

Strategy World 2025 Kicks Off in Orlando, Showcasing Innovation at the Intersection of AI, BI, and Bitcoin

Press Release – May 5, 2025

ORLANDO, FL

News Summary

Strategy World 2025, the annual flagship conference by **Strategy™** (formerly MicroStrategy), kicks off today at the Signia by Hilton and Waldorf Astoria Bonnet Creek in Orlando, Florida. More than 1500 attendees from the world's leading companies are gathering to explore the latest developments in AI-powered digital information and digital asset strategies. The fifth annual **Bitcoin for Corporations** event runs concurrently, focused on Bitcoin's role in business and financial markets. It features Strategy Executive Chairman Michael Saylor, along with other Bitcoin luminaries. Strategy World 2025 takes place May 5-8, offering visionary market insights, technology showcases, and bold conversations on the future of Artificial Intelligence, Business Intelligence, and Bitcoin in enterprise strategy and transformation.

Links:

- Strategy World details: <https://www.strategysoftware.com/world25>
- Bitcoin for Corporations details: <https://www.strategysoftware.com/world25/bitcoin-for-corporations>
- Livestream events: <https://www.strategysoftware.com/world25/live>

Quote from Phong Le, President and CEO of Strategy

"Strategy World is where vision meets execution," said Phong Le, President & CEO of Strategy. "Bitcoin and AI are the two most transformative technologies of our time, and we're empowering the world's forward-thinking organizations with the tools, insights, and technologies they need to lead in the digital age."

Conference Highlights:

- **Opening Keynote – May 6, 9:00 AM ET:**
Executive Chairman **Michael J. Saylor** and CEO **Phong Le** take the main stage to explore "*The Transformative Power of Bitcoin and AI*"

- **80+ Expert Sessions & Workshops:**
Covering topics from AI-powered decision intelligence to embedded analytics and enterprise-scale cloud deployments.
- **Certifications & Hands-On Labs:**
Attendees can participate in fast-track training and earn industry-recognized Strategy certifications.
- **Bitcoin for Corporations – May 6-7:**
Co-presented by Bitcoin Magazine, this event brings together business leaders, financial executives and technology innovators to share insights and techniques for leveraging Bitcoin to redefine corporate finance and traditional capital markets.
- **Bitcoin Keynote – May 6, 2 pm ET:**
“The Case for Corporate Adoption of Bitcoin”, presented by Executive Chairman **Michael J. Saylor**
- **Strategy Technology Keynote – May 7, 8:30 am ET:**
EVP and Chief Product Officer **Saurabh Abhyankar** presents the company’s technology vision with *“The Evolution of Enterprise Intelligence in the Age of AI”*
- **Networking & Community:**
Strategy World features high-energy networking events, including a Partner Forum (May 5), a Women in Tech panel (May 6), and the iconic World Party (May 6).
- **New Merch Store:**
Strategy will launch an inaugural onsite store featuring new branded merchandise with special pricing for World attendees. Strategy gear can also be purchased through the [merch store](#) online.

Quote from Carla Fitzgerald, EVP and Chief Marketing Officer of Strategy

“Strategy World is more than a user conference — it’s a global platform for shaping what’s next in AI, BI and Bitcoin. Attendees will interact with and learn from some of the brightest minds and experts in the world. And, importantly, will get successes shared and lessons learned by customers, partners, and our own visionary experts.”

This year’s event comes on the heels of the company’s [rebrand](#) from MicroStrategy to **Strategy™**, signaling an expanded mission to deliver visionary software and strategic insight to enterprises navigating rapid technological transformation.

MicroStrategy Incorporated d/b/a Strategy (Nasdaq: MSTR/STRK/STRF) is the world's first and largest Bitcoin Treasury Company. We are a publicly traded company that has adopted Bitcoin as our primary treasury reserve asset. By using proceeds from equity and debt financings, as well as cash flows from our operations, we strategically accumulate Bitcoin and advocate for its role as digital capital. Our treasury strategy is designed to provide investors varying degrees of economic exposure to Bitcoin by offering a range of securities, including equity and fixed-income instruments. In addition, we provide industry-leading AI-powered enterprise analytics software, advancing our vision of Intelligence Everywhere. We leverage our development capabilities to explore innovation in Bitcoin applications, integrating analytics expertise with our commitment to digital asset growth. We believe our combination of operational excellence, strategic Bitcoin reserve, and focus on technological innovation positions us as a leader in both the digital asset and enterprise analytics sectors, offering a unique opportunity for long-term value creation.

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