

Castle: Automated Bitcoin Treasury for Businesses

Castle is an automated Bitcoin treasury platform that helps small and medium businesses (SMBs) convert a portion of their revenues into Bitcoin and manage those holdings seamlessly ¹ ². Launched in 2025 (originally under the name “Orqestra” ³), Castle is on a mission to fix corporate savings by leveraging Bitcoin as “sound money” for long-term value preservation ⁴. Below is a comprehensive breakdown of Castle’s product features, technology stack, business model, competitive landscape, and team.

Product and Software Stack

Features and Functionalities

Castle’s platform automates Bitcoin accumulation and treasury management for businesses with minimal effort from the user. **Key features include:**

- **Automated Bitcoin Purchases:** Businesses can set up recurring Bitcoin allocations either as fixed dollar amounts or as a percentage of revenue (e.g. converting 5% of every sale) ⁵. The platform integrates directly with payment processors (like Stripe, Square, PayPal) and e-commerce or POS systems (Shopify, Clover, Mindbody, etc.) to automatically convert a portion of each transaction into BTC ⁶ ⁷. This dynamic allocation can be configured conservatively or aggressively according to the company’s risk tolerance.
- **Balance Sheet Management:** Castle provides tools to **right-size Bitcoin exposure** on the balance sheet. Users can define cash balance thresholds that trigger automatic Bitcoin buys or **sales**, ensuring the business always has sufficient fiat liquidity for expenses ⁸ ⁹. They can also set minimum and maximum percentages for BTC as part of total holdings, so that Bitcoin never exceeds (or falls below) a desired portion of the treasury ⁵. Excess cash can be swept into Bitcoin regularly, while **sell triggers** can convert BTC back to dollars if cash falls below a set floor, keeping treasury allocations in balance.
- **Dollar-Cost Averaging and Manual Buys:** In addition to revenue-percentage buys, Castle supports traditional recurring buys (daily/weekly/monthly **DCA** schedules) and one-click manual purchases at any time ¹⁰. All Bitcoin trades are executed with a ~1% transaction fee and *no spread* on market price ¹¹, simplifying costs. There are **no monthly subscriptions or sign-up fees** – Castle monetizes via that small transaction fee on buys/sells ¹².
- **Reporting and Compliance:** Every Bitcoin transaction and holding is tracked in the Castle dashboard, with a focus on **simplicity in reporting**. The platform generates reports and integrates with bookkeeping software (QuickBooks and Xero) to sync transactions for accounting purposes ¹³ ¹⁴. This helps businesses account for their BTC treasury on financial statements and tax filings. As of August 2025, Castle operates **U.S.-only** and presumably complies with applicable KYC/AML requirements (businesses likely undergo standard verification during onboarding) ¹⁵ ¹¹. By focusing solely on Bitcoin (which Castle argues is the only crypto asset suited for long-term savings

due to its fixed 21 million supply), the platform avoids regulatory complexities of multi-asset support ¹⁶ ¹⁷ .

- **Security and Custody:** Castle is a custodial solution – it holds the Bitcoin on behalf of clients, making the experience turnkey. The founders have emphasized that the platform is “built to be invisible” in a business’s operations ¹⁸ . In practice, this means employees or customers don’t need to handle private keys or even know that BTC saving is happening in the background. While specific custody details are not public, Castle likely partners with institutional custody providers or exchanges for secure storage and liquidity. The system enables **instant liquidity**: funds can be converted back and withdrawn to the business’s bank when needed (“dollars back in your account when you need them” is a design principle) ¹⁹ ²⁰ . This suggests Castle has banking integrations (e.g. ACH transfers) or leverages payment processor APIs to move funds between fiat accounts and its Bitcoin treasury.

Architecture and Integrations

On the backend, Castle connects to the financial tools businesses already use. It offers **out-of-the-box integrations** with an array of payment platforms and accounting systems, enabling data flows and automation without custom engineering ²¹ ²² :

- **Payment Processors & Commerce: Stripe, Square, PayPal, Shopify, Clover, Mindbody, Gumroad, eBay, Zaprite**, and more are supported ²³ ²⁴ . By linking these accounts, Castle can monitor revenue in real time. For example, a Shopify store could allocate a percentage of each sale to Bitcoin, or a restaurant using Square could automatically buy BTC every time the cash register settles. Technically, Castle likely uses each platform’s API/webhooks to detect transactions and then initiates an ACH or bank transfer of the corresponding amount to its brokerage/custody to execute the Bitcoin purchase. The integration listings indicate breadth – from e-commerce (Shopify, Gumroad, eBay) to POS systems (Square, Clover, Mindbody for fitness) to **invoicing platforms like Zaprite**. Zaprite’s integration is notable: Zaprite is a Bitcoin invoicing tool for accepting payments in BTC or fiat ²⁵ , so Castle even accommodates crypto-native revenue streams (though Castle itself will only accumulate *more* BTC, not convert BTC to fiat).
- **Bookkeeping & Finance: QuickBooks** and **Xero** integrations keep the accounting ledger in sync ²⁶ . When Castle conducts a conversion (buy or sell), it can log an entry (e.g. debit “BTC asset” and credit “Cash” in QuickBooks for a purchase). This spares the finance team from manual journal entries to record treasury movements. The QuickBooks integration also allows Castle to read financial data. For instance, Castle could use accounting records to inform its algorithms (such as knowing monthly expenses from QuickBooks to set appropriate cash reserve thresholds). According to Castle’s CTO, integrating with tools like QuickBooks ensures the Bitcoin exposure is “aligned with operational requirements” of the business ¹⁸ – in other words, Castle’s automation accounts for a company’s real cash flow needs.
- **APIs and Custom Integrations:** Beyond the pre-built integrations, Castle’s roadmap includes offering an **API** for developers or larger clients (this is mentioned as part of the “Pro” plan) ²⁷ . An API would let businesses programmatically interface with Castle – for example, a SaaS company could hook into Castle to convert a portion of subscriptions into BTC, or a DAO could program its treasury rules using Castle’s services. The backend likely runs on cloud infrastructure (e.g. AWS or similar) given the need to connect with many external services and scale securely. Castle’s website

references “dashboard.orchestra.io” for its app, hinting at the early codename and possibly a multi-tenant web app architecture.

