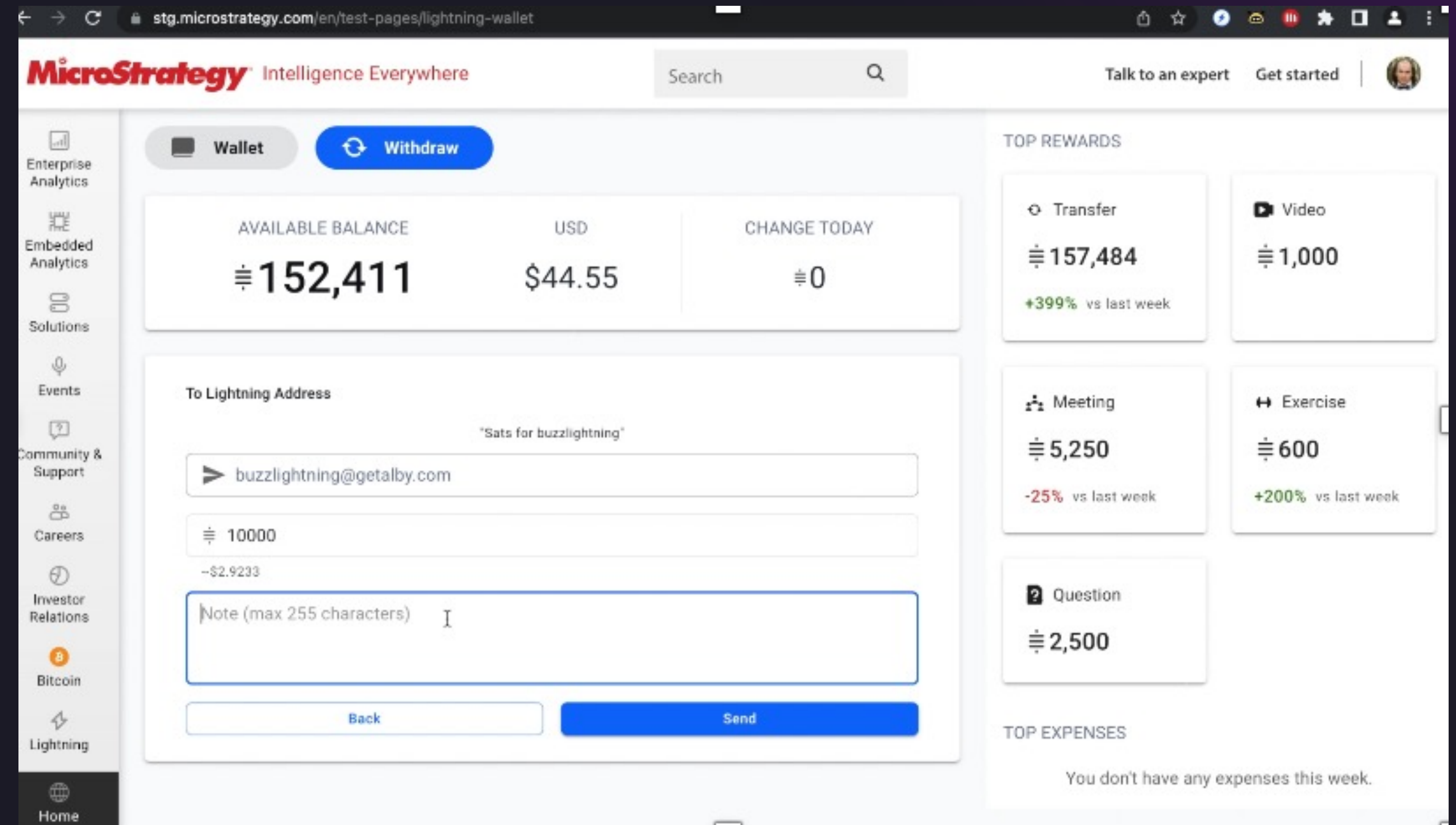
OOTB integration with wallets like Cash App & Strike

Lightning Address

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

Reward Rules

- Powerful reward rules

- No coding required

- Simplicity of point-and-click

- Enterprise-grade business rule engine

Application Integration

Configure OOTB integration in minutes.

