Casa

The Case for Self-Custody

Easier and more important than you might think!



The Agenda

- Why is Self-Custody of Money Important?
- Bitcoin and Self-Custody Ethos
- Bitcoin Custody Historical Events
- Custodial vs Self-Custody
- Single-Sig vs Multisig
- Casa Multisig vs DIY Multisig
- Managing Your Private Data
- Q&A







Why Is Self-Custody of Money Important?

Money...

• is needed for trade - "coincidence of wants" is inefficient

- has 5 properties:
 - Divisibility
 - Portable
 - Durable
 - Recognizable
 - Scarce





Why Is Self-Custody of Money Important?

Money...

• can be confiscated, corrupted

(Ex: Order 6102, Cyprus Bail-In)

 has a history of central banking and inflation, which have been negative externalities

 existed as a bearer asset for most of history (glass beads, jewelry, gold, etc)





Bitcoin and Self-Custody Ethos

- Digital large amounts can be self-custodied
- Designed to solve issues of central banking
- Uses public/private key encryption
- 21M Total, 99% circulating by 2035
- Proof of Keys day

Chancellor on brink of second bailout for banks

Billions may be needed as lending squeeze tightens

Francis Ethot: Deputy Forecal Editor Garp Oursean Economies Editor

Alistair Darking has been forced to consider a second bullout for banks as the lending drought worsens.

The Chancellor will decide within costs whether to pump bellions more into the excessive in evidence mounts that the £375-liter part-nationalization last your has faded in keep credit funding Options include each injections, offering banks changer state parameters to raise money privately or baying up "hosts assets". The Times has brains

The Bank of England revealed rector-

day that, despite interne prepares, the hunks cortical lending in the fixed quarter of last year and plus over lighter restrictions in the coming months. He findings will plants the Treasury.

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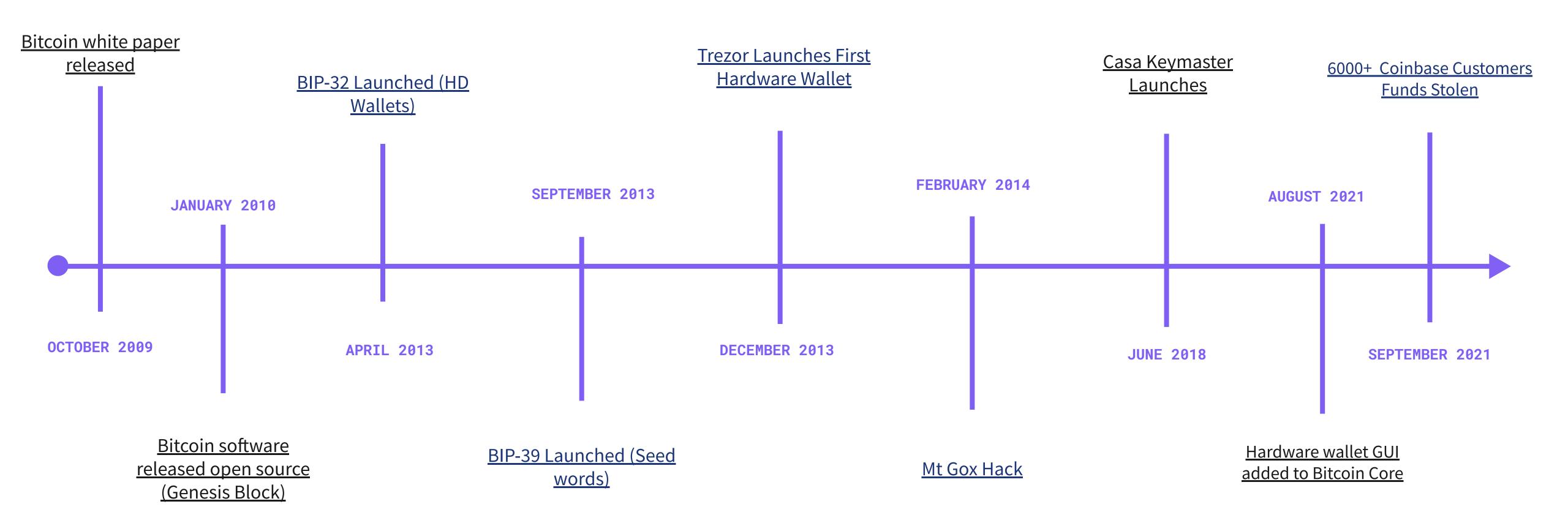


