Short Elevator Pitch: Blitz Wallet is a self-custodial Bitcoin Lightning, Liquid, and Ecash wallet taking the Venmo payment experience to Bitcoin.
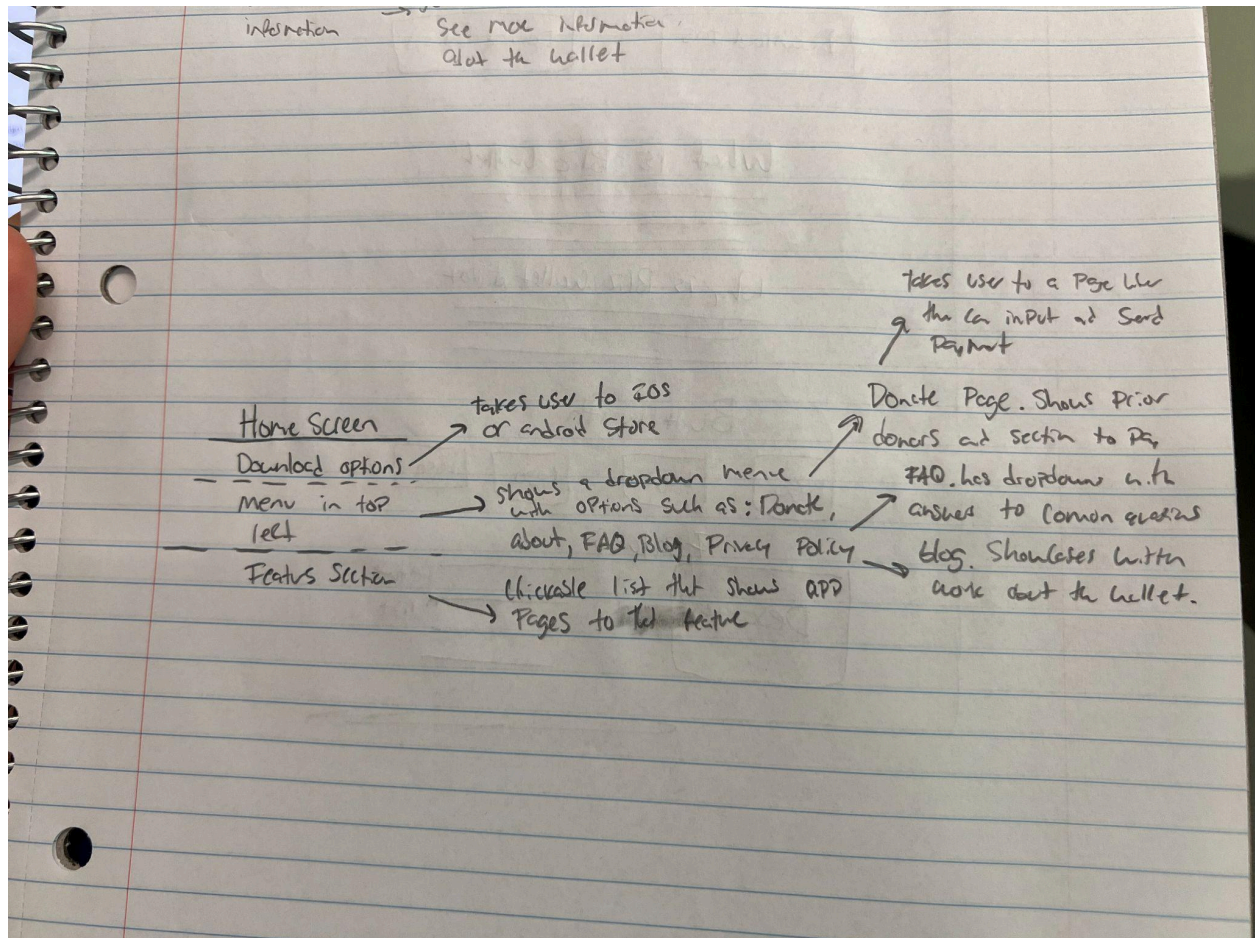
Long Elevator Pitch: There are two main problems in the Bitcoin space: Where to spend Bitcoin and the complexity of using Bitcoin. Most Bitcoin companies are focusing on either the spending problem or the user experience problem, However, Blitz Wallet is doing both. Just like WeChat in China with over a billion users being called "the everything app", Blitz Wallet is the "everything app" for Bitcoin. By creating the Venmo contacts payment experience, and integrating an in app store where users can purchase VPN's, ChatGPT, send anonymous SMS messages, and buy gift cards to nearly every store, Blitz Wallet is the one stop banking app for the future.

Personas:
1. Someone who wants to save and spend money outside of Government currency due to lack of trust with Government currency
2. Someone who wants to get around fiat remittances fees from cross border payments
3. Tech nerd who likes to try new technologies

Competitive/Comparative Advantage
1. My main competitor is a Bitcoin Liquid wallet called Aqua wallet. They use the same technology to remove the inbound liquidy and node problem from the Bitcoin Lighting network, however they have no built in contacts feature or in app store. Their branding is also a bit weird and doesn't make sense for the industry. In order to be competitive with their website I need to highlight my main features and also showcase the reputable bitcoin brands that have supported my wallet.
2. Another competitor wallet is called Phoenix. They have a very simplistic website which I love and do a great job highlighting the features of their wallet though a Q&A page. I am definitely going to take inspiration from their simplicity in both design and copywriting.

information   See more information
             about the wallet

Takes user to a Page where
the can input and Send
Payment

Home Screen → takes user to iOS → Donate Page. Shows Prior
Download options   or android Store   donors and section to Pay
Menu in top → shows a dropdown menu → FAQ. has dropdown with
left   with options such as: Donate, → answer to common queries
Features Section   about, FAQ, Blog, Privacy Policy → Blog. Showcases written
             clickable list that shows APD   work about the wallet.
        → Pages to the feature

This shorthand flow represents the actions I want a user to take when landing on the homepage. They should initially see download options for both IOS and Android. Ideally, they immediately click off the website to download the app. If not they have two choices, scroll for more information or click the menu option to be directed to other pages. If they scroll they should get more information on what Blitz Wallet is, why Blitz is different, and features/screenshots from the app to showcase what the wallet looks like. If they click the menu they have a couple of options. They could go to the donate page, about page, FAQ, Blog, or privacy policy.

Left (Wireframe)

Tomorrow's Bitcoin Wallet, Today.

Harness the power of the Breez SDK, Boltz, and Blockstream Greenlight to create an unforgetable Bitcoin Lightning Experience.

[Download IOS]   [Download Android]

What is Blitz Wallet?

It's a Bitcoin Wallet that connects you to your friends and favorite stores while you have full control over you money.

Built with your favorite technologies

[Logo] [Logo] [Logo] [Logo]

What Makes Blitz Wallet Different?

	Blitz Wallet	Aqua	Muun	Phoenix	Strike
Self-custodial	X	X	X	X	
Contacts	X			X	X
Native store	X				
0-channel Lightning	X	X	X		X

Features

[Image of feature in app]

Build in contacts

Self-custodial

No hassle payments

In-app store

Right (Design)

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[Iphone]   [Android]

Supported by

Open Sats   Boltz   Breez   GREENLIGHT

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