[Zoom Example]
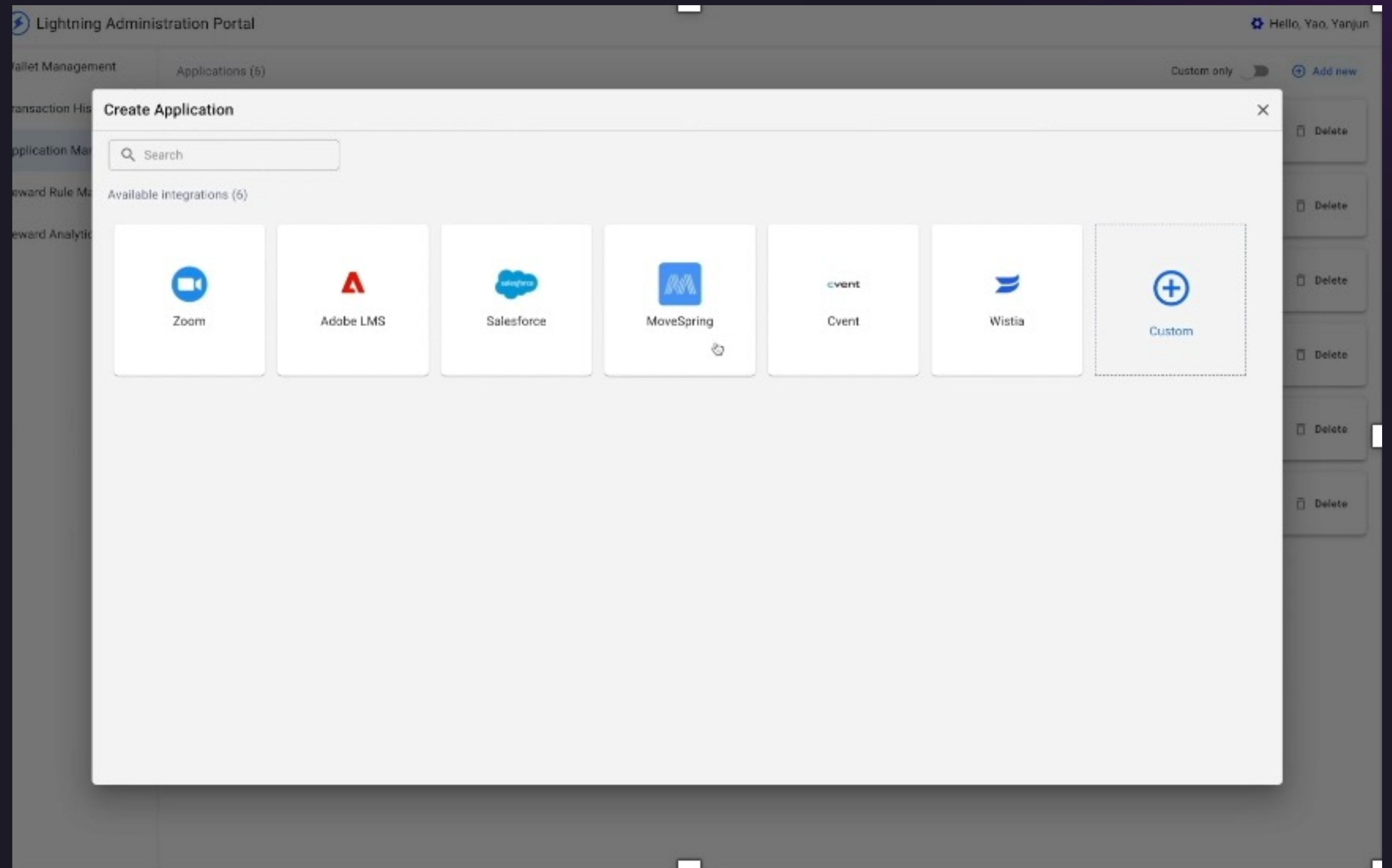
Application Integration

Integrate with most enterprise applications

- Low-code templates for event