Compliance and Security: Since Castle handles fiat-to-crypto conversion, it effectively functions as a financial service. The platform charges a ~1% fee on conversions with “no added spread or funny business” ¹², which likely covers the use of a regulated exchange or liquidity provider under the hood. Given the involvement of prominent investors (including a venture arm of the Winklevoss twins, who founded the Gemini exchange), it’s plausible Castle leverages an exchange like **Gemini or a similar partner for trade execution and custody** – though this is not confirmed publicly. We do know that Castle’s team are “veteran bitcoiners and tech leaders” ²⁸ who place heavy emphasis on security best practices. It’s reasonable to assume data is encrypted, least-privilege access is enforced, and that Bitcoin is held in secure wallets (possibly multi-signature or custodial accounts with insurance). Castle itself being US-only implies it is navigating US regulations carefully (e.g. possibly operating under a sponsor’s money transmitter license or as an agent of a licensed entity, since directly providing conversion services requires regulatory compliance).

User Experience and Interface

Castle is designed to be **simple and nearly invisible** in day-to-day operations. Business owners interact with a clean web dashboard to configure their treasury strategy and review performance. They do *not* need prior crypto knowledge – Castle handles the heavy lifting behind the scenes. The UI emphasizes clarity, showing how much Bitcoin has been accumulated and how it’s growing over time.

Example of Castle’s dashboard: The interface provides an overview of the business’s Bitcoin holdings (“Balance”) and any pending conversions from recent revenues. It also features performance charts and allows users to adjust strategies (e.g. change what percentage of sales to convert). The left navigation shows sections like Transactions and Settings, indicating the platform’s financial management tools.

Key design aspects of the UX include:

- **Seamless Onboarding:** Users can sign up **for free** in minutes (via a simple web form) ²⁹. The onboarding likely involves connecting the relevant integrations (much like linking accounts in an accounting app). Because there’s no need to train staff or change the checkout process, a business can start “saving with Castle” without any customer-facing changes – this is repeatedly stressed (“invisible to customers and staff — no training required” ²⁰).
- **Strategy Configuration:** Castle likely offers a guided setup to define the treasury strategy. For instance, a business can choose to **allocate a fixed % of each sale** (with perhaps default suggestions like 1%, 5%, 10% based on risk appetite) or set up a fixed recurring buy amount. They can also set their **cash threshold and BTC exposure limits** via a simple interface (possibly sliders or fields to input thresholds) ⁹. The platform is said to “*dynamically suggest strategies ranging from conservative to aggressive*” ³⁰, which implies the UI might have presets or recommendations (e.g. a conservative plan that only buys with excess profit vs. an aggressive plan that converts every receipt up to a high BTC percentage).
- **Dashboard and Reporting:** Once running, Castle’s dashboard shows important metrics at a glance. This includes the **current BTC balance** in treasury (and its fiat value) and historical performance

charts. It tracks how much was invested over time and growth (the example screenshot shows a line chart, likely BTC value over time, under a “Portfolio Performance” section). It also lists **recent transactions** (e.g. each conversion executed, with date, amount, and resulting BTC) ³¹ ³² . Additionally, Castle queues up micro-conversions: if very small transactions occur, the system might accumulate them to hit a minimum before buying. In the UI this appears as “You have a total of \$8.37 pending to convert” ³³ – indicating Castle pools small amounts until a threshold or set time, to avoid excessive small trading fees. The owner can always manually trigger conversion of the pending amount if desired (hence the “Change Strategy” or convert-now option in the interface).

- **Notifications and Controls:** The platform likely provides email notifications or dashboard alerts for major events (e.g. large conversion executed, or if BTC holdings hit the max percentage limit and a sell occurs). Users can probably withdraw Bitcoin to self-custody if they choose, though Castle’s target audience is SMBs who prefer a hands-off approach, so that may not be emphasized. The UI also likely has a “**Withdraw**” or “**Sell for Cash**” function, allowing the business to pull funds back to their bank. All these controls are presented in non-technical terms, framing Bitcoin as simply another form of savings.
- **Mobile Access:** While not explicitly stated, the simplicity of the platform suggests that monitoring on mobile (via responsive web app) would be feasible. Busy owners can quickly check their Bitcoin balance on the go, much like they’d check a bank account balance.

Overall, Castle’s UX is about **automation with oversight**. The business owner sets the rules, and Castle executes in the background. When the owner logs in, they see the results (how much Bitcoin accumulated, its performance) without needing to micromanage. This appeals to time-strapped entrepreneurs who want the benefits of a Bitcoin treasury without diverting attention from their core business ³⁴ .

Technology Stack and Infrastructure

While detailed technical info isn’t public, Castle’s product decisions hint at the underlying stack:

- **Cloud-Based Web Application:** The app (dashboard) runs online (at dashboard.orquestra.io, per the Terms link ³⁵). The front-end is likely a modern JavaScript framework and the site’s marketing pages are built with a tool (the presence of `framerusercontent.com` links suggests they used Framer or a similar design tool for the website). The back-end needs to handle financial data streams and transactions reliably, suggesting a robust cloud infrastructure (possibly AWS, GCP, or Azure). Given Co-founder João Almeida’s engineering background in scaling Bitcoin payment systems, the back-end is likely built in a secure, scalable manner (possibly Node.js or Python for API integrations, and C++ or Go for any performance-critical components, though this is speculative).
- **APIs & Webhooks:** Castle heavily leverages external APIs (Stripe API, PayPal API, QuickBooks API, etc.) to fetch transaction data and to move money. It likely also exposes its own API (for Pro users) and webhooks to notify when conversions happen. Real-time operation is key: for example, when a Stripe payment succeeds, Stripe can send a webhook to Castle, which then initiates a Bitcoin purchase for X% of that amount. Castle might batch smaller transactions or execute immediately depending on settings.