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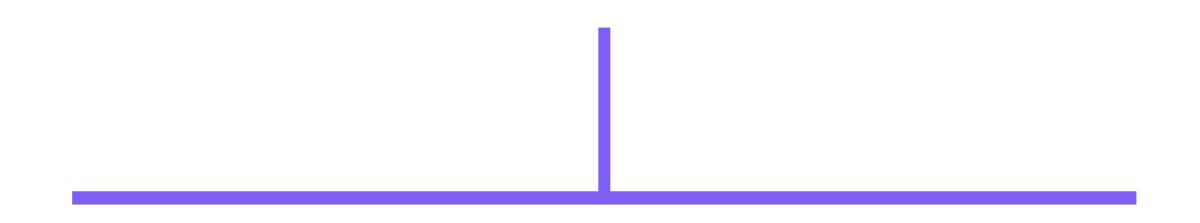


Bitcoin Custody - Historical Events





Custodial vs Self-Custody



CUSTODIAL

BitGo.

coinbase

BlockFi

GEMINI

SELF-CUSTODY

Casa

TREZOR

... Ledger

COLDCARD



Custodians don't scale in Bitcoin

BUSINESS NEWS

Coinbase slammed for what users say is terrible customer service after hackers drain their accounts

PUBLISHED TUE, AUG 24 2021-9:00 AM EDT | UPDATED TUE, AUG 24 2021-9:10 AM EDT

KEY POINTS

- CNBC interviewed Coinbase users across the country and found thousands of customer complaints against the company.
- The interviews and complaints revealed a pattern of account takeovers, where users see money suddenly vanish from their account, followed by poor customer service from the company.

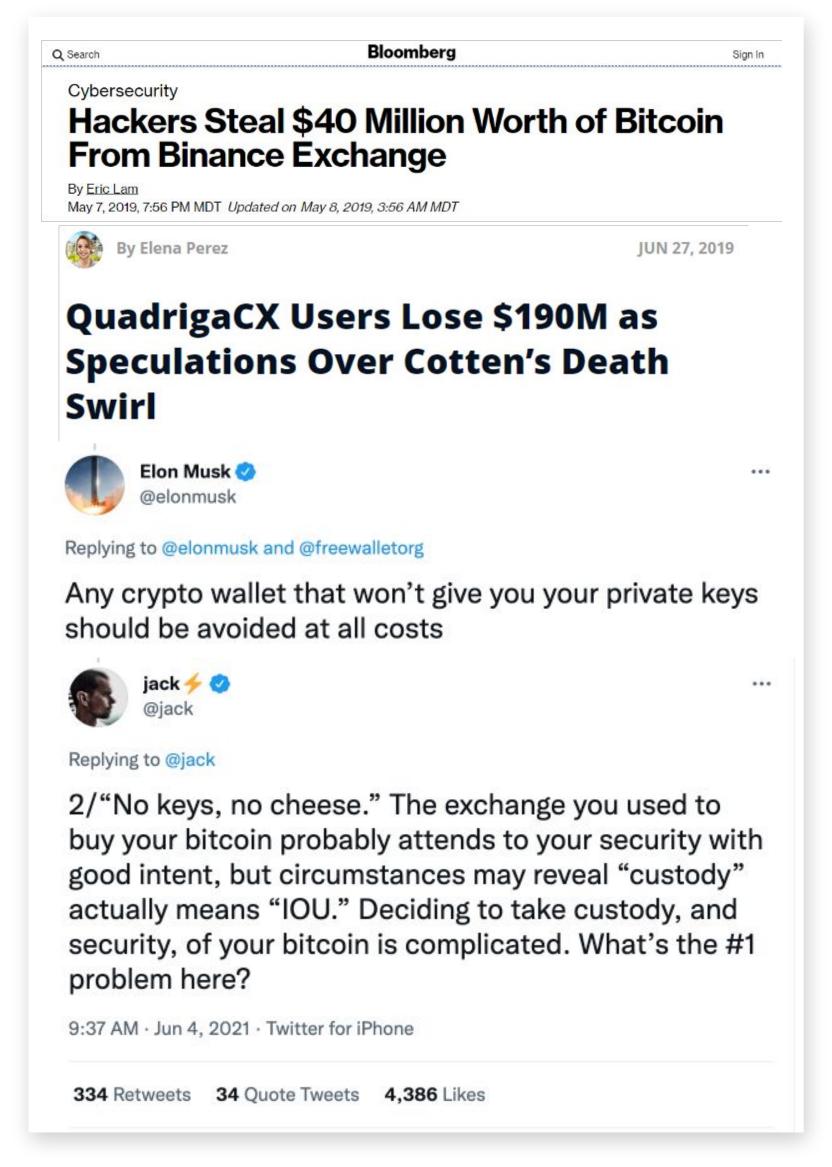
October 1, 2021 4:02 PM MDT Last Updated a day ago

Finance

Coinbase says hackers stole cryptocurrency from at least 6,000 customers

Two separate instances within 2 months

1 minute read Reuters



Custodians and wallets each have their own drawbacks



Custodians (e.g. Coinbase)

