



Start Now!

Checklist for Bitcoin Projects

21 Learnings from Indonesia



List of contents:

Checklist:

Starting and improving your Bitcoin education project

Resources:

Everything you need (meetup materials, education hub, links, etc.)

Presentation Slides:

All our 21 learnings in a more visual way

Checklist

Getting started



#1 Just start

Every journey in the Bitcoin space begins with a single step. Finding your place in the Bitcoin community can feel daunting, but none of the following insights will matter if you don't take action. The most crucial step is simply to get started—whether by joining a Bitcoin project or creating your very own. The key is to begin.



#2 Make 'em curious

It's not about teaching everything or explaining all the facts, it's much more important to make people curious. Engage them by sharing intriguing aspects, asking thought-provoking questions, and going by example.



#3 Don't burn out

To be honest, in summer 2024 we were THAT close to shutting down the Bitcoin House and stopping all our work. We really learned this the hard way. So please “don't burn out”. This Learning is from Dusan (AmityAge) who runs a Bitcoin House in Roatan and taught us this lesson. This goes both ways, financially and mentally. Here are four foundational steps to help you kickstart and sustain your project without burning out:

1. Start simple & cheap
2. Create a Geyser fund
3. Apply for Grants (e.g. OpenSats, Human Rights Foundation or Block)
4. Monetize your project (e.g. by selling merch, charging for 1:1 private education sessions)

Remember, pacing yourself keeps the mission alive—sustainability is key!



#4 Do good & talk about it

By sharing your efforts, you can raise awareness, attract donations, secure funding, and build valuable connections. While putting yourself out there—whether on social media, in interviews, or on podcasts—can be intimidating at first, it's incredibly rewarding. Speaking openly about your mission not only builds trust and credibility but also helps grow a supportive community around your cause.



#5 Be like Tarzan

If you want to get from point A to B, most likely your way will not be a straight line. Be opportunistic. Swing from one liana to another. Grab the chances that come up. It's much more fun to live that way and you will gain so much experience on the way.

Checklist

You can do it!

#6 Recalibrate every month

Don't run around like headless chickens. In our team, we often get distracted, lose our focus, and work on tasks that don't bring us closer to our goal. So we introduced a monthly "town hall meeting" where we review achievements, milestones, lessons learned, and necessary adjustments. By starting each month with a clear focus, we stay aligned and work more effectively toward our goals.

#7 Teach the kids, reach the parents

We started running kids workshops and it feels like a cheat code. The kids absolutely love it, but the real surprise has been the parents. When they drop off or pick up their kids, they get curious and want to learn more, often coming back to our Bitcoin House themselves. (And it's so much fun to have curious "Bitcoiner Kids" around you.)

#8 Let them learn hands-on

Learning is so much more effective when it's an experience. People pick things up faster when they can actually try, touch, and see what they're learning about. So our advice: print materials, and bring in physical tools like hardware wallets, a node, or even a mining machine.

For meetups, we've found it works best to make them educational. Start with a short presentation or hands-on exercise to dive into something new about Bitcoin, then follow it up with a casual hangout.

#9 Snag freebies at conferences

Good news: you don't have to buy all the stuff we mentioned in #8. Bitcoin companies love supporting education, so just go to conferences and grab some freebies! Big shoutout to Hodlshop, Blockstream, StampSeed, Konsensus Network, and so many other Bitcoin companies—at BTC Prague, we even got used hardware wallets, steel plates, and books just by asking.

#10 Create a home

Having a physical, welcoming space adds so much value to the community—a safe place to learn, ask questions, make mistakes, and connect with friends. Our Bitcoin House is colorful, full of things to explore, and packed with fun gadgets (e.g. Bitcoiner Parking, Bitcoin Swing, FEDIminton court, etc.). We even started greeting guests with a warm "Welcome Home" to give them a good feeling right from the beginning.