and polling-based APIs

- Deploy instantly and execute securely

[MoveSpring Example]
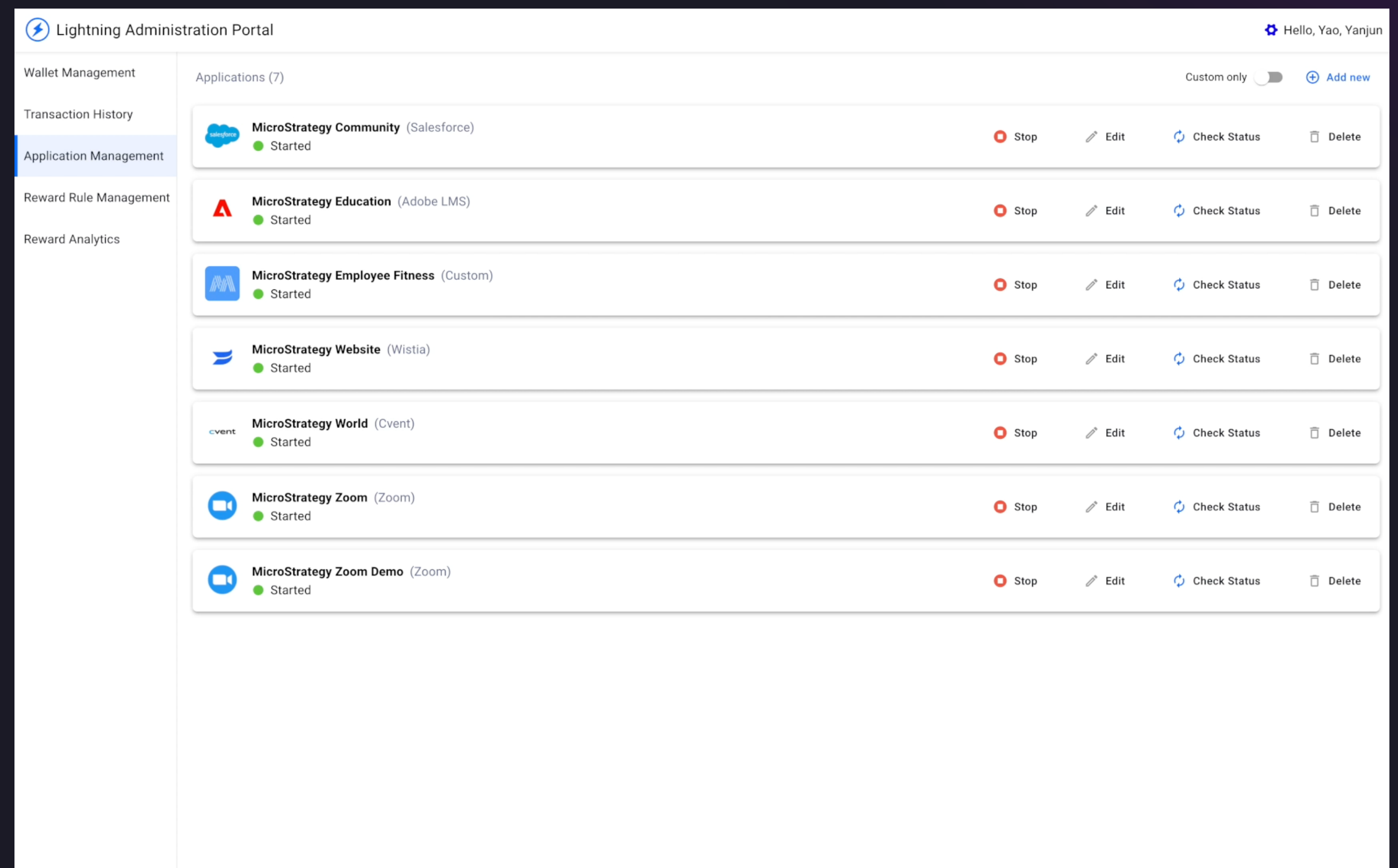
Reporting and Administration

