
Lightning Payment
zaprite
Bitcoin payments made easy.
We help businesses migrate to a bitcoin standard.
zaprite.com

Building on Bitcoin – Simplified

There are really only three things you can do with bitcoin. Save, spend and mine.

Save	Spend	Mine
⬇	⬇	⬇
Custody	Payments	Mining

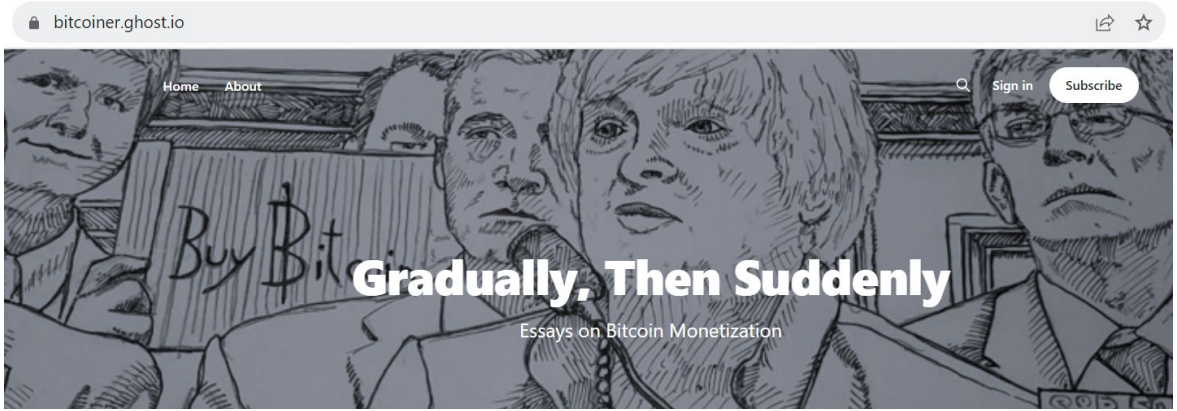
Heuristics to follow:
What do I need?
Is there a service that offers what I need?
Do other people need this?
Would I pay for it? Would other people pay for it?
Will other people pay for this **now**?

Why Zaprite?

- When I wanted to accept bitcoin payments on my Ghost site, what I wanted didn't exist.
- Zaprite was closest in vision and concept + had strong alignment with founder.
- Checked one of the big boxes (payments) | important problem to solve within payments.

What did I want?

Hosted service that enabled payments on a website, where I could simply provide my wallet details (e.g. xpub), without running a server.



What is Zaprite?

- Zaprite is a bitcoin payments company focused on business invoicing & e-commerce.
- Payments is not code for lightning. Lightning is a rail, just as onchain is a rail.
- Payments is also not a catch-all to describe every movement of bitcoin.
- Different types of commerce have different payment structures and solutions.
  - e.g. point of sale, e-commerce, subscriptions, invoicing, real estate, oil, power, etc.

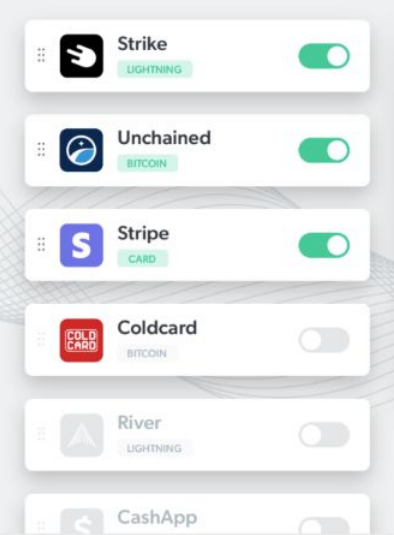
What problem is Zaprite solving?

Helping small to medium-sized businesses receive bitcoin payments, with a focus on **business invoicing** & **e-commerce**. There is significant **commonality and overlap** in these two types of payments, which are also both popular early use cases of bitcoin payments.

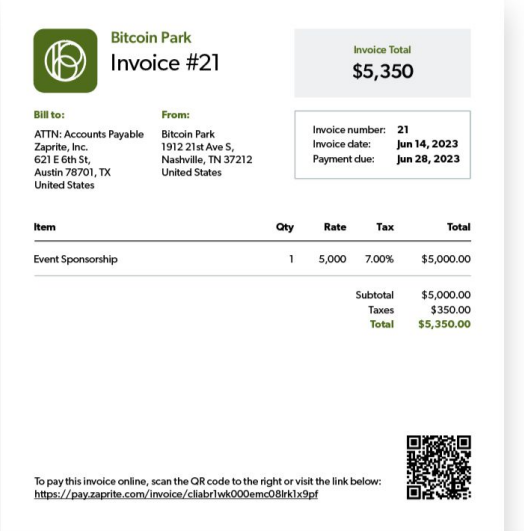
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Any Wallet. Anyone. Anywhere.

