Bitcoin is for Everyone

Michael Saylor

To survive, everyone must convert their work into assets that are

To survive, everyone must convert their work into assets that are

scarce, desirable, portable, durable & maintainable.

Bitcoin is the Best Asset.

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There is No Second Best…

Bitcoin is Digital

Bitcoin is Digital Capital

Bitcoin is Digital

Capital
Property

Bitcoin is Digital

**Capital
Property
Wealth**

Bitcoin is Digital

Capital
Property
Wealth
Money

Bitcoin is Digital

Capital
Property
Wealth
Money
Energy

Bitcoin will have many types of participants in the future.

Individuals

8 billion people generate the new ideas, create the new products & services, and do all the work.

1. **Creativity**
2. **Clarity**
3. **Conviction**
4. **Capability**
5. **Conscience**
6. **HODL**

Families

A billion families live together, working compassionately to provide a better future for their children.

1. Compassion
2. Community
3. Continuity
4. Joy
5. Hope
6. HODL

Investment Companies

Mutual Funds, Pension Funds, Exchange Traded Funds, Hedge Funds manage $60+ trillion in capital

1. Education
2. Convenience
3. Insurance
4. Compliance
5. Efficiency
6. Continuity
7. HODL

Operating Companies

The worlds products & services are provided by 333 million companies worldwide

1. **Services**
2. **Products**
3. **Technology**
4. **Applications**
5. **Support**
6. **Credibility**
7. **HODL**

Banks

Banks around the world custody hundreds of trillions in assets and serve billions of customers.

1. **Custody**
2. **Credit**
3. **Compliance**
4. **Transfer**
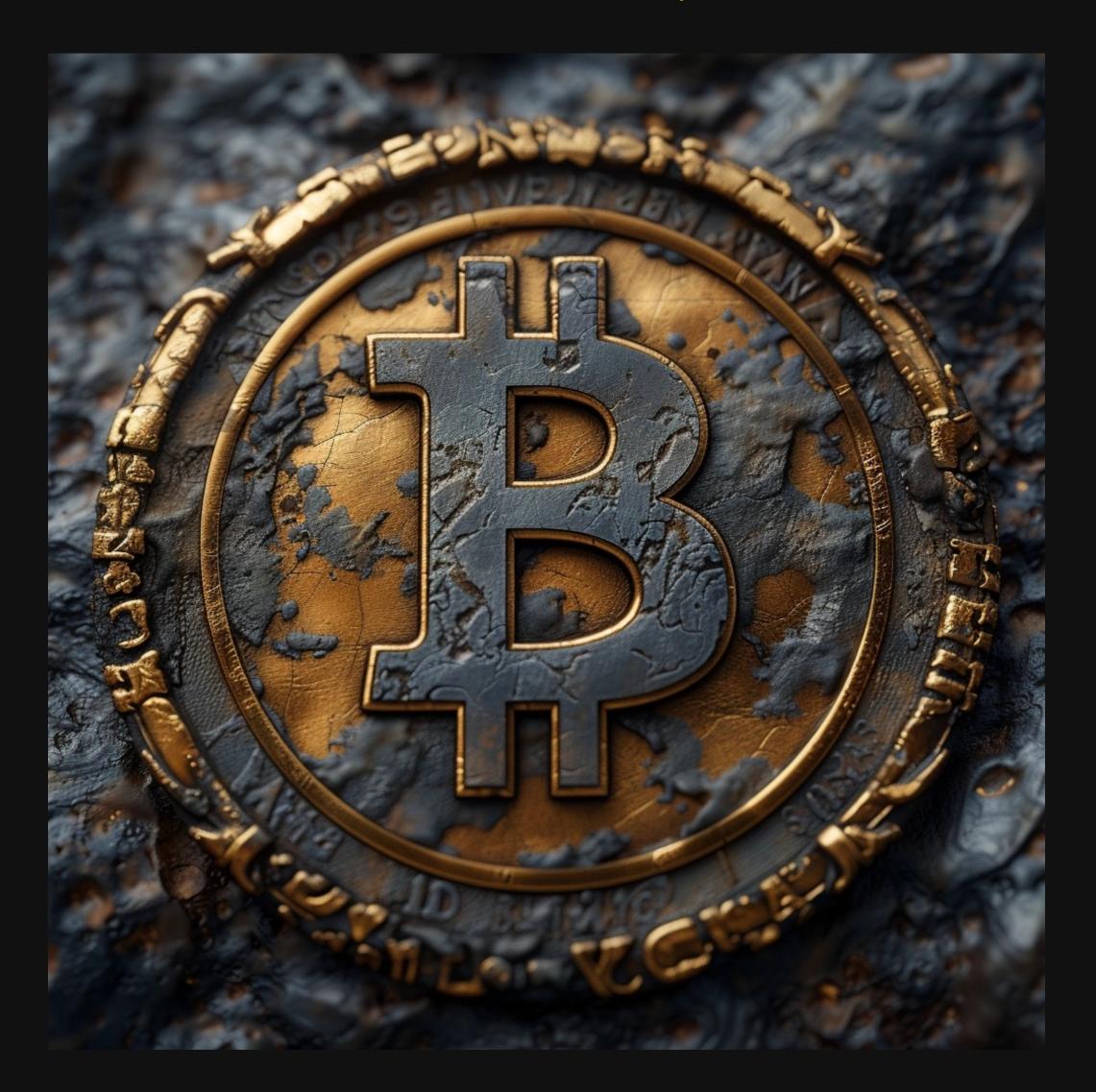5. **Exchange**
6. **Settlement**
7. **HODL**

