

POV Paper Concept: Unlocking Everyday Payments on Cash App

Overview

- Block has just made its most significant move towards achieving Satoshi's vision by enabling Bitcoin for 2 million merchants. Seventeen years ago, Satoshi released the bitcoin whitepaper, a nine page document that introduced "a peer-to-peer electronic cash system". The goal wasn't just to create "digital gold", and it certainly wasn't to create a speculative asset. Instead, it was to build a new kind of money - open, borderless and free from gatekeepers¹.
- Fast-forward to today, most US consumers still view bitcoin as an investment vs a new payment tool. However, there are signs of change. 20% now view it as a new form of money and an equal number would even be comfortable using it for everyday transactions².
- The framing of just an 'investment' is partly because the infrastructure for bitcoin as money hasn't existed in the US. While there are places to spend your bitcoin, they are not as readily available or known compared to the universal acceptance of cash or card.
- Block is changing that. Cash App is unlocking bitcoin for everyday life, becoming the first major consumer platform to make spending bitcoin as simple as swiping a card, allowing more than 58M monthly actives to *pay in bitcoin without needing to spend their stack, or even own bitcoin*³. Eligible Square merchants can already accept bitcoin payments, and we're now making it easier for Cash App customers to make payments too⁴. As consumers increasingly engage with the emerging world of bitcoin, we are helping customers learn by doing - to experience both bitcoin the network *and* bitcoin the asset.
- With *Bitcoin Map* and *Bitcoin Payments with USD*, Cash App customers can spend locally and send globally from a single balance, nearly instantly and at low cost, unlocking access to the wider network of vendors who accept bitcoin payments.
- Seventeen years later, we're supporting Satoshi's vision and helping bitcoin come full circle, from the original whitepaper to a burgeoning network of everyday payments and everyday money - open, decentralized, usable anywhere.

There's a better way to pay – but today, it's complicated

- Sending money today can be slow and expensive, especially across borders. Traditional financial infrastructure locks people into legacy gatekeepers, creating barriers that prevent millions from accessing fast, low-cost payments. International payments are slow, and costly⁶.
- Meanwhile, bitcoin payments over the Lightning Network offer an advanced, open payment network: low fees, near instant settlement, and control over how and where you send your money, almost anywhere around the world⁷.

- While around 14% of Americans have purchased bitcoin, even fewer have used bitcoin to make a purchase, or have used bitcoin for everyday transactions⁸.
- But 1 in 5 Americans consider bitcoin a new form of money, and the same number say they *would* be comfortable using bitcoin for their everyday financial needs. About 20% also say they're interested in sending money internationally with stablecoins⁹.
- So why aren't more people paying with bitcoin? Many just want to save their bitcoin for the long term. About 34% say the complexity of use is a concern, and 40% are concerned about the security of their funds. A quarter aren't sure which merchants accept bitcoin¹⁰.

Making bitcoin everyday money, without spending your stack

- Cash App is unlocking bitcoin for everyday life, **making it easy to save bitcoin or pay with bitcoin - without needing to spend your bitcoin or even own bitcoin**. Starting this month, eligible customers will be able to turn USD in their Cash balance into bitcoin payments with just a tap, anywhere bitcoin is accepted.
- Cash App makes near instant, low-cost, borderless bitcoin payments available to everyone, **even if they don't hold BTC**. Those with no bitcoin holdings can access bitcoin's network simply and securely, removing the biggest barrier to adoption, while letting bitcoin holders save their stack. As consumers increasingly engage with the emerging world of bitcoin, we are helping customers learn by doing - to experience both bitcoin the network *and* bitcoin the asset.

So how does it work, exactly?

- After scanning a Lightning QR code, customers can choose to use their BTC or USD from their Cash balance to complete the bitcoin payment. Customers can spend dollars, merchants can still receive bitcoin.
- This allows users to pay in bitcoin while keeping their investment intact, and removes the complexity of needing to buy bitcoin first to experience the benefits of the Lightning Network.

The breakthrough: Enabling buyers *and* sellers, unlocking thousands of merchants¹¹

- But what good is being able to pay with bitcoin if there's nowhere to spend it? With Square now enabling bitcoin payments for eligible sellers, **Cash App and Square are providing seamless access to the Lightning Network for both sides of the counter**¹². Bitcoin Payments with USD will work at any business where bitcoin is accepted.
- **Introducing the Bitcoin Map:** Discover Square businesses and other local merchants in your neighborhood who accept bitcoin, and then pay nearly instantly in bitcoin via the Lightning Network.

We make it easy

- Whether it's tipping a friend, buying a meal, or sending money across borders, **bitcoin on Cash App moves freely as you do**.

- **Simplicity:** Sending is as simple as scanning a QR code, or pasting a wallet address into the search bar, then choosing the source of funds (your bitcoin or your dollars)
- **Auto-invest without the fees:** Cash App is now eliminating fees and spreads for regularly scheduled buys through Auto Invest, making Cash App one of the most affordable places for customers to buy bitcoin.

Trust that scales

- Cash App leads with transparency, including bitcoin backed by **1:1 reserves, full visibility, and instant access.**
 - Cash App's bitcoin offering is simple and strategic: no memecoins, no IOUs, no lockups — just your bitcoin, always ready to move.
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The takeaway

Bitcoin doesn't become the future of money by being held — it becomes the future of money by being *used*.

Cash App gives people a way to do both: Save value for the long term, while spending it instantly, anywhere around the globe. All while keeping control of your money, with transparency and simplicity.

By making bitcoin accessible and practical, Cash App and Square are helping move bitcoin from investment to everyday life: the next chapter of financial freedom, powered by everyday spend.

References

1. Bitcoin whitepaper: <https://bitcoin.org/bitcoin.pdf>
2. Source: AI Experience and Financial Management Survey, October 2025 (US Gen Pop, Age 13–64; total unweighted n=1,245). Survey design fielded via Rep Data panel on Qualtrics; quotas and weights applied to ensure representativeness. US Census Weighting: gender, age, region, ethnicity/race, household income.
3. Source: Block internal data, counting Monthly Active Users
4. Square accepting bitcoin ([link](#))
5. Demand for stablecoins is on the rise, especially internationally ([Brookings, Oct 2025](#))
6. International payments are slower and more costly ([JPM, Apr 2025](#))
7. Low fees on Lightning ([Lightning Labs](#))
8. 14% have purchased crypto ([Gallup, July 2025](#)); even fewer have purchased (same as 2 above, AI Experience and Financial Management Survey, October 2025)
9. (same as 2 above, AI Experience and Financial Management Survey, October 2025)
10. (same as 2 above, AI Experience and Financial Management Survey, October 2025)
11. Currently, thousands of merchants accept BTC payment ([Crypto link](#)), and potentially adding the millions of Square merchants ([link](#))
12. Square accepting BTC payments ([link](#))