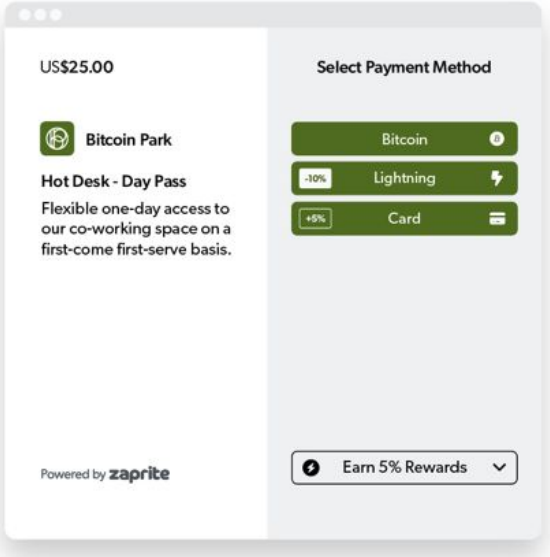
Bring your own wallet



Issue Business Invoices



Create Payment Links



What differentiates Zaprite?

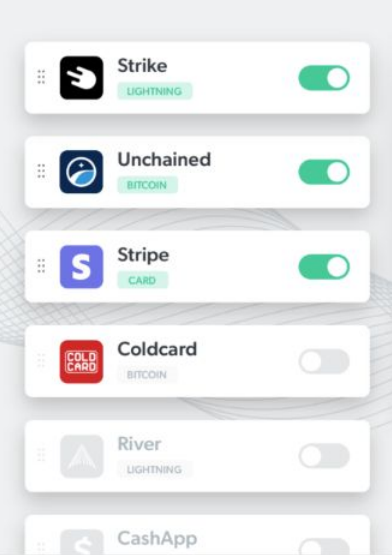
- Hosted solution.
- Wallet agnostic. Bring your own wallet. Onchain | Lightning + Self Custody | Custodial.
- Focus on self-custody but augmented by custodial integrations.
- One integrated checkout supporting both bitcoin and fiat (dual rails).
- No “easy withdrawals” because Zaprite never touches customer funds.
- Not a payment processor. Not a financial institution. Not a custodian.
- Can sign up with just an email.

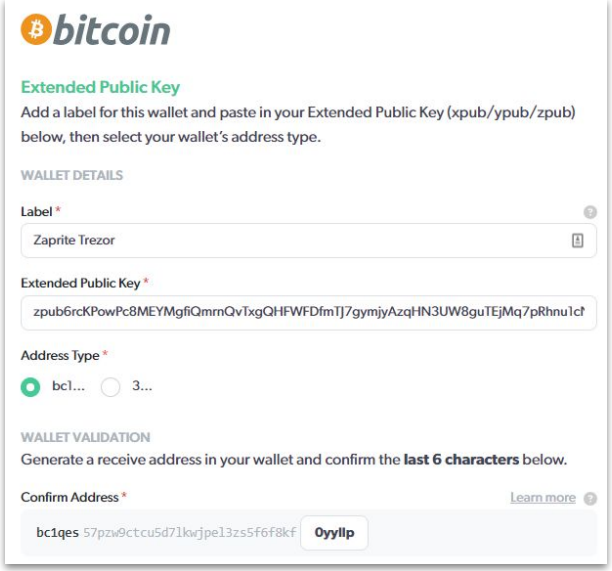
- Zaprite specializes in the payments experience, taking care of all the technical aspects to make setup, facilitation and accounting easy so our customers can focus on running their businesses and actually have a workable solution to be able to accept bitcoin.

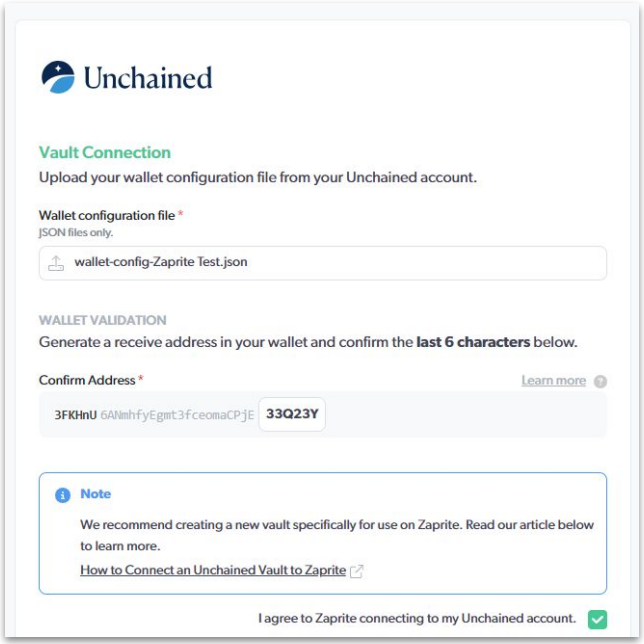
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Wallet Agnostic - The Power of Interoperability

Onchain + Lightning | Custodial + Noncustodial | Xpub + Multsig







Clear eyes, full hearts. Can't lose.