- **Custodial Partnerships:** To execute trades and hold BTC, Castle would use either an exchange integration or a brokerage API. This could be something like **Coinbase Prime, Kraken, Gemini, or a specialized OTC desk API**. The *no spread* claim ¹² suggests they give users a fair market rate, likely sourcing liquidity from a top exchange or OTC provider. Post-trade, Bitcoin could be held in a custodial wallet under Castle's management (with sub-accounts for each customer). Given the need for quick USD transfers, Castle may also partner with a bank/ACH processor for pulling funds from sales (perhaps using **Stripe's treasury APIs or Plaid** to link bank accounts).
- **Security & Uptime:** As a financial app, Castle must maintain high uptime and secure data handling. Multi-factor authentication for user logins, encryption for sensitive info, and segregated accounts per business are to be expected. It's also plausible that Castle employs a **multi-signature or multi-party computation (MPC)** custody solution so that no single point of failure exists for the Bitcoin wallets (this could be through a provider like Fireblocks or an in-house setup, given João's expertise with Bitcoin tech).

In summary, Castle's software stack integrates with legacy financial systems on one side and Bitcoin infrastructure on the other, acting as a bridge to bring BTC into a company's treasury with minimal friction. The **result** is a user-friendly, automated service that *"helps businesses safeguard their balance sheet by automatically converting a portion of every sale into bitcoin,"* as the Winklevoss twins (investors) describe ³⁶.

Business Model and Strategy

Pricing Strategy and Customer Tiers

Castle employs a **freemium** pricing model aimed at lowering adoption barriers for SMBs:

- **Free Tier:** Any business can sign up for free, with no monthly subscription cost ²⁹ ³⁷. On the free plan, the company gets access to all core features: integrations with supported platforms, automated buys (percentage-based or DCA), manual buys, and the sweep/threshold functionality ³⁷. Castle makes money on the **~1% transaction fee** charged on each Bitcoin buy or sell ³⁸ ³⁹. This usage-based model aligns with outcomes – if a business doesn't buy/sell in a given month, it pays nothing, and if it does, the fee scales with volume. Notably, 1% is competitive with retail crypto platforms (many exchanges charge ~0.5-1% for instant buys, and services like Swan Bitcoin for businesses charge in a similar range). Castle explicitly avoids hidden spreads and provides transparency in pricing ¹².
- **Pro/Enterprise Tier:** For larger businesses or those with advanced needs, Castle offers a **"Pro Plan"** with additional capabilities. The Pro Plan is **"Contact us for pricing,"** implying custom quotes based on the size and needs of the client ⁴⁰. Likely a monthly fee or volume-based fee structure is negotiated. The Pro Plan unlocks:
 - **Lower transaction fees:** High-volume clients or enterprises get more favorable rates on trades ²⁷.
 - **Premium Integrations:** This might include bespoke integrations beyond the standard set, or priority integration of a platform upon request. It could also imply access to bank account linking (if not available on the free tier) or support for multiple entities under one account.

- **API Access:** Pro customers can access Castle's API to programmatically interface with the platform ²⁷. This is important for crypto-native firms or fintechs that might embed Castle's functionality into their own workflows.
- **Enhanced Roles and Permissions:** While a small business owner might be a single user, larger companies have finance teams. The Pro tier supports multi-user access with granular permissions and governance controls ²⁷. For example, a CFO could have admin rights, an accountant could have view/reporting access, etc. This feature mirrors what enterprises expect from financial software (similar to how corporate bank accounts allow multiple user roles).

This tiered approach lets Castle cater to *both* the local family-owned business and larger crypto-savvy companies or DAOs that require more control. By not charging base fees on the standard tier, Castle significantly lowers the hurdle for SMBs that might be curious but cost-sensitive. The bet is that once on board, even small firms will generate fee revenue as they accumulate Bitcoin over time (and as Bitcoin's value potentially rises, those 1% fees on higher value trades become meaningful).

Target Segments and Pain Points

Castle's primary target segment is **small and medium-sized businesses across a range of industries**, particularly those who are "**forward-thinking**" or concerned about inflation eroding their savings ⁴¹ ⁴². Current early users include restaurants, gyms, accounting firms, e-commerce shops, SaaS startups, art galleries, real estate firms, and more ³⁰ ⁴³ – a diverse mix, which shows that the need to preserve treasury value spans many sectors.

Key pain points Castle addresses for these businesses:

- **Inflation and Low-Yield Savings:** SMBs often keep cash reserves in bank accounts or low-yield instruments. In recent years, even "high-yield" business savings accounts yielded less than inflation, effectively losing purchasing power ⁴¹. Business owners feel this acutely as costs rise. Castle offers an "*inflation-proof*" alternative by systematically allocating into Bitcoin, which has been the decade's best-performing asset ⁴⁴. The idea is not to bet the farm on BTC, but to gradually build a strategic reserve that could appreciably grow (historically, Bitcoin's CAGR has been very high ⁴⁵). This helps businesses protect **long-term capital** without actively managing investments.
- **Difficulty of Adoption:** Buying and holding Bitcoin as a business is non-trivial without a service like Castle. Pain points include setting up an exchange account under the business, executing trades manually, securely storing the BTC (and worrying about custody or losing keys), accounting for it properly, and convincing internal stakeholders to support the process. Castle solves these by providing a **turnkey, automated solution**. No one at the business needs to be a crypto expert or devote time to managing wallets; Castle's automation is "**invisible**" and does not disrupt operations ¹⁸. By integrating with existing tools, it eliminates the technical integration pain as well. Essentially, Castle abstracts away the complexity (from compliance to custody), making Bitcoin treasury accessible to non-technical, non-crypto-native business people.
- **Time and Operational Efficiency:** For small businesses, every minute of the owner's time is precious. Even if an owner is convinced of Bitcoin's merits, the act of setting aside money each week, logging into an exchange, making a purchase, and recording it is friction. Castle's value proposition is "*set it and forget it.*" Owners save time – "**zero hours spent training staff**" and no need to alter

customer payment flows ⁴⁶ ⁴⁷ . The platform handles everything automatically, so the business can **“focus on your business, let Castle manage the treasury”** ⁴⁸ .