Non-Profits

There are 10 million non-profits worldwide, 1.5 million in the US representing 5.7% of the economy

1. **Education**
2. **Empowerment**
3. **Expansion**
4. **Engagement**
5. **Advocacy**
6. **HODL**

Governments

There are 200 nations, 4000 provinces, 10,000 cities, 4 million towns.

1. **Education**
2. **Regulation**
3. **Integration**
4. **Security**
5. **Advocacy**
6. **HODL**

Everyone Needs Bitcoin

Everyone Needs Bitcoin

Everyone Benefits from Bitcoin

Everyone Needs Bitcoin

Everyone Benefits from Bitcoin

Everyone Benefits Bitcoin

Individuals

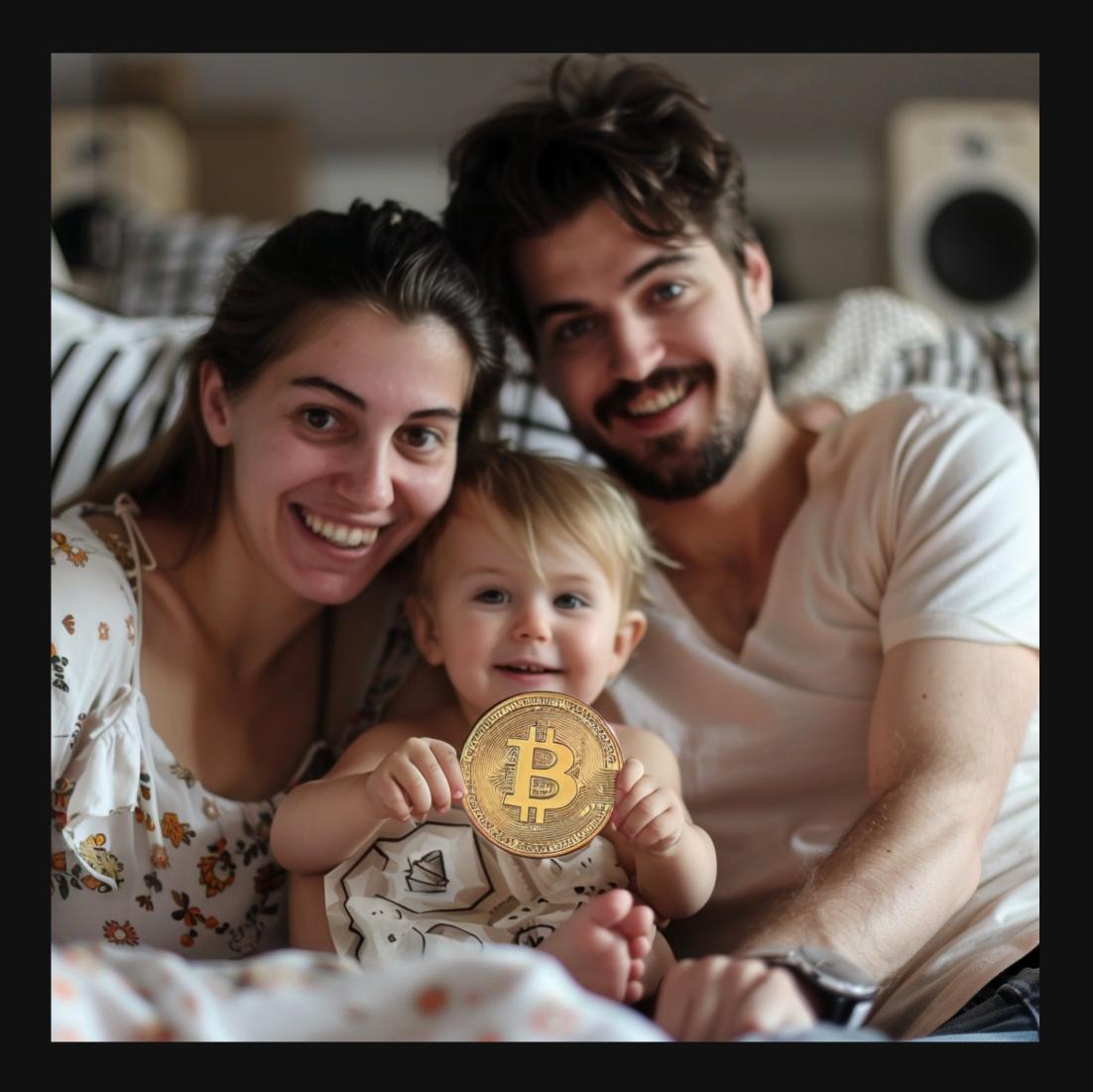Bitcoin empowers everyone in the world to live their best possible life.

1. **Freedom**
2. **Opportunity**
3. **Security**
4. **Comradery**
5. **Empowerment**
6. **Hope**

Families
Bitcoin provides a firm foundation to support your family for generations.

1. **Protect Your Family**
2. **Relocate Anywhere**
3. **Change Careers**
4. **Create a Legacy**
5. **Accumulate Wealth**
6. **Plan for the Future**

Investment Companies

Bitcoin provides a foundation of digital capital to build faster, stronger, smarter financial services.

1. Attract Capital
2. Outperform
3. Generate Income
4. Stay Relevant
5. Be a Leader
6. Create Value

Operating Companies

Bitcoin increases corporate lifespan, bulletproofs balance sheets, protects employees & customers.
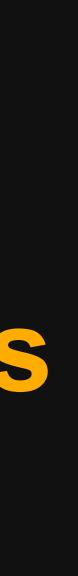

1. **Harness Capital**
2. **Improve Products**
3. **Grow Revenues**
4. **Beat Inflation**
5. **Extend Lifespan**
6. **Create Value**

Banks

Bitcoin allows banks to attract new capital, delight their clients, implement new products & services.