- Enterprise Security Management

- Wallet Management

- Transaction History

- Application Management

- Reward Rule Management

- Reward Analytics
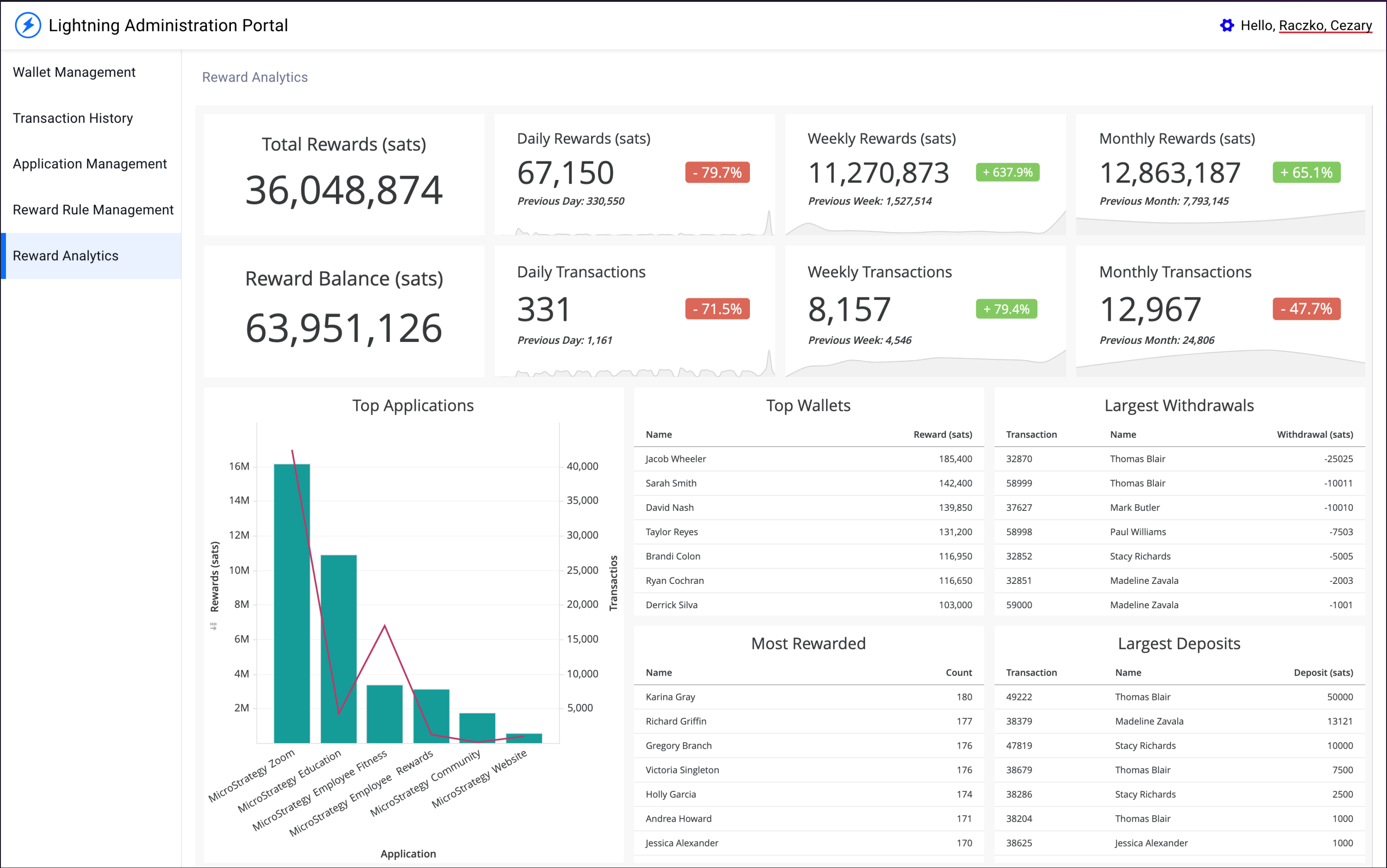
SDKs
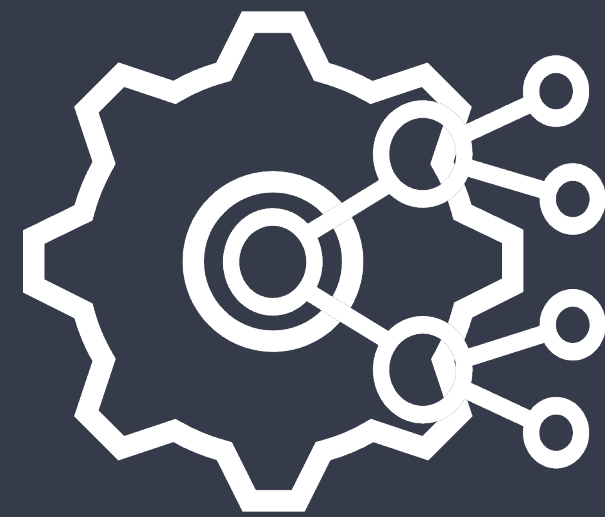
Integration SDK