- **Treasury Discipline:** Many small businesses struggle to save regularly; cash that sits idle often gets used or eroded by inflation. Castle imposes a helpful discipline by siphoning a predetermined portion of revenue into an untouchable (unless needed) Bitcoin reserve. It's akin to how some individuals use auto-deposit to savings – Castle does that for companies with Bitcoin. This helps businesses gradually build a stronger financial buffer (a “strategic bitcoin position”) without relying on ad-hoc decisions ⁴⁹ .
- **Financial Differentiation:** For crypto-native startups or DAOs (another segment mentioned), holding crypto in treasury is often part of their DNA. However, even they face challenges with accounting and automated execution. Castle can appeal to **DAOs or Web3 projects** by simplifying BTC accumulation in a compliant way, or to traditional SMBs who want to market themselves as innovative (e.g. *“Our business holds Bitcoin as part of our treasury”* can be a talking point). The **messaging** Castle uses – “financial tools for forward-thinking businesses” – explicitly targets those who want an edge by adopting Bitcoin early ⁵⁰ .

In summary, the ideal Castle customer is an SMB owner or financial manager who recognizes the long-term value of Bitcoin but doesn't want the complexity of managing it. Castle solves their pain by offering a plug-and-play treasury tool that turns **“everyday revenues into a strategic bitcoin position – automatically.”** ⁴⁹

Value Proposition and Competitive Advantages

Castle's approach offers several **competitive advantages** over both traditional finance tools and existing crypto solutions:

- **Seamless Integration vs. Siloed Tools:** Traditional treasury tools for SMBs are usually just bank accounts or basic money market funds – they don't integrate with revenue streams dynamically. On the other hand, typical crypto platforms don't integrate with a company's *operations*. Castle's tight integration into payment processors and bookkeeping software is a major differentiator ¹⁸ ²¹ . It meets businesses where they already are, rather than asking them to move funds to a new platform manually. This “plumbing” into Stripe, PayPal, QuickBooks etc. is hard for a new competitor to replicate quickly and is a moat if Castle continues adding integrations.
- **Automation and Intelligence:** Castle automates not only buying, but also intelligent rebalancing (threshold-based actions, max/min exposures) ⁵ . Competing solutions might offer simple recurring buys, but Castle's ability to, for example, automatically stop buying if Bitcoin hits X% of assets or to sell a bit if cash is needed, provides a *dynamic treasury management* that others lack. This effectively gives an SMB a mini “treasury department” algorithm working on their behalf, a sophistication usually reserved for large corporate finance teams.
- **Focus on Bitcoin (Simplicity & Conviction):** By focusing solely on Bitcoin, Castle positions itself as an *expert* in the most established digital asset. This one-asset focus simplifies compliance and security (no need to support countless tokens) and resonates with Bitcoin maximalist businesses. It also avoids the confusion of offering riskier altcoins; Castle is saying: *we're giving you the best asset for*

long-term savings, period ¹⁶ ¹⁷ . For many businesses, that clarity is welcome. It also means Castle can optimize everything (technical and educational) around Bitcoin, from cold storage to teaching users about BTC's 21-million hard cap (which they emphasize in FAQs) ⁵¹ . In contrast, other crypto treasury platforms juggling multiple coins may spread focus or inadvertently expose users to higher risks.

- **User Experience – “No Training Required”:** Castle’s ease-of-use is a huge advantage. The platform prides itself on requiring zero new skills from staff or changes in customer experience ²⁰ . For example, a coffee shop’s cashier doesn’t need to know anything about Bitcoin; they ring up sales as usual, and in the background a percentage is saved in BTC. Other crypto solutions often require businesses to accept crypto payments or hold private keys – which is a non-starter for many. Castle abstracts all of that away. This superior UX lowers the psychological barrier for conservative businesses to dip their toes in Bitcoin.
- **Cost-Effectiveness:** Castle’s free sign-up and lack of fixed fees mean that a business can try it with virtually no financial commitment ²⁹ ¹² . If they allocate a small amount, the cost is negligible in absolute terms (1% of a small allocation is very little). Competing enterprise platforms often have hefty monthly fees or minimums. By democratizing an “inflation-proof treasury” to even the smallest business, Castle undercuts more expensive alternatives for the SMB segment ⁵² .
- **Thought Leadership and Credibility:** The founding team’s Bitcoin pedigree (veteran Bitcoin investor + Lightning engineer) and the backing of prominent investors lend credibility, which is crucial in the crypto-finance space. SMBs will trust a solution that is “backed by Boost VC and Winklevoss Capital” ¹ and led by people who have long been in the Bitcoin world. This credibility can be a selling point against lesser-known competitors, especially when dealing with someone’s treasury funds.

In essence, Castle’s value proposition is **turnkey Bitcoin treasury management** – a unique blend of automation, integration, and Bitcoin-focused financial strategy that traditional tools (which leave cash rotting in inflation) and generic crypto platforms (which don’t fit into business workflows) cannot easily match.

Go-to-Market Strategy and Channels

Castle’s go-to-market (GTM) strategy appears to leverage both the Bitcoin/crypto community and traditional business channels:

- **Bitcoin and Crypto Communities:** Early traction likely comes from **Bitcoin-friendly business owners** and influencers. Co-founder Stephen Cole, as a longtime Bitcoin angel investor, is well-connected in the community. Castle has been promoted on Bitcoin-focused media (e.g., **Bitcoin Magazine, podcasts, YouTube shows**). For example, Stephen Cole appeared on podcasts like Stephan Livera’s show to discuss “*Automating Bitcoin for Small Businesses*”, targeting an audience that already believes in Bitcoin’s value. By showcasing Castle on crypto podcasts and at Bitcoin conferences or meetups, they tap into an enthusiastic base of evangelists. These users become case studies that Castle can publicize (the site already quotes a restaurant owner: “*Castle has been a game-changer for our restaurant*” ⁵³). This word-of-mouth in the Bitcoin circle is powerful, as Bitcoiners who run businesses will trust a solution built by fellow Bitcoiners.