Checklist

Turn obstacles into opportunities



#11 Push the limits ... but don't die as a martyr

Especially if you're in an authoritarian country where Bitcoin is banned. Keep pushing to improve the lives of people around you, but know where the lines are. It's about making an impact without sacrificing yourself in the process.



#12 It might get worse before it's getting better ... be prepared

We were a bit naive in the beginning. It might get worse before it's getting better and that's okay. We can't expect Bitcoin adoption to happen in a super smooth way. Sometimes shit hits fen – especially if you push the limits. There will be pushbacks and intimidation attempts. Prepare for the worst. Have some kind of emergency plan. That means: knowing who to call, knowing what to say and not say, taking care of your privacy, have your bitcoin safe.



#13 Combine Bitcoin with the local culture

Instead of saying that Bitcoin is something completely new, find the similarities between the local culture, beliefs, values, and traditions. Then it's much easier for people to feel more connected and open to Bitcoin.



#14 MFB is f*cking awesome

We were so skeptical about My First Bitcoin, coming up with countless reasons it wouldn't work—without ever trying it. Big mistake. We're blown away by the impact. Week after week, we see people transform and take their lives in new directions. The program is fun, and the students are super curious. After the exam, many want to get involved in Bitcoin, with some even becoming volunteers or teachers themselves. If you don't teach the diploma yet, try to make it happen!



#15 Find your Ikigai in the project

Try out different things to find your sweet spot in Bitcoin. We're all here for the purpose. Do what you love and what makes you happy to keep the motivation up in the long term. In our team, Dimas found his ikigai in teaching, while Keypleb is super passionate about the technical side of Bitcoin. Diana loves getting creative, creating content, and taking care of communication, while Marius loves orange-pilling people and onboarding merchants. Knowing each one's passion and strengths helps increase the impact of the overall project.

Checklist

Keep on improving

#16 Send a daily 'Proof-of-Work' message

Stay accountable, get shit done, and track your progress! So much can happen in a single day, and this habit helps you stay on course and see real results. Since we started doing this, we've probably doubled our productivity. Plus, it's motivating to see the PoW of others and the whole team's collective progress of just one day.

#17 Put your money where your mouth is

If you're convinced of your mission and the project, start with your own money. We spent a lot of private money in the beginning to provide free education, build the Bitcoin house, and run all the meetups and workshops. This showed other people how serious we are about this.

#18 If you have the courage to speak it out, it will happen

Don't hesitate to ask for help and share your goals. There are so many people who want to support you. When we posted about our project on bitcoinerjobs.com, we were blown away by the number of volunteers who joined us. We also reached out to the community, saying we'd love to run a full node at the house, and just two months later, a member donated a fully set-up Bitcoin node. If you want to be a speaker, apply for it. Speak up about your goals—they're more likely to happen than you'd think!

#19 If you stand for nothing, you fall for anything

Right at the entrance of our Bitcoin House, there's a big wooden sign that says, "No Shoes, No Shitcoins!" People really appreciate our values and clear position, which keeps them coming back—and even bringing their friends and family. Always communicate your values clearly, and don't compromise and don't sell yourself. Don't promote anything that doesn't align with your principles, even when money's tight.

Checklist

We are one big family

#20 We're all Satoshi Hal Finney

Bitcoiners like to say, "We're all Satoshi," but actually, we're more like Hal Finney. We're the early adopters, building momentum and creating a movement. We're like that second person in [this video](#) – the one brave enough to join in and get things going. Standing up and "dancing" isn't always easy; it can be uncomfortable and people sometimes think we're crazy. When we started our meetups, no one showed up. Little by little, more people joined, and now, every month, it's a growing party. Keep at it – it's worth it!

#21 Have fun & trust the process

The most important thing is to have fun and to always trust the process. It's amazing to see so many people from so many different countries all working together on Bitcoin and improving the world. Let's live it up, enjoy life, and have a blast while we're at it. YOU are doing amazing!

bonus: Plebs together strong

Join communities, networks, and programs like My First Bitcoin, Plan B Network, Federation of Circular Economies, Fedi, Bitcoin Beach, Bitcoin For Fairness, and so many others. We're stronger together, and there's so much we can learn from each other.