- Reward
- Authentication
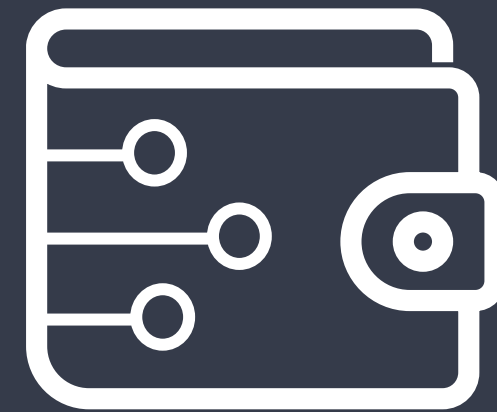
Wallet SDK

- Web wallet
- Mobile wallet
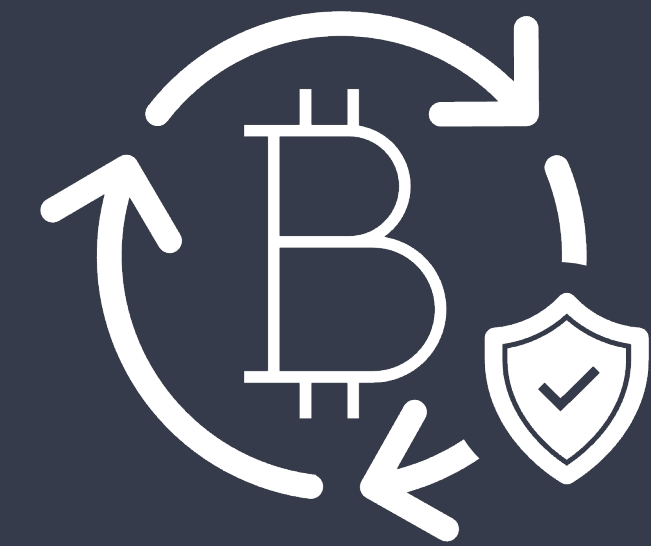
Custody & Payment SDK

- Provision
- Deposit & Withdraw
- Report

Platform Architecture

ENTERPRISE DIRECTORIES

ENTERPRISE APPLICATIONS

Microsoft 365

salesforce

zoom

A

ACME

Custom Apps
...and thousands more

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

LIGHTNING WALLETS

Cash App

WALLET OF SATOSHI

Alby

strike

muun

Breez

Phoenix

Partner with MicroStrategy for Launch

Custody & Payment Partner
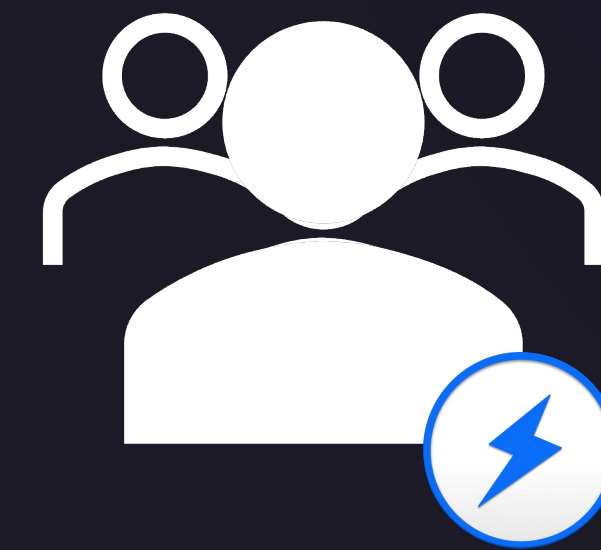
Integrate directly into MicroStrategy

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