Pocket change for the web

Bitcoin?

Blockchain?

Challenge

Users **don’t** like ads

Ad blocking: from h4xx0rs to **mainstream**

Publisher response: **paywalls**

PAYWALL

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OPINION | REVIEW & OUTLOOK

Iran's U.N. Free Pass

Russia blocks sanctions against Tehran for its ballistic-missile tests.

March 16, 2016 7:17 p.m. ET

The Obama Administration made many promises about its nuclear deal with Iran, and this week we've learned that another one turns out to be false. Sanctioning Iran for violating its commitments really does depend on the acquiescence of those famously good global citizens, Russia and China.

That's the lesson from Russia's refusal to go along with U.S. pressure to sanction Iran for its latest ballistic-missile tests. The Islamic Republic test-fired at least two missiles this month with ranges of some 1,200 miles and a

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100% of **paywalls** have **bad UX**

“100% of **paywalls** have **bad UX**”

Meinhard Benn, 2016

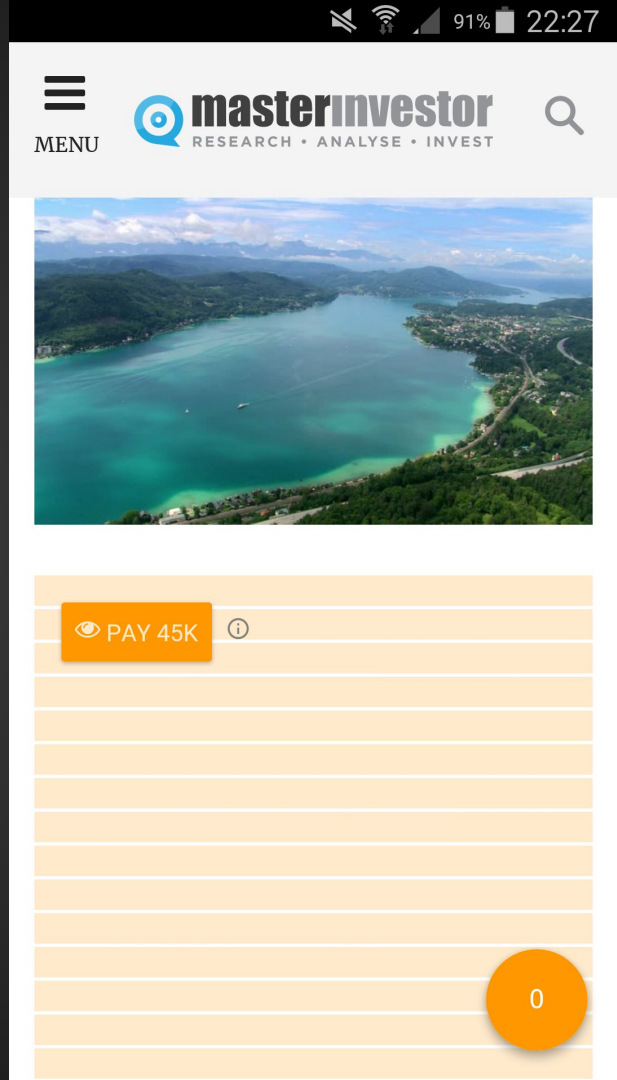
Current payment **fees** make small content **expensive**