- **Tech and Startup Circles:** Given the Miami HQ and involvement of tech VCs, Castle might also target startups and SMBs via startup hubs, newsletters, and VC referrals. For instance, **Refresh Miami** covered their funding news, highlighting them in Florida's tech scene ⁵⁴. Boost VC's network of tech founders could bring introductions to companies that need a treasury solution. Castle's messaging about being "*for Main Street, not just Wall Street*" ⁵⁵ indicates outreach beyond the crypto niche, appealing to everyday business owners.
- **Content Marketing and Education:** Castle likely employs educational content to attract businesses curious about Bitcoin. The team's communications emphasize *why* Bitcoin for treasury (limited supply, best performing asset, etc.) ⁵⁶. By running webinars, blogging about inflation's impact on SMBs, or publishing guides like "Bitcoin Treasury 101 for Businesses," they can capture leads who search for ways to hedge cash. They might also highlight success stories (e.g., how that restaurant in SF Bay benefitted). This content positions Castle as a thought leader in "Bitcoin for business savings," a relatively new concept.
- **Partnerships:** Integrations themselves can act as channels. For example, if Castle were to get listed on the **QuickBooks App Store** or in a Stripe ecosystem marketplace, it could gain visibility to thousands of businesses looking for add-ons. Similarly, aligning with CPA firms or bookkeeping services (who advise SMBs) could be effective – accountants could recommend Castle to clients as a way to bolster balance sheets. The **investor network** may assist here; for instance, one investor (Park Rangers Capital) shared the news on social media channels ⁵⁷, and others like Winklevoss Capital give access to a broader fintech network.
- **Messaging:** Castle's marketing messaging centers on "**saving**" and "**strengthening**" your business with Bitcoin ⁴⁹. This is intentional – it frames Bitcoin not as speculation, but as prudent savings technology (calling it "the world's most powerful savings technology"). The tagline "*Transform everyday revenues into a strategic bitcoin position*" ⁴⁹ succinctly conveys that passive conversion of a trickle of revenue can build a significant asset over time. The tone is optimistic and mission-driven, tapping into the ethos of fixing the money for hardworking business owners ⁵⁸. This approach helps in winning the narrative: it's not a risky bet, it's a smart upgrade of your treasury for the 21st century.
- **Social Proof and FOMO:** As more businesses join and Bitcoin treasuries become a trend, Castle can leverage social proof. Public statements by investors (like the Winklevoss twins' endorsement of Bitcoin as a store of value and Castle's role in that ³⁶) provide credibility. The CEO has stated "*we believe all businesses will begin upgrading to bitcoin over the next 10 years*", and early adopters benefit most ⁵⁵. This creates a gentle urgency – *get on board or get left behind*. If Castle can highlight that competitors in a given industry are using it (e.g. "Your rival café down the street saved 2 BTC this year with Castle"), that could be persuasive.
- **Direct Sales for Pro Tier:** For the Pro/enterprise tier, Castle will likely have a more hands-on sales approach. This could involve reaching out to crypto-rich companies, larger SMB chains, or even municipalities or non-profits that might want to hold Bitcoin. Since Pro offers custom integration and governance, a sales team or the founders themselves might engage in consultative selling, offering pilot programs to big clients. Their **press release media contact** via 21M Communications ⁵⁹ suggests they are actively getting media coverage, which also feeds the sales funnel.

In summary, Castle's GTM combines evangelizing Bitcoin's benefits with making it drop-dead simple to adopt. By using content and partnerships to educate and ease trust concerns, and by leveraging their network to find early adopters, Castle is carving a niche at the intersection of fintech and crypto for the underserved SMB market.

Competitive Landscape

Bitcoin treasury management for businesses is a nascent space, and Castle faces comparisons with both older corporate treasury solutions and newer crypto-focused platforms. Below we compare Castle with notable players:

SMB-Focused Crypto Finance Tools (Bitwave, Gilded, Zaprite, etc.)

A few startups have emerged to help businesses with crypto finances, though their approaches differ:

- **Bitwave:** Bitwave is an enterprise crypto accounting and **treasury platform** that offers a comprehensive suite for digital assets – crypto subledger, tax tracking, DeFi integration, etc. It is **multi-asset** and geared toward mid-to-large companies or crypto-native firms. Bitwave's focus is on accounting **automation** and ERP integration: it can sync transactions to general ledgers (e.g., NetSuite, SAP) and handle complex scenarios like DeFi yield or NFTs ⁶⁰. Compared to Castle, Bitwave is heavier-weight: it's essentially the *"QuickBooks of crypto"* in that it tracks dozens of tokens across many blockchains and helps with reporting, but it does *not* specialize in automatically converting fiat revenue to crypto. For instance, Bitwave might help a crypto-rich company reconcile their wallets and report gains, whereas Castle actually *creates* a Bitcoin position from fiat flows. Bitwave is also a pricier, enterprise product – often requiring a subscription and setup by accounting professionals. For an average small business, Bitwave's breadth (covering 80+ crypto assets, DeFi modules, etc.) is overkill ⁶¹. Castle's edge here is **simplicity and focus**: an SMB that just wants "Bitcoin savings" would find Castle plug-and-play, whereas Bitwave might feel like implementing a new accounting software. However, for a larger company that already *has* crypto on the books (say a crypto exchange or miner), Bitwave's detailed tracking would be indispensable. Interestingly, **Bitwave acquired Gilded** (a smaller competitor) in 2023, consolidating that market ⁶² ⁶³.
- **Gilded:** Prior to being acquired, Gilded targeted mid-market companies with tools for **crypto invoicing, payment collection, and accounting**. It allowed businesses to send invoices in crypto, pay team members in crypto, and integrate those transactions with QuickBooks ⁶⁴ ⁶⁵. Gilded's philosophy was **non-custodial** – it helped companies use their own wallets and just provided software on top. It supported **30+ tokens** and multiple blockchains, reflecting a broad crypto approach. This is a sharp contrast to Castle's custodial, Bitcoin-only model. For a business wanting to handle Ethereum or stablecoins in operations, Gilded (now Bitwave) is the solution – for example, a Web3 startup paying vendors in USDC could use Gilded to record those payments. But those businesses are often already in the crypto realm. Castle, by focusing on Bitcoin and handling custody, is going after the mainstream businesses that *aren't* already crypto-savvy. Another difference is in the end-use: Gilded and Bitwave help manage *crypto one already has or receives*, whereas Castle helps create a Bitcoin reserve from fiat revenue. They solve adjacent problems (accounting vs. allocation). A company could even use Castle to accumulate BTC and then Bitwave/Gilded to account for it on their books – in fact, Castle's QuickBooks integration covers a slice of what Gilded offers, but without the complexity of multi-asset support. In terms of competition, Castle is

