up. This was a highly unintuitive and unattractive treatment, and it makes sense that companies were reluctant to hold bitcoin in their treasuries. It is very difficult to explain to their investors why they are holding bitcoin if they never benefit from its price increases and write-down price decreases.

The accounting problem was fixed when FASB issued "Accounting Standards Update 2023-08 (ASU 2023-08)."[1] This clarified the accounting treatment as a full mark-to-market approach where the account value of the bitcoin would be carried and reported according to the prevailing market price of bitcoin. It is believed that this will pave the way for much more widespread bitcoin treasury adoption, and I believe this to be the case. The important question now is what institutions might be able to do with a bitcoin treasury, beyond just protecting their savings. It feels greedy to suggest that protecting your savings isn't enough because it requires bitcoin to exist, and now it does. A business cannot truly accumulate capital without bitcoin, as it will continue to see its cash holdings debased like in 2021. But a business can do far more than just accumulate capital with bitcoin, and this section will discuss some of the strategies institutions which hold bitcoin treasuries can employ to continue to exert their advantage over their competitors.

[1]https://www.fasb.org/page/ShowPdf?path=ASU+2023-08.pdf&title=ACCOUNTING+STANDARDS+UPDATE+2023-08%E2%80%94Intangibles%E2%80%94Goodwill+and+Other%E2%80%94Crypto+Assets+(Subtopic+350-60):