

OTC Markets Group

Joining a day is Adam O'brien the CEO of bitcoin. Well the trades on our OTCQB Venture Market under the ticker BCNWF. Bitcoin Well offers convenient secure and reliable ways to buy sell and use bitcoin. The company's mission is to enable independence by offering an ecosystem of products and services that give users convenient control of their bitcoin. Their ecosystem includes a following three pillars. Non-custodial financial services technology development and education Adam. Thanks so much.

Adam O'Brien

Hey thank you so much for having me.

OTC Markets Group

Absolutely so to start tell us about Bitcoin Well's origins and maybe a little bit about your backstory and how you got involved with the company.

Adam O'Brien

I found bitcoin in 2013 and found it very difficult as you might imagine buying bitcoin so Bitcoin Well which was originally bitcoin solutions started almost ten years ago now with a mission to make bitcoin accessible. Over the last nearly a decade. we've certainly grown through that, and I think bitcoin now is accessible. We have a network of over two hundred and fifty bitcoin ATMs Multiple Retail branches where users can come in and buy bitcoin directly and we've started advancing that into a platform that makes bitcoin usable giving people. As you mentioned, kind of the convenience of modern banking but with the security and all the benefits that bitcoin has to offer which is like you said control of their money.

OTC Markets Group

So talk about kind of maybe some of the roadblocks that you've experienced and seen through accessing the currency and how do you? How does your company Bitcoin Well address those issues.

Adam O'Brien

Yeah I think that bitcoin as a whole the biggest roadblock to bitcoin is just education I think that bitcoin itself is a protocol and in the same way that the internet started as a protocol I mean if you think about what the internet is. It's a protocol that is. The http and now https ah protocol and that's what bitcoin is and what Bitcoin Well does is it gives you a nice user interface and a clean user

journey to be able to use that protocol to your advantage the same way that like Safari or Chrome Mozilla they give you easy ways to act. Like imagine if to use the internet you had to like command line on your computer using you know Http Protocol it would be very difficult or to send an email you had to use like smtp protocol it would be impossible to send an email but lucky for us we have companies that do that front leg work. make the interactions with the protocol on your behalf and give you a clean user journey to do exactly what you need to do so that's kind of ah where we fit in is really making it easy for our users to buy sell and use bitcoin really making it easier for them to own and control their money. We call it future proofing your money. I think though some of the roadblocks that come into place from our perspective is just adoption from the corporate world I think that over the last three years it's been it's been much better but up until three years ago like we couldn't get an armored car to work with us. It was difficult to find banking. Still it is difficult to have. really good banking partnerships like the big. The big banks are hesitant to work with ah with a bitcoin company and so I think still there's some corporate leg. in this adoption but it's getting better every quarter and certainly that's evidence by the way that we're able to grow and expand.

OTC Markets Group

Yeah so expand on that talk more about your unique ecosystem. How does the company's three pillars you know, ah impact your users and give you the value of your mission.

Adam O'Brien

So we effectively do like the companies you've heard about likely are coinbase or faineance. if you're in Canada it's there's a number of them bit by net coins. all those platforms are trading engines which are custodial meaning they take control of the customer funds. They let the customer put their bitcoins up for sale or they'll ah to buy bitcoin from a sale of bitcoin and then hold the customer funds with the customer requests a withdrawal this is applying. A legacy fiat principle to crypto which is that the platform has to control the money in order for it to work but bitcoin specifically allows us to kind of remove ourselves from that scenario where we are simply a protocol interactor meaning we allow users to take and. Keep full control of their money or their bitcoin while they're in the process of buying or selling it and that makes us ah a retailer and so our ecosystem gives users a wallet which they fully own and control the crypto that's inside that wallet and then they're able to buy more bitcoin. Sell their bitcoin or use that bitcoin to pay their credit cards pay their taxes ah to buy gift, cards, Etc, Etc, and so we try to look at how does a user use their money right now and how can we apply bitcoin to that transaction. And are three pillars I mean that non-custodial financial

service. That's the first pillar that I just described giving users full control of their money throughout the entire journey of their bitcoin interaction next is technology development as you might imagine. . It's very difficult to build a non-custodial engine that users feel is convenient because with any technology platform. There are two sides. There's control and security and there's convenience and they oppose each other so the closer you get to convenience the further away you get from that control and security and so finding that middle balance is kind of were. we found a ton of success so far and that's why technology development is so important and like I opened up with education is that is that third pillar we developed the bitcoin academy in order to help customers understand why bitcoin exists how it works the history of money. Why bitcoin is an alternative to fiat and. And how that looks or how that would have looked in the past and how it will look in the future and we've partnered with a Canadian Union University to display that and to showcase that bitcoin academy so those 3 pillars really work in Tandem where we have this core belief and this core value that users should always be in control of their money. We educate them on how that's possible with bitcoin and then we have the technology to back that up.

OTC Markets Group

So as the year concludes. we're heading towards the end of 2022 you know q 4 and so what are some of the major milestones that the company has reached during this year and then as well as what's exciting and new for next year for 2023

Adam O'Brien

Launching our platform was huge this year this was a big year for us to transition from being just a bitcoin atm company into a modern banking equivalent. We truly are blazing the trail in order to be a. Bank without the control and giving users the convenience of modern banking with that benefit of bitcoin so launching that platform in its early stages. We did that in q 2 and it's been a great success so far as the year progresses we're going to look to continue acquiring users and adding features to that platform I think that. Right now we are going to be looking for ways to gamify the app experience and having our users be incentivized to use the app to share the app with their friends and then as we look into next year the big project for next year is going to be giving users the ability to spend their bitcoin in real-time there are a couple of different. Ways that users right now can sell fiat preload a pre-paid fiat card and spend that but that's not true spending bitcoin. We're going to be giving users a card that allows them to have the bitcoin loaded into a card directly and then have that card be spending bitcoin in real time which allows them to hold. as much bitcoin as they're comfortable with in a sort of spending account without having to pre-sell it and so that's going to be a

big piece as I said we're looking for ways to give users ultimate interactions with bitcoin and however they interact with money.

we're going to be to be adding that into the platform and next year the big one is being able to spend it at virtually any retailer.

OTC Markets Group

You recently joined OCOTCQB Venture Market what value was created for bitcoin. Well as it leverages a listing in the tsx v and as you cross trade here in the US.

Adam O'Brien

It's the investor base I think that obviously the us investor base is roughly ten x what it is in Canada. we are a tightly held stock here with myself as the founder and CEO owning nearly half the stock. I've yet to sell a share of our stock I've only been acquiring since listing. And I'm very bullish and so finding that that that solid investor base is kind of where our I r strategy sits right now and getting as many eyeballs on it as possible is the answer to that and so listing on the otc qb markets were. we're an obvious next step.

OTC Markets Group

And well Adam it's been a pleasure to speak with you. Thank you so much for your time today.

Adam O'Brien

Amazing. Thank you so much please would feel free if you're in and what we're doing please follow us on Twitter at the Bitcoin Wellmyself if you can follow me on Twitter at Adam O'brien underscore and www.bitcoinwell.com is where you can find us.

OTC Markets Group

Bitcoin Welltrades under the symbol BCNWF on our OtcQBVenture market

**This is an autogenerated transcript and may contain typos.*