Sending **1p** over the internet is **impossible**

Solution

Frictionless nanopayments

Paywall


91% 22:27
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PAY 45K
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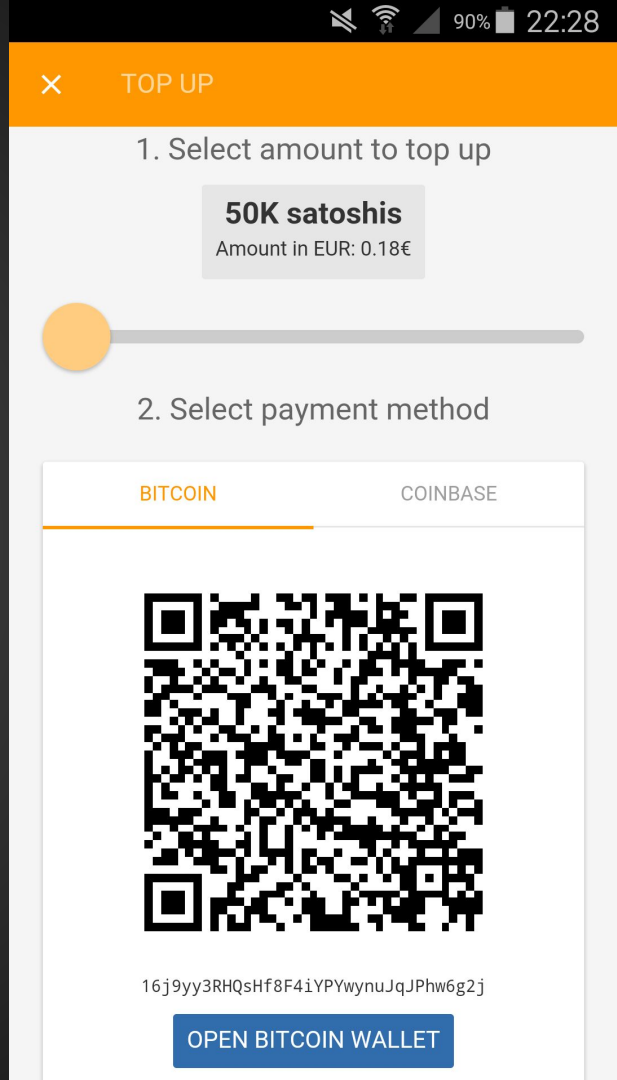
Top up


90% 22:28
TOP UP
1. Select amount to top up
50K satoshis
Amount in EUR: 0.18€
2. Select payment method
BITCOIN
COINBASE
16j9yy3RHQsHf8F4iYPYwynuJqJPhw6g2j
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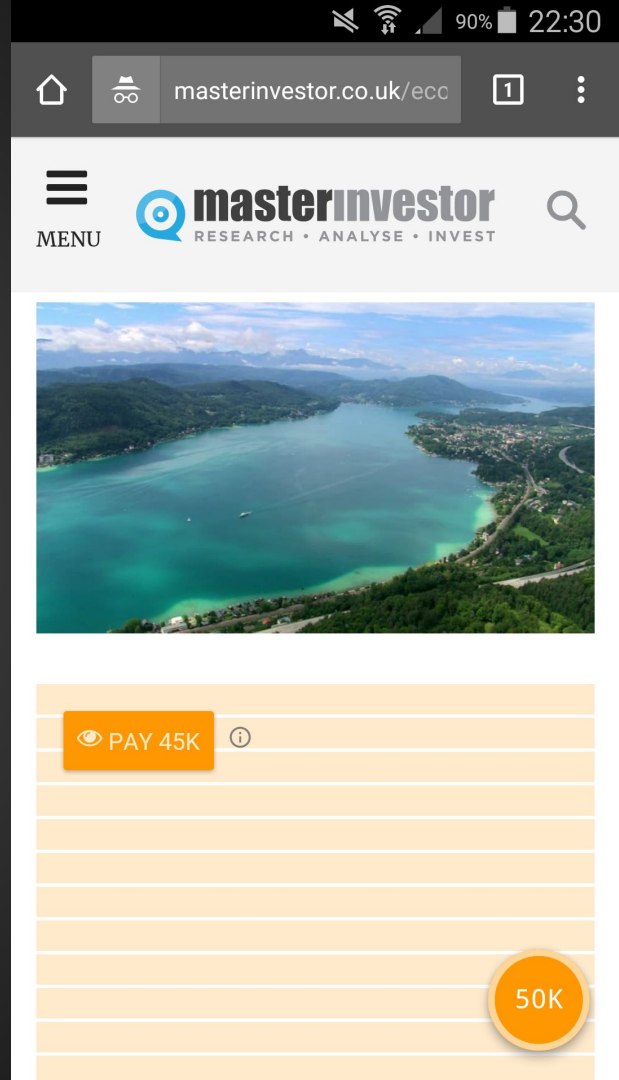
Balance bottom right



