CASE STUDY:

COINCARDS: PIONEERING BTCPAY SERVER INTEGRATION AND PUSHING BITCOIN ADOPTION

Introduction

Established in 2014 in Vancouver, British Columbia, Coincards had one main goal: to make it easier for people to use Bitcoin in their everyday lives. The Woocommerce-powered platform makes it simple for users to buy gift cards from over 1,000 popular retailers using Bitcoin. It's not just about offering another way to spend Bitcoin; it's about giving it real-world utility. By doing this, they made it simpler for everyday users to tap into the world of Bitcoin.

Evolution and Expansion:

Starting off in Canada was just the beginning for Coincards. They broke into the U.S. market in 2015 and from there, by 2023, they had expanded into the UK. And they're not stopping there. They've got their sights set on even more global expansion in the coming years, specifically targeting 2023-2024 for their next big moves.

Needs and Goals:

At its core, Coincards is all about getting more people to use Bitcoin in their everyday lives. In their early stages, Coincards grappled with the limitations of traditional payment processors. These systems either wasted excessive control over funds or imposed exorbitant fees, both of which were antithetical to Bitcoin's ethos. The reliance on these traditional processors had complicated and buggy address reuse issues, causing a lot of headaches and wasted time. It's not the end-user that's a bigger way—one that would give them more control over their Bitcoin and cut down on operational costs.

"THEY MADE IT SIMPLER FOR EVERYDAY USERS TO TAP INTO THE WORLD OF BITCOIN."

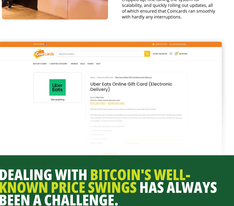
Choice of BTCPay Server

Coincards was already on the lookout for a better payment solution when they stumbled upon Nicolas Dorier's BTCPay Server, which passionately declared, "This is lies, my trust in you is broken, I will make you obsolete." That statement struck a chord, capturing what Coincards wanted in a payment system: a tool that prioritized the user's control over their funds and didn't just nod along. They jumped right into the Slack discussions with Nicolas, becoming one of the early adopters and vocal supporters of this game-changing platform.

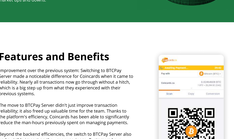
FULL CONTROL OVER THEIR BITCOIN, WITH NO FEES ATTACHED.

The Process

As Coincards transitioned from Mysellpin gear to BTCPay Server, they faced a few hurdles. The biggest was **ensuring business was smooth.** Mysellpin gear had been plagued with its complicated and buggy address reuse system. Coincards didn't want to carry this over to the BTCPay Server. Bandwagon, they were hands-on from the get-go, suggesting features and improvements to make the platform even better for merchants like themselves.



Notably, Coincards was the **first to fully integrate BTCPay Server into their ecosystem.** They started processing transactions they funneled through BTCPay in the initial month could have easily overwhelmed previous systems. But BTCPay Server and its dedicated team, spearheaded by Nicolas, stepped up to the plate. The team was fully committed to resolving any new issues that cropped up, fine-tuning the system for scalability, and quickly rolling out updates, all of which ensured that Coincards ran smoothly with hardly any interruptions.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