

# Assign: Bitcoin payment for teams.

**Abstract:** Assign.money is a payment platform designed to simplify Bitcoin payments for teams. You create a team, invite members, and assign payments to each member or external destinations. Unlike traditional solutions, Assign acts as a pass-through system, not holding user funds but connecting bank accounts, mobile money, lightning and on-chain addresses for direct transfers. A growing number of individuals and groups already hold Bitcoin but go through multiple expensive apps and steps to spend it, this makes Assign a solution that a problem actively seeks. It doesn't suffer from the chronic ailment of foundational implementation which seldom affects idealistic Bitcoin solutions.

## The Why

Money as a database of value and exchange is evolving. The pace of evolution is slow for several First World countries but rapid for African nations.

It is well-known that most African currencies are derivatives of the US dollar, Euros or a first-world country. This has resulted in African currencies suffering very high double and triple-digit inflation.

With this economic reality, it is no surprise that the young population is adopting Bitcoin and stablecoins. Teams prefer to keep their capital partly in Bitcoin/USDT and spend from there.

Regulations are being framed on the acceptable integration of Bitcoin and digital assets into sovereign states. The market is ripe for a pass-through system that facilitates the movement of Bitcoin to new and old destinations. As observed in every era of rapid innovation, the winners build for the future while solving present-day challenges and creating seamless, scalable solutions that align with emerging regulations and user needs.

We are building Assign.money. The horizon is getting brighter with the cultural and economic adoption of Bitcoin by institutions, private businesses, and government entities. Unlike most Bitcoin ideas, Assign.money is a solution that a problem actively seeks. It doesn't suffer from the chronic ailment of implementation which seldom affects idealistic Bitcoin solutions.

Teams want to invest and spend Bitcoin on a micro and macro level, and Assign.money is positioned as the tool for this very purpose. The Path Dependence Feedback Loop of Bitcoin adoption for teams has been initiated and it will engulf Africa and the World.

**Click to Watch: <https://youtu.be/argK5UC3xgc?si=4R4IcH42ELIRkOij>**



## The Problem

Spending Bitcoin as a team requires multiple steps. It is also expensive. Most Bitcoin wallets are built for individual users, leaving teams with limited options for collaborative financial operations.

- ❖ **Individualized:** Most Bitcoin wallets are designed for individuals.
- ❖ **Difficult:** A team would have to transfer Bitcoin to an exchange or P2P market and convert it to local currency, before spending from their local bank or money account.
- ❖ **Expensive:** High conversion fees and exchange rate markups are common with Exchanges and P2P traders.

## Our Solution

Assign simplifies Bitcoin payments for teams by acting as a pass-through for payment processing without holding user funds. Teams can initiate payments in Bitcoin, and Assign handles the backend conversion and distribution to different destinations.

### How It Works

- 1. Initiate Payment**
  - Teams click on "Pay" to start the process.
- 2. Select Payment Recipient**
  - New Destination: Enter recipient details (Lightning address, Onchain address, bank account, or mobile money account).
  - Members: Select team members with pre-configured payment methods.
- 3. Enter Payment Details**
  - Specify the amount to be paid and choose the payment method:
    - Lightning
    - Onchain (Bitcoin/USDT)
- 4. Confirm Payment**
  - Review details on the payment confirmation page.
- 5. Payment Processing**
  - Assign receives the Bitcoin, performs conversions if necessary, and sends the funds to the recipient's destination.
- 6. Payout**
  - Funds are delivered seamlessly to the specified destination, whether a Lightning wallet, Onchain address, bank account, or mobile money account.

**Click to Watch:  5 minute video of How Assign.money Works**



## The Opportunity

In 2025, businesses in Sub-Saharan Africa alone will transact over \$100 billion worth of Bitcoin and USDT Onchain. Despite this growth, teams struggle to spend Bitcoin efficiently due to fragmented processes and the absence of team-oriented tools. Assign is uniquely positioned to capture this market by providing a streamlined, scalable solution for Bitcoin payments.

## Strategic User Targeting & Acquisitions

Early Adopters	Content & Community	Advertising and Press
<ul style="list-style-type: none"><li>- Bitcoin communities</li><li>- Twitter Spaces</li><li>- Newsletters, and publications to attract initial users.</li></ul>	Host founder interviews. Educational content. Events. Grow awareness and engagement.	Run targeted campaigns via Twitter, Gmail, newsletters, and LinkedIn to scale user acquisition.
Target: <b>First 100 teams</b>	Target: <b>1000+ teams</b>	Target: <b>10,000+ teams</b>

**Virality is at the core:** Assign works best with more colleagues.

## Challenges and Regulatory Considerations

### 1. Struggles We May Face:

- Educating teams on the benefits of Assign over traditional methods.
- Integrating with diverse financial infrastructures globally.

### 2. Regulatory Landscape:

- Work closely with regulators to ensure compliance with emerging Bitcoin and digital asset frameworks.
- Implement robust KYC/AML processes for user verification and compliance.

## Path to Profitability

Assign is designed with a clear path to profitability:

1. **Currency conversion:** Add a markup of 0.5% to currency rate when routing payment to different destinations.
2. **Premium Features:** Offer advanced features such as API integrations, analytics dashboards, and priority support for enterprise users.
3. **Scalable Growth:** Leverage Bitcoin's growing adoption among teams, businesses, and institutions to scale user acquisition and transaction volume.

**Break event:** \$100M monthly currency conversions (at a given).

## Conclusion

Assign.money is more than a Bitcoin payment platform—it's a tool for empowering teams to operate in a modern, Bitcoin-driven economy. By simplifying payments and enabling seamless Bitcoin transactions to any destination, Assign ensures that teams can focus on growth and collaboration without worrying about financial inefficiencies.

Together, we're simplifying how teams spend Bitcoin.

## Reference

- [Subsaharan Africa Cryptocurrency Adoption](#)
  - [Is Bitcoin Surge an Opportunity for Africa?](#)
  - [Top Ten African Countries in Cryptocurrency Adoption Index in 2024](#)
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## Other Documents

- [Assign Lean Canvas](#)
- [A brief history](#)