ers eventually realize before they convert their savings from USD cash balances to bitcoin. Once that Rubicon is crossed, the refusal to even tolerate an annual 2% debasement due to inflation is a short distance away. When individuals realize that bitcoin is the easiest and best way to opt out of this debasement, it's game over and only a matter of time before a substantial amount of savings in dollars is converted. It should be obvious why buying back his own stock was not an attractive option. The company is denominated in USD, so a significant debasement in the US dollar will not help protect the treasury even if it's converted into MSTR stock. It had to be converted into an asset that is not denominated in dollars. Why didn't Saylor just use gold or silver to accomplish this? Why did he subject himself to scrutiny and ridicule, insisting it HAD TO BE BITCOIN? The question itself reveals the answer.

Bitcoin is good.

It is that simple. Bitcoin's properties are immutable and ruthlessly hard to change. It is a superior store of value (despite naysayers attacking it whenever the price goes down). It is a superior medium of exchange (despite its opponents attacking certain properties they find too restrictive, but which are the very properties that make it the superior store of value that is required to be an acceptable medium of exchange). It is also a superior unit of account, and bitcoin's opponents don't have the optics to see it. If you're bullish on bitcoin, your competitors are operating blind, and that is a gigantic advantage that has given ordinary, self-named "plebs" the ability to front-run the largest and most powerful companies and governments in the world. In the absence of the optics necessary to see why a position against bitcoin is a terrible strategy, the price will suffice. By 2020, Michael Saylor could no longer deny what every other CEO seems to still have no problem with to this day — the fact that bitcoin is good, legitimate, and the best place for he and his company to park their cash for long-term savings.

It turned out that Michael Saylor's engineering explanation of converting his savings to one that possesses "thermodynamically sound" characteristics resonated deeply with legions of individual bitcoiners. One of the misconceptions that keeps bitcoin from graduating from a $1 trillion solution to a $10 trillion solution is what the use case is for people. The common public understanding of bitcoin is as an "investment", which on its face is an absurd notion, but the media structures for discussing bitcoin publicly are all designed to frame it this way. Why is it absurd? Because most people don't have the excess capital to "invest" in anything, particularly because of monetary debasement. What the mainstream calls investing is just gambling to try and outrun inflation. Whether it's TV or Twitter/X, it's all about price, returns, and beating the market. But you can't have capital available to invest when you don't have savings. In 2025, the world has all but given up on saving, capitulating to government spending and central bank money printing, and running their own personal hedge fund to keep up and maintain their purchasing power. This idea is fueled by the media and the typical conversations surrounding bitcoin as a pure tool of speculation. By 2020, there were some niche books written that effectively described bitcoin as savings, but they were limited to Austrian Economics circles. Michael Saylor changed all of this by discovering bitcoin as the solution to the savings problem and putting all of his available capital behind the solution. A secondary effect that this solution had was that it pumped the price of bitcoin, making its speculative value a self-fulfilling prophecy. But those individuals who understood the problem Saylor was solving bought bitcoin themselves and have seen their savings 10x while seeing USD prices go through the worst inflation of most of our lifetimes. The inflation was so noticeable that in 2021, the Federal Reserve decided to raise interest rates as sharply as they ever have in our history, from essentially 0% to over 5%. This rate increase ended up completing the fulfillment of the prophecy as it caused a banking crisis in March of 2023 that included the bailout of Silicon Valley Bank and the distressed sale of Credit Suisse to UBS.

The rate spike caused a general market liquidity crisis that went beyond the banking system. It also set bitcoin's bear market of 2022 into motion, taking it down from the all-time-high of ~$70K down to $16K, wiping out nearly 80% of its value before it climbed back to $100K in 2024. This gave anyone who learned to view bitcoin as savings in 2020 a golden opportunity to accumulate a sizable stack through the 2020-2024 cycle. Let's review:

1. In August 2020, Michael Saylor refuses to subject himself or his company's savings to fiat currency debasement.

2. He realizes the best solution to protect his savings is to convert all of his deployable capital into bitcoin.

3. As the value of bitcoin increases, so does his wealth and his company's equity valuations.

4. In the process, he teaches ordinary people that they can protect their savings with bitcoin, and they follow suit, further increasing bitcoin's value.

5. The largest government debasement in US history takes place in 2021, printing 40% of the M2 money in circulation.

6. The US government realizes the inflation problem in 2022 and the Fed implements the sharpest rate increases in their history.

7. The rate rise causes a liquidity crisis and a massive bond devaluation, leading to the 2023 failure of two of the largest banks in the world.

8. Bitcoin users continue to convert their USD savings into bitcoin, fearing bank runs and more banking failures.

9. By 2024, bitcoin makes its way back to new all-time highs.