Pay and read

90% 22:31
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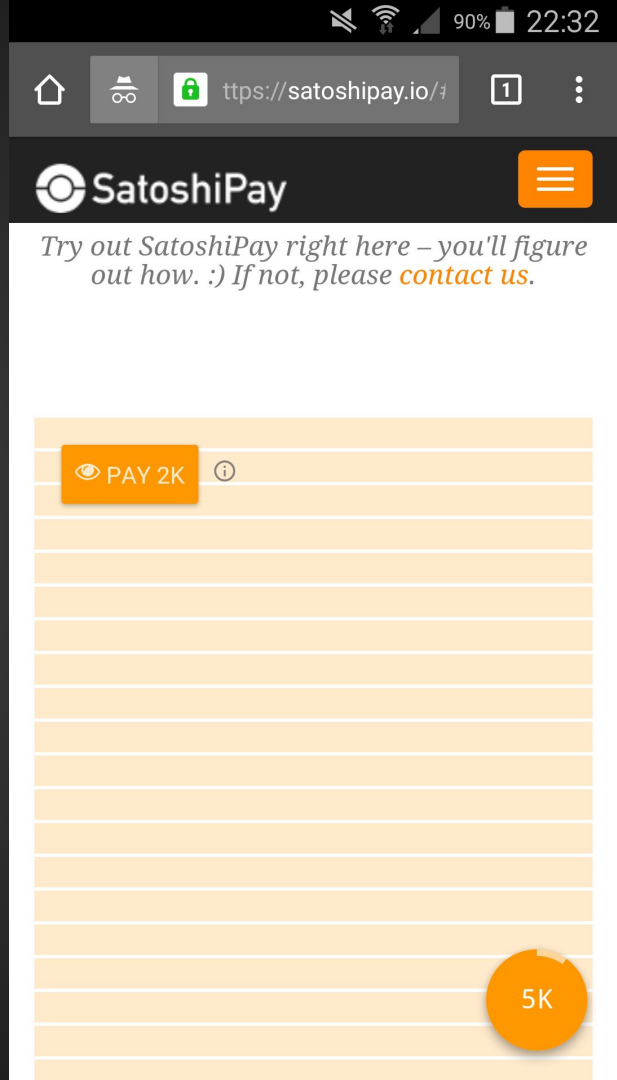
Every year, in this season of mellow fruitfulness, I come to the Viva Mayr Clinic by the beautiful Worthersee Lake in Austria. The clinic is a sort of detox retreat, and I have been put on Diet no. 1, which allows for Lilliputian morsels of food on two occasions a day. Diet no. 0, on the other hand, is liquids (and by that, they mean liquids with no calories), and apparently some are eager to sign up for this brutal regime.