- Unlike the ACH system, Bitcoin transactions are irreversible
- If a customer password is hacked, funds can be stolen with no recourse
- Funds can be frozen, and are at risk in a bankruptcy scenario

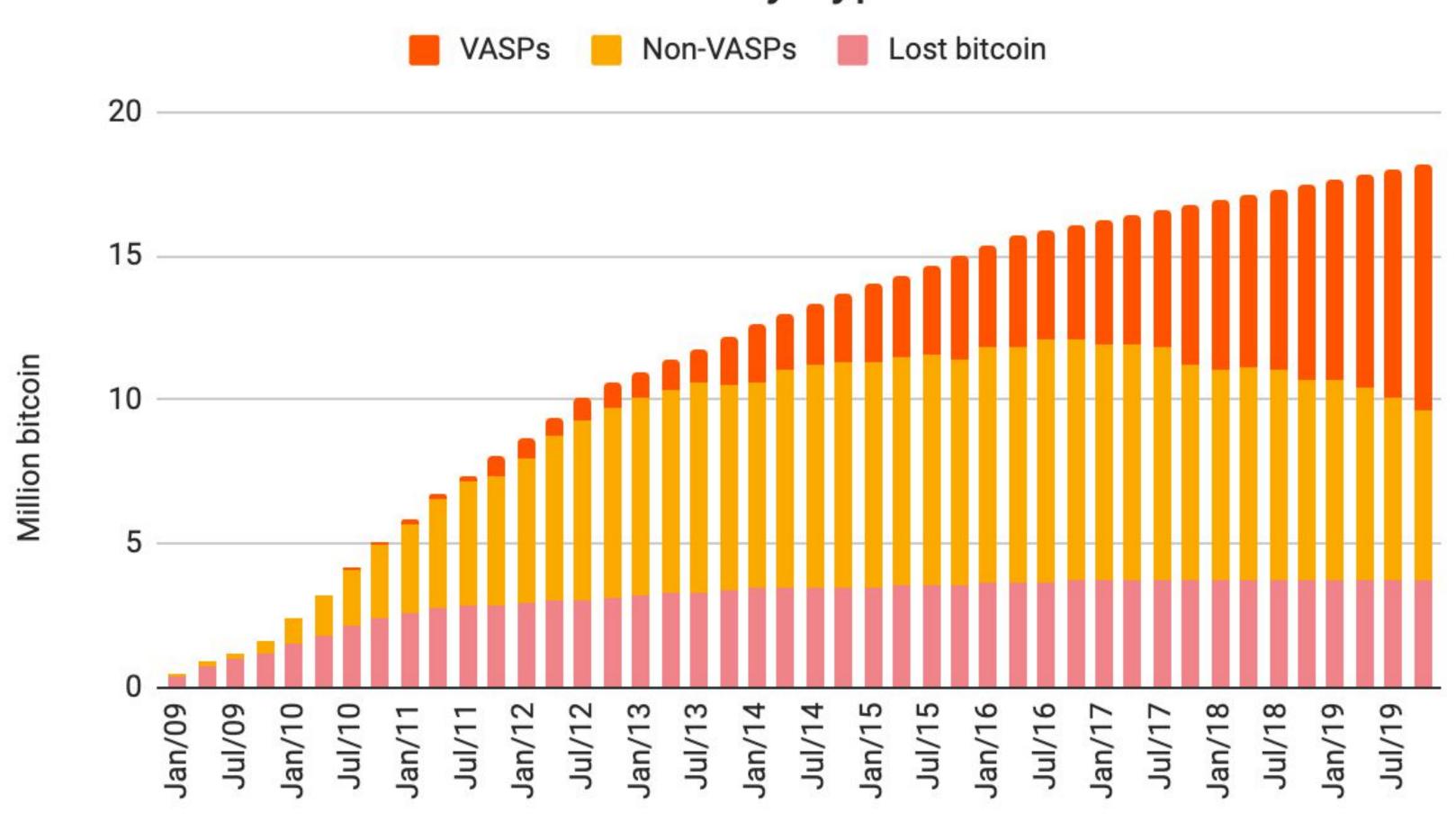


Wallets

- Risk of key loss is highest
- To protect against key loss, wallets make users jump through difficult hoops to backup private keys
- Typically very little customer service because product is free

The amount of bitcoin held by custodians has increased historically

Where Bitcoin is Held by Type of Custodian





Up to 60% of Bitcoin is held by custodians.



Casa: a human-proof way to hold your own keys

- We've built the most user friendly way for bitcoiners to secure private keys
- With Casa, losing a key ≠ losing funds
- Be your own bank and help the Bitcoin network stay decentralized, without the anxiety about losing your money





Creative, simple UX







Simpler —

More secure