likely to win over a **retail SMB** (like a local business) who would never engage with the likes of Bitwave, while Bitwave/Gilded win **larger or crypto-native enterprises**. The acquisition of Gilded by Bitwave signals the enterprise focus – leaving the true SMB crypto-saving niche relatively open for Castle.

- **Zaprite:** Zaprite is an invoicing and payments platform that helps businesses bill clients and accept payment in Bitcoin (or fiat via integrated processors) ⁶⁶. It aims to “*help businesses migrate to a Bitcoin standard*” by making it easy to get paid in BTC ²⁵. Zaprite and Castle are somewhat complementary: Zaprite deals with the *accounts receivable* side (bringing revenue in as Bitcoin or converting it at payment time), whereas Castle deals with *treasury allocation* after revenue is earned. In fact, Zaprite is listed as one of Castle’s supported integrations ²⁴. A business could use Zaprite to invoice clients (some pay in BTC, some via credit card). If they receive fiat from a Zaprite invoice (via credit card/Stripe), Castle could convert a portion to BTC; if they receive BTC directly, Castle could simply track it or the business might hold it separately. Zaprite’s focus is limited to invoicing and is non-custodial (payments go directly to your wallet or bank). Castle’s competitive edge is that it handles ongoing, automated buying without needing each invoice or transaction to be individually handled by the owner. For a company that *only* wants to accumulate Bitcoin without changing how customers pay them, Castle is the easier sell (no need to convince your clients to pay in BTC, which Zaprite is trying to do). Conversely, for businesses wanting to actively push Bitcoin payments, Zaprite is a tool for that job and not really a treasury manager. In competitive terms, Zaprite is more of a partner integration than a competitor to Castle, since it addresses a different stage of the financial cycle.

- **Other SMB Crypto Tools:** There are a few other solutions in the periphery (for instance, **Strike for businesses** allows conversion of a portion of paycheck to Bitcoin, but that’s more for payroll; **Cash App for Business** maybe for sole proprietors). There’s also a growing number of **Bitcoin banking services** (like Swan Business, which offers manual Bitcoin purchases and custody for businesses). Swan, for example, provides a service for companies to buy Bitcoin periodically and hold it with Swan’s custody, and even offers employee benefit plans in Bitcoin. However, Swan lacks the **automation via revenue integration** that Castle has – Swan would require the business to decide an amount and wire money on a schedule, more akin to a traditional investment process. Castle’s automatic siphoning from revenue is fairly unique.

In summary, Castle’s distinction among SMB crypto tools is its *automation and integration for Bitcoin accumulation*. Bitwave/Gilded excel in **crypto accounting and multi-asset handling** (serving CFOs and CPAs), while Castle excels in **effortless Bitcoin saving** (serving business owners directly). Zaprite focuses on **Bitcoin income streams**, while Castle focuses on **Bitcoin treasury growth**. For an SMB that simply wants to set up a Bitcoin piggy bank fed by their sales, Castle stands virtually alone in that specific offering as of 2025.

Enterprise and Institutional Solutions (Fireblocks, Casa, etc.)

At the higher end of the market, there are enterprise-grade crypto treasury and custody platforms like **Fireblocks, Coinbase Institutional, Anchorage, and Casa Enterprise**. These cater to corporations, banks, and funds with significant digital asset holdings. Comparing Castle to them:

- **Fireblocks:** Fireblocks is a leading digital asset custody and infrastructure platform used by institutions for secure storage and movement of crypto. It offers a “*command center*” for digital asset operations, including connectivity to exchanges, DeFi, staking, etc., along with heavy security (MPC wallets, policy controls, compliance integrations) ⁶⁷ ⁶⁸. In essence, Fireblocks is the **Swiss Army knife** for any large organization dealing with crypto treasury. However, it’s overkill for a typical small business – Fireblocks assumes you *already have* crypto and perhaps a team handling it. It doesn’t automate converting revenue to crypto; it provides the tools to safely store and use crypto once you’ve acquired it. Also, Fireblocks is **very expensive** (reports of six-figure annual contracts for enterprise clients) and typically out of reach for SMBs. Castle’s advantage here is that it offers a slice of what Fireblocks does (treasury management) in a **simple, affordable package** for everyday businesses. Castle is to Fireblocks what a local credit union is to an investment bank – different scales and target users. That said, if a business someday accumulates a large Bitcoin position and needs advanced custody with custom security policies, they might “graduate” to something like Fireblocks. Fireblocks also supports **50+ blockchains and tokens** and complex workflows (DeFi yields, etc.) ⁶⁹, whereas Castle sticks to one asset. So, for a Fortune 500 treasury diving into crypto, Fireblocks (or Anchorage) is the likely choice; for a local business or startup doing a Bitcoin strategy, Castle is far more accessible.
- **Casa Enterprise:** Casa is known for personal key management (multi-signature wallets for individuals), and in 2023 it introduced **Casa Enterprise** to help companies hold Bitcoin in self-custody with multisig. Casa Enterprise essentially provides a secure wallet with multiple approvers, so a business can control its Bitcoin directly rather than trust a custodian. This appeals to Bitcoin-heavy firms that prioritize **self-custody and security governance**. Compared to Castle, Casa Enterprise is solving a different problem – *custody vs. accumulation*. One could envision a scenario where a business uses Castle to acquire BTC and then withdraws it to a Casa Enterprise multisig for long-term holding. Castle is custodial and handles acquisition; Casa doesn’t help you buy BTC or decide when – it just helps you hold it safely. So Casa might be a *complement* for security-conscious users of Castle (though moving coins out would break the seamless integration for ongoing automation). In competitive terms, a business that is uncomfortable with Castle’s custody (perhaps a larger family office) might skip Castle and just buy Bitcoin via an exchange then use Casa for custody. But then they lose the automation and integration benefits. Thus, Castle’s true competitor is not Casa but the combination of *do-it-yourself buying + custody*. Castle’s pitch would be: let us do it for you, you don’t have to manage keys or execute trades, and you’ll still maintain security and access when needed (Castle would argue their custody is institutionally managed and secure enough, akin to an NYDIG or Gemini custody, so you can trust it for convenience).
- **Coinbase Institutional / Prime:** Coinbase offers services for businesses and institutions to hold and trade crypto, including Bitcoin. A company could simply use Coinbase Prime to manually convert some cash to BTC and hold it there. Coinbase even has some treasury-oriented marketing (for example, MicroStrategy used Coinbase to buy its billions in BTC). However, Coinbase’s tools are **manual or semi-manual** – an SMB would have to decide how much and when to buy, log in and