1. **Attract Capital**
2. **Retain Capital**
3. **Decrease Risk**
4. **Increase Earnings**
5. **Create Value**
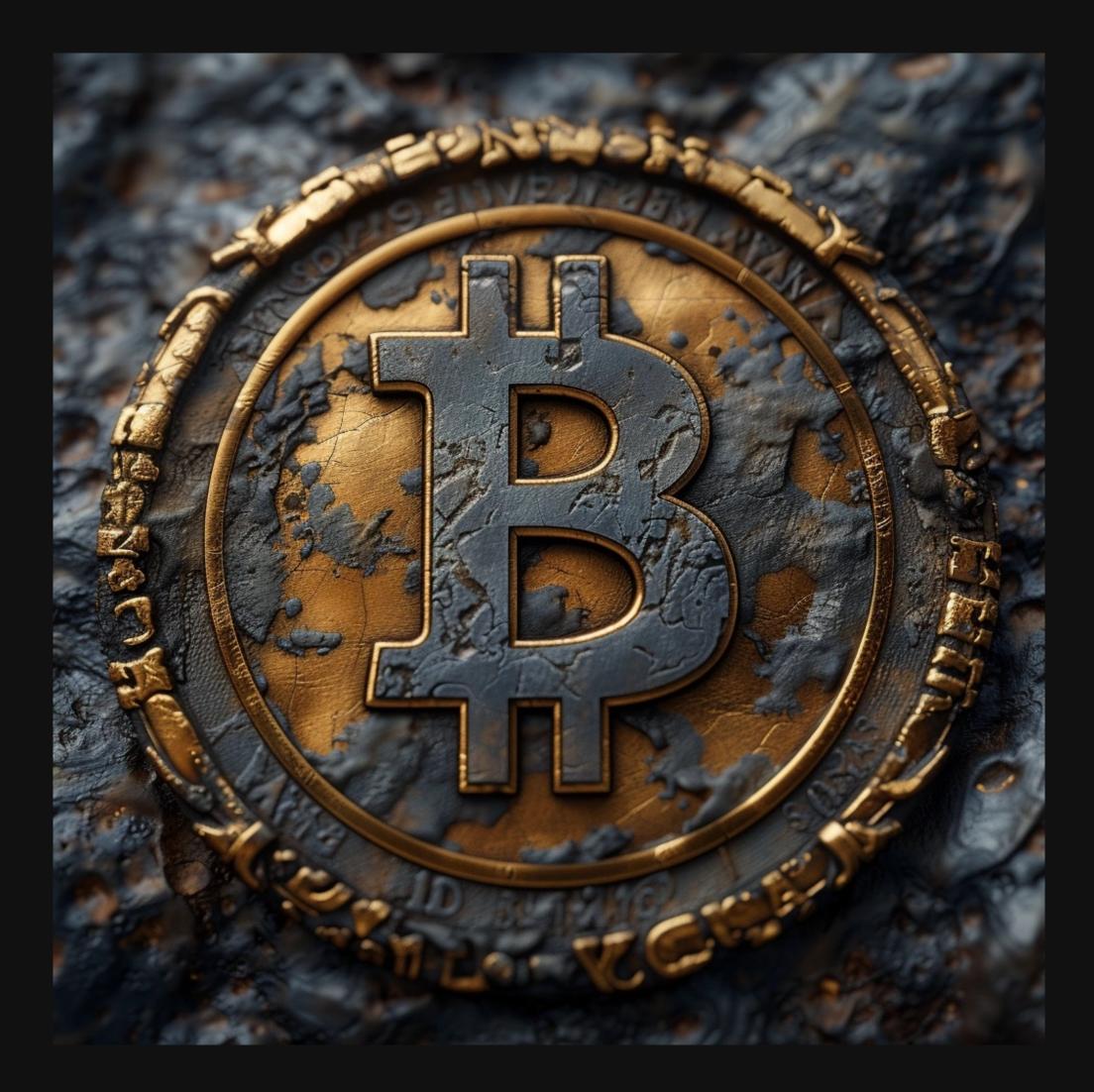6. **Delight Clients**

Non-Profits

Bitcoin allows organizations to pursue their missions across time & space with unprecedented power.

1. **Raise Capital**
2. **Grow Endowment**
3. **Harness Technology**
4. **Extend Reach**
5. **Do More**
6. **Last Forever**

Governments
Bitcoin provides governments the financial power to thrive in the 21ˢᵗ century.

1. Lower Taxes
2. Strengthen Currency
3. Defend Sovereignty
4. Improve Economy
5. Be Global
6. Delight Citizens

Bitcoin Needs You

Everyone you encounter is an opportunity to improve the world by gaining their support for Bitcoin.

Intellectual Perspectives

1. Denier
2. Skeptic
3. Trader
4. Investor
5. Maximalist

Spiritual Perspectives

1. Observer
2. Participant
3. Believer
4. Adherent
5. Advocate

Bitcoin grows stronger with each new participant.

Think Bigger

Bitcoin is for Everyone

Thank You