- Clear vision of who our customer is and what problem we're solving.
- If we execute well from a product perspective, we will increase the market by 1000x+
- But doesn't [x, y, z] already exist? If what I needed existed, I'd be using it & not Zaprite.
- The success of any other company or open source project will not dictate our success or failure, only our execution and our ability to solve problems for customers.
- The existence of many solutions helps grow the overall market (not zero sum)
- Plus if you think two products are the same because they share a similar idea, look closer.
- Was facebook the same as myspace? Is Unchained the same as Casa?
- Different people with different vision, different perspective on the problem and what the market needs/wants will result in very different products.
- Vision + culture + execution. No company succeeds or fails because another exists.

Building for Bitcoiners

- In general, building what the bitcoiners need is the most permanent, non-temporary signal.
- If you build for what bitcoiners need today, that is where the market really is and the market will grow over time because everyone else will follow the signal from bitcoiners.
- Bitcoiners are the signal + bitcoin first principles are the best way to eliminate noise.
- First principles explain the why in behavior? The why in what the market wants.
- Why hold keys? Why never touch customer funds? What does the customer actually want?
- What the customer wants is what the bitcoiner wants and everyone is going to be a bitcoiner.
- Bitcoiners actually want bitcoin and bitcoiners are the first logical movers in the universe of people who want bitcoin payments.
- Building a payment solution for businesses run by bitcoiners vs. for non-bitcoiners that want fiat will result in two very different products and outcomes.
- Execute well, be patient, grow with market, focus on bitcoin standard: cash/sats flow.

What Do Bitcoiners Want in Payments?

- Onchain (non-custodial) + lightning.
- More focus onchain; onchain payments are simple and offer final settlement for $1-2, which makes sense for contractors or goods/services > $100-$200+.
- Flexible lightning solutions > non-custodial + custodial.
- Dual rails > bitcoin + fiat important
- A partner to run the server/manage nodes, provide software solutions but not touch the customers money.



Right Solution = More People Paid in Bitcoin

- Very few people actually receive bitcoin payments for goods and services.
- Accepting bitcoin payments is the same calculus as buying bitcoin, whether personally or in a business treasury.
- Accepting bitcoin payments is a balance sheet decision but it is better:
    - Cheaper (fiat processing)
    - Fundamental more diverse liquidity (customers vs. financial institution)
    - No holds or charge backs
    - Insulates business from fiat rails.
    - Trains customers to pay in bitcoin before hyperinflation
- So why don't more bitcoiners do it? Because it's still not easy.
- Want to hold my keys? Must run server. Don't want to run server? Must KYC and trust custodian with bitcoin. Too much of a headache for not what I want. I'll just convert fiat to bitcoin.

Make Something Easy & More People Will Do It

- No KYC/No counterparty risk/No running a server friction to facilitate payments.
- Make bitcoin go directly to bitcoiners. More bitcoiners will demand payment in bitcoin if it is easy to get the payments directly to their own keys.
- There is something fundamentally different about a payment going directly to my keys vs. going to a custodian.
- Disintermediated commerce is powerful and empowering to businesses.
- Replacing one single point of failure for another is often not worth the headache.
- Or if you are already confident with and onboarded with a custodian, why would you want to diligence another and go through another KYC process just to receive payments?
- Reduce friction, focus on ease of set up, no double KYC, no new financial institution. 5 minutes to success = more people saying “Pay me in bitcoin.”

When did Noah Build the Ark?

- Fiat currencies are failing, in an accelerating way.
- Wait for hyperinflation to start receiving bitcoin payments and you've waited too long.
- If bitcoiners don't, who will?
- One of the hardest consumption models to change.
- Fiat payments are easy but all it costs is your soul.
- If you work for a business, ask to be paid in bitcoin.
- If you run a business, sell your services for bitcoin, or at least, start giving your customers the option to pay in bitcoin before it's a necessity.
- If you want to get set up with Zaprite, hit me up at dropfiat@zaprite.com.



Interested in Zaprite or have questions?

Email us at dropfiat@zaprite.com

Submit a request to speak to our team with this contact form