5K

Next website



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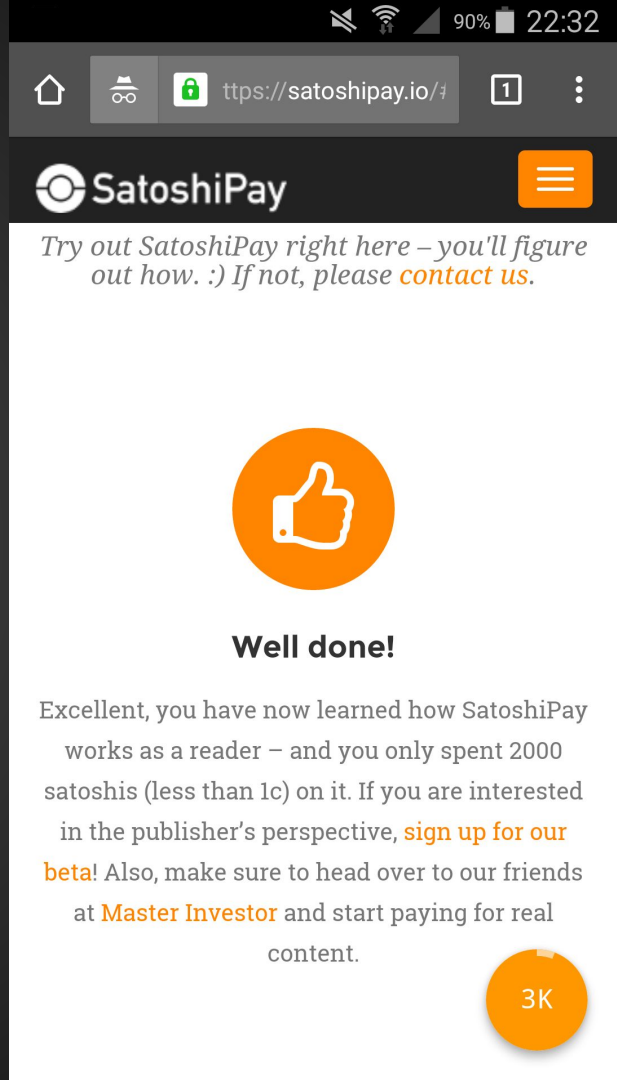
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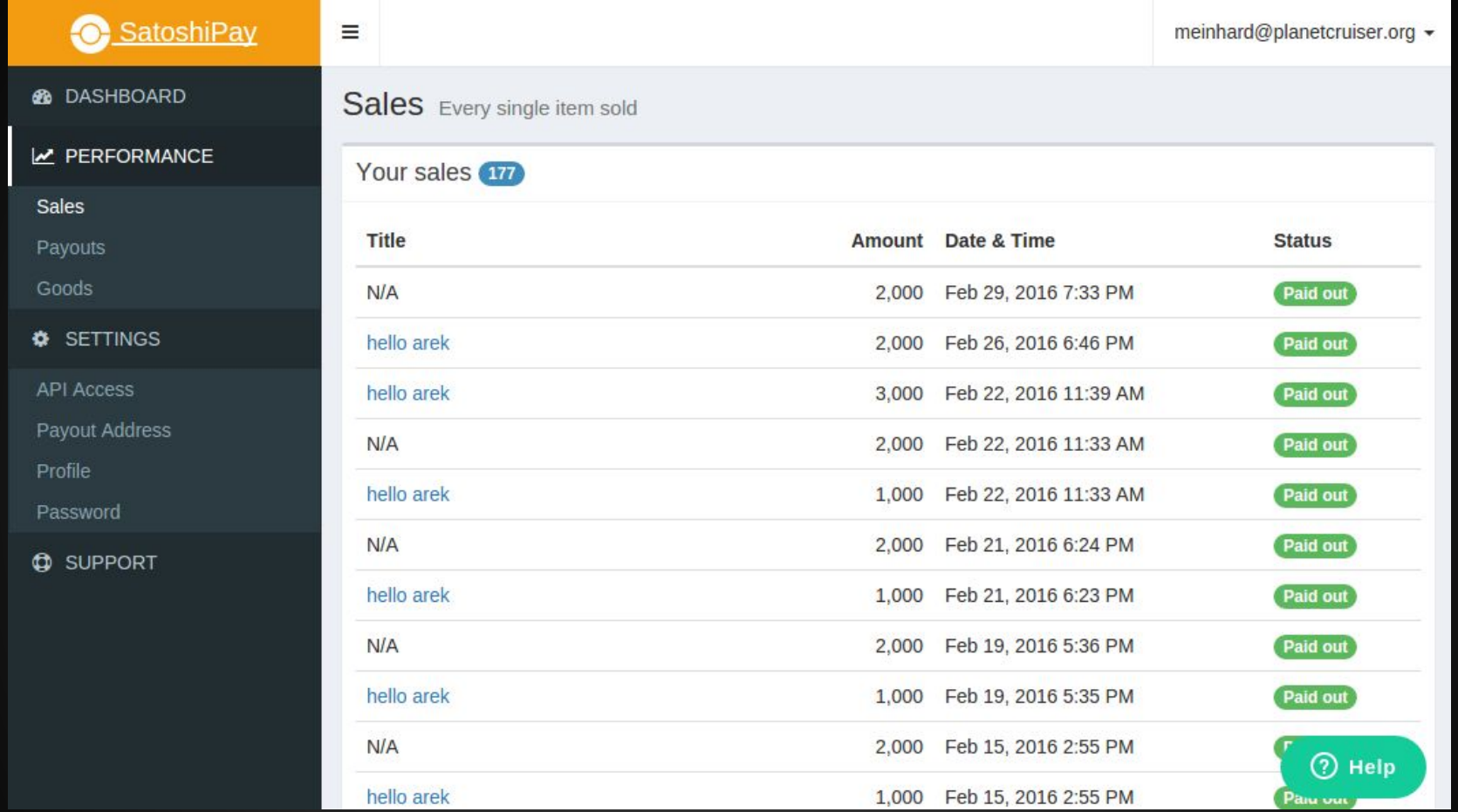
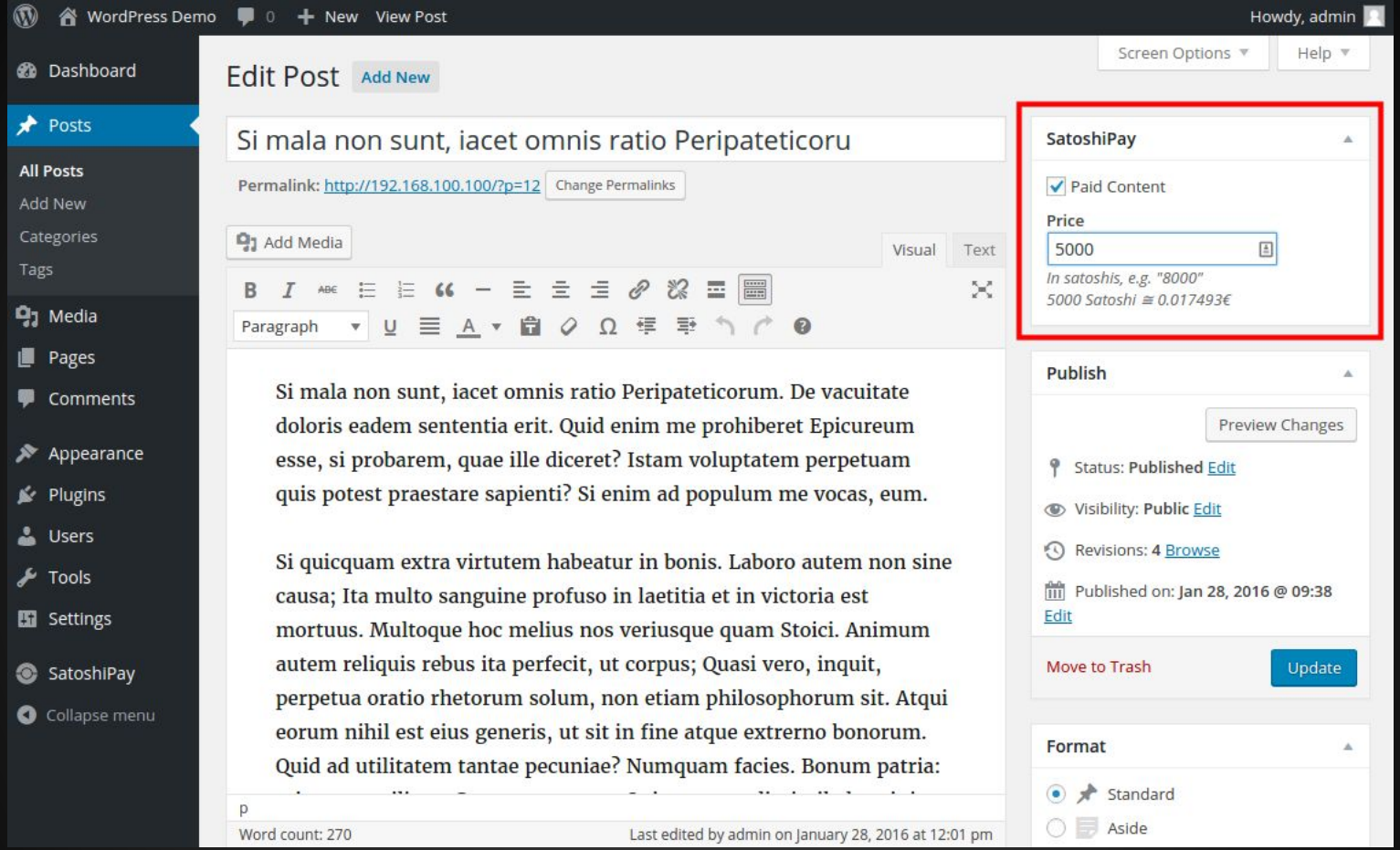
No download

No click

Across websites



Publisher dashboard



WordPress plugin

Nano: **1p** or less

Bitcoin smart contract

“Micropayment channel”

Business model

10% fee for publisher

Free for end user

Traction

136 publishers / blogs

9300 user wallets created in 2016

1900 purchases

£66 volume

3.5p average payment amount

Nanopayments **work**!

We need to scale the $%*& out of this!

Milestones

2014: **Foundation**

2015: **Angel** and **seed** funding

2015: **Beta** launch via **WordPress** plugin

2016: Digital Goods **API**

Pre-Series A funding

Cooperation **Visa Europe Collab**

Future

More **payment methods**

Low level nanopayments as open **API**

Reversed payments: **website to user**

Machine-to-machine payments for **IoT**

Monetisation of **personal data** (Me2B)

Meet us at stand 46!

@SatoshiPay

FREE bitcoin