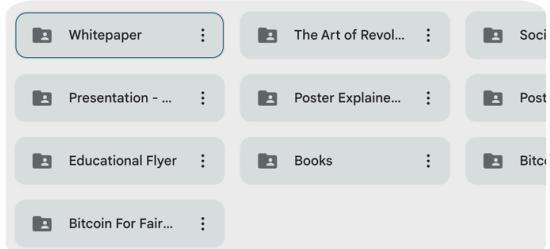


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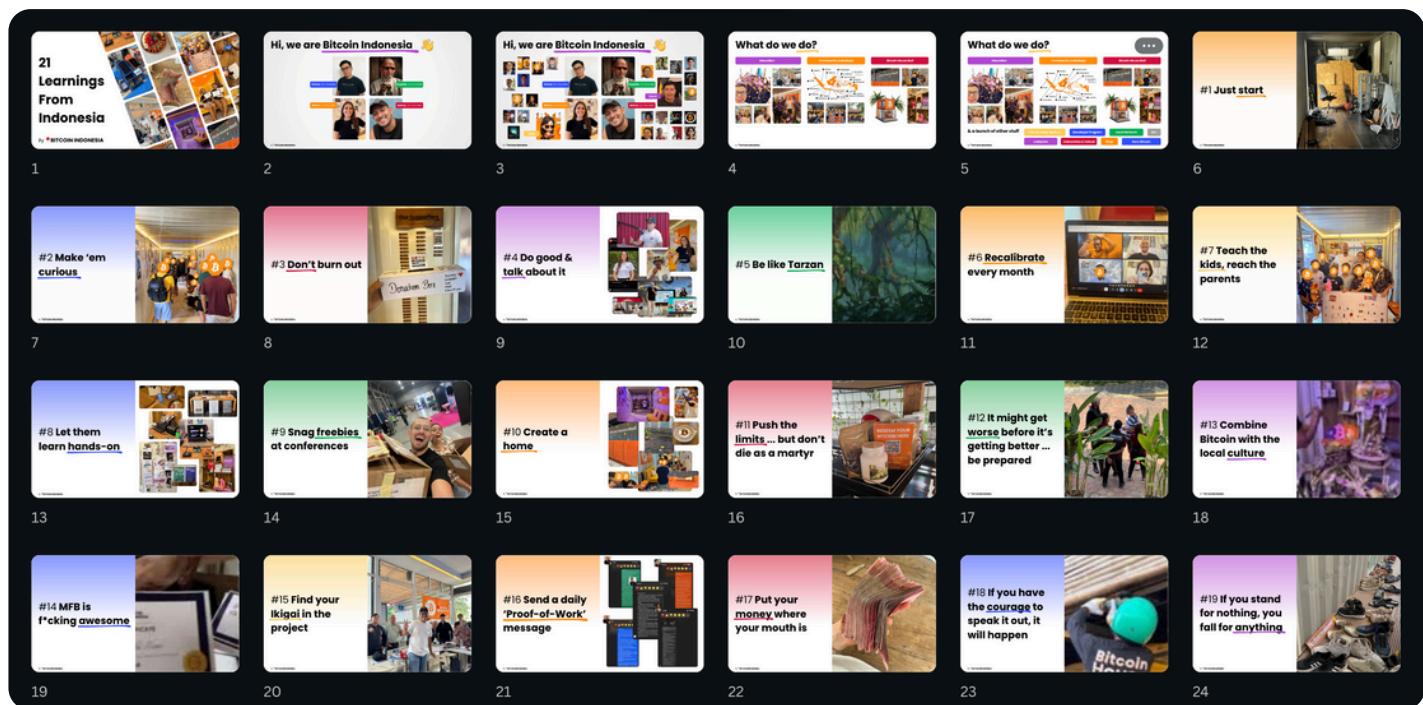


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