execute trades, etc. There's no automation tied to their revenue, and no integration with their POS or accounting. Coinbase would also charge trading fees or spreads, which might be comparable or higher than Castle's 1%. So while Coinbase (or Kraken, etc.) is a "competitor" in the sense that it's an alternative way to buy/hold Bitcoin, it is not a turnkey solution. In fact, Castle could be seen as building on top of such exchanges to add automation and integration. For an SMB evaluating options, **Coinbase Prime gives control but requires effort**, whereas Castle sacrifices a bit of control (custody with Castle, fixed automation rules) in exchange for *effortless execution*. The value of Castle is bundling custody + automation + integration in one; using Coinbase, an SMB would have to create that bundle themselves (and most won't).

- **Traditional Treasury Management Systems:** In the fiat world, SMBs don't really use sophisticated treasury software (those are for large enterprises). They might use their bank's sweep accounts or basic cash management. None of those traditional tools offer anything like Bitcoin integration. So, Castle is somewhat in a category of its own for offering an *alternative treasury strategy* (Bitcoin savings) with the convenience of a SaaS tool. Its competition from the traditional side is inertia – businesses doing nothing and just leaving cash in the bank. In that sense, Castle "competes" with banks' low-interest accounts. Castle's advantage is obviously the much higher (albeit volatile) potential return of Bitcoin. But it must overcome conservative mindsets and the perceived risk of crypto.

Differentiators Summary: Castle differentiates by operating at the intersection of **automation, integration, and Bitcoin expertise**. Against Bitwave/Gilded, it's more automated and focused (they are more about tracking & multi-asset). Against Fireblocks/enterprise solutions, Castle is more accessible and specialized for SMB needs (they are heavy-duty and broad in asset scope). Against doing it yourself or using generic exchanges, Castle provides a level of integration and hands-off operation that those methods lack.

Competitors in the crypto treasury space might offer one or two of these elements (e.g. custody security, or accounting integration), but Castle's strength is combining them in a package tailored for smaller businesses. By carving out this niche, Castle currently faces few direct apples-to-apples competitors in the SMB *Bitcoin treasury automation* category – it's a first-mover in bringing "business DCA" to mainstream companies.

Team and Company Background

Founders and Leadership

Castle is led by a small but highly experienced team of Bitcoin veterans:

- **Stephen Cole (Co-Founder & CEO):** Stephen is a prominent figure in the Bitcoin community, known initially as an angel investor in over 50–70 Bitcoin startups. He has a background in software engineering and product management in Silicon Valley, and later focused on investing and advocacy in the Bitcoin space ⁷⁰ ⁷¹. Notably, Stephen was an early investor in companies like Casa and Swan, and he has been a vocal Bitcoin proponent since around 2013. Castle is the result of his conviction that Bitcoin can solve real business problems. His journey from investor to founder is driven by the mission to help everyday businesses benefit from Bitcoin's sound money principles ⁵⁸. On social media (X/Twitter), he often emphasizes defending against inflation and has even humorously described himself as a "revisionist historian" with a passion for Austrian economics ⁷².

Within Castle, Stephen handles vision, strategy, and probably a lot of the business development given his network. His quote in the press release encapsulates the mission: *SMBs deserve better savings tools in an inflationary environment, and Bitcoin is the answer* ⁵⁶ .

- **João Almeida (Co-Founder & CTO):** João is a seasoned Bitcoin engineer, best known as the co-founder and former CTO of **OpenNode**, one of the first Bitcoin Lightning Network payment processors ⁷³ . At OpenNode, João helped build infrastructure to allow merchants to accept Bitcoin (including Lightning) easily, giving him deep expertise in Bitcoin transactions, scalability, and fintech integrations. He has been at the forefront of Lightning development and has a strong reputation as a builder in the Bitcoin space. João is originally from Portugal, with a Master's in Informatics, and moved to the U.S. to pursue tech ventures ⁷⁴ ⁷⁵ . His experience at OpenNode – bridging Bitcoin with real-world businesses – is directly applicable to Castle's challenges. In fact, one could see Castle as tackling the *other side* of Bitcoin adoption for businesses (treasury savings, rather than payments). João's technical leadership ensures Castle's platform is robust and secure. His quote in the funding announcement highlights making Castle "*invisible*" and integrating with existing tools, reflecting his product mindset of reducing friction ¹⁸ . The fact that Boost VC called the founders "*veteran bitcoiners and tech leaders*" with strong execution ability ²⁸ speaks to João's reputation as well.

Beyond the two co-founders, **Castle's team** is small (a classic early-stage startup team). The website hints at a "small team, big mission" ethos ⁷⁶ . While individual team members (besides Stephen and João) aren't publicized, Castle likely has a handful of engineers (potentially Bitcoin developers drawn to the mission), and perhaps 1-2 operations or support staff. Given that the product was in pre-seed stage in 2025, the headcount is probably under 10. The lean team allows agility and low burn, which is important in a startup bringing a novel product to market.

Funding History and Investors

Castle raised a **\$1 million pre-seed round** in mid-2025 to kickstart the platform ¹ . The funding was oversubscribed, reflecting strong investor belief in the concept. The round was led by **Boost VC**, a well-known accelerator/VC founded by Adam Draper, which focuses on sci-fi tech and has been investing in Bitcoin startups for many years. **Winklevoss Capital** (the family office of Cameron and Tyler Winklevoss, of Facebook and Gemini fame) also joined as a prominent investor ¹ . Their participation not only provided capital but also validation from high-profile Bitcoin advocates – the Winklevoss twins publicly commented on Castle's potential to safeguard business wealth with Bitcoin ⁷⁷ ⁴² .

Other participants included **Park Rangers Capital** and **Epoch VC**, as well as select angel investors ⁷⁸ . Park Rangers is a VC firm (the Instagram snippet suggests they were proud of the news) and Epoch VC is likely an early-stage fund, possibly with fintech focus. Additionally, given Stephen's network, some angels could be notable Bitcoiners or entrepreneurs (though not named, possibly folks from the investor's personal network or industry executives).

The funding announcement in June 2025 outlined that the funds would be used to **develop the platform and scale onboarding of SMBs nationwide** ⁷⁹ . This implies investment in engineering (building more integrations, refining the product) and marketing/sales efforts to acquire customers. The raise being just \$1M suggests a very early stage – essentially enough to prove product-market fit and get some traction before a larger seed or Series A. It was also mentioned as "*oversubscribed*", indicating investor demand exceeded the initial target – a positive sign.

Investors have been vocal in support: - Boost VC's Brayton Williams praised the mission and the founders' rare combination of mission-driven vision and ability to execute. - The Winklevosses gave a statement equating Castle's role to a fortress (*"lives up to its name by helping businesses safeguard their balance sheet"*), which not only is good PR for Castle but could hint at future partnership opportunities (e.g., perhaps integration with Gemini exchange or custody down the line, given the relationship).

Castle's valuation wasn't disclosed, but pre-seed rounds of \$1M in 2025 might put the company's valuation in the ~\$5-8M range (speculative). The presence of well-known crypto VCs could also attract media attention, which Castle indeed got via **PrNewswire**, **Nasdaq.com**, **Yahoo Finance**, **Bitcoin Magazine**, and local tech media ¹ ⁸⁰. This media coverage effectively doubled as marketing.

Looking ahead, one could expect Castle to raise a larger Seed round if it gains, say, a few hundred business customers and demonstrates that they are accumulating meaningful AUM (assets under management in BTC) and generating revenue from the 1% fees. The narrative of *"Bitcoin for SMBs"* is compelling and could draw more investment, especially if Bitcoin's market grows or if inflation remains a concern making the value prop even sharper.

Vision and Public Outlook

Castle's vision is rooted in the belief that **"fixing the money" can help businesses thrive** ⁵⁸. The founders see Bitcoin as not just a speculative asset, but as a *strategic reserve* that every business should have to protect their hard-earned capital. Publicly, they've articulated a future where adopting a Bitcoin treasury becomes standard practice for companies, much like adopting the internet or cloud was – those who move early will have an advantage. *"We believe all businesses will begin upgrading to bitcoin over the next 10 years, and those earliest to do so stand to benefit the most,"* CEO Stephen Cole stated ⁵⁵. This long-term outlook drives Castle's development of an easy on-ramp.

In blogs or podcasts, Stephen has also cautioned against diversifying into volatile altcoins for treasury (calling Ethereum treasuries a "trap", according to one interview title), reinforcing that their vision is Bitcoin-centric and about **prudence** not speculation. They aim to be the **trusted partner** for businesses entering the Bitcoin world. Castle's website wording ("grateful to help build that future") shows a mission-driven culture rather than just a profit motive ⁸¹.

Additionally, the **branding** – the name "Castle" – evokes security and safeguarding of wealth. This aligns with the vision of being the fortress for a business's balance sheet. Public statements from investors echo this imagery (the Winklevoss quote playing on the name Castle and safeguarding assets).

Castle has also positioned itself as a solution for **Main Street, not just Wall Street** ⁵⁵. This inclusive vision means they are not just targeting tech startups or crypto companies, but any regular business – from a coffee shop to a manufacturing firm – that wants a better way to save. It's an ambitious widening of the Bitcoin tent. In the **What is Money Show** and other interviews, Stephen likely expands on how excessive money printing and low interest rates hurt SMEs, and how Bitcoin can level the playing field. By tapping into that narrative, Castle's vision aligns with a broader movement of Bitcoin as a tool for financial empowerment for all, not just a new toy for financiers.

In terms of roadmap, Castle will probably expand features in line with their vision: more integrations (perhaps banks or payroll systems next), more automation options, and eventually global reach (after the

US, they might target markets with high inflation or demand for Bitcoin savings). They explicitly note plans to add more integrations over time and invite users to request their favorites ⁸², showing a vision to be comprehensive in connecting to business workflows.

Publicly, the company maintains a presence on social media (their X account @savewithcastle, which announced the funding and shares updates). The **tone** is optimistic and educational. For instance, Castle might share stats about Bitcoin's 10-year CAGR (which was around 80% annually ⁴⁵) to underline the opportunity cost of not holding some BTC. They also emphasize no-brainer aspects like "zero hours training staff" and "invisible to customers" to address any concern a business owner might have about disruption ⁴⁶ ²⁰.

In conclusion, Castle is a young company with a **clear mission**: enable SMBs to easily build Bitcoin reserves as protection and growth for the future. The founders' backgrounds give them credibility to execute, and their early traction with investors suggests confidence in that mission. Castle's product is carving out a unique space in the market, and if their vision holds true, we could see many businesses treating Bitcoin as a treasury staple by the late 2020s – with Castle providing the software to do so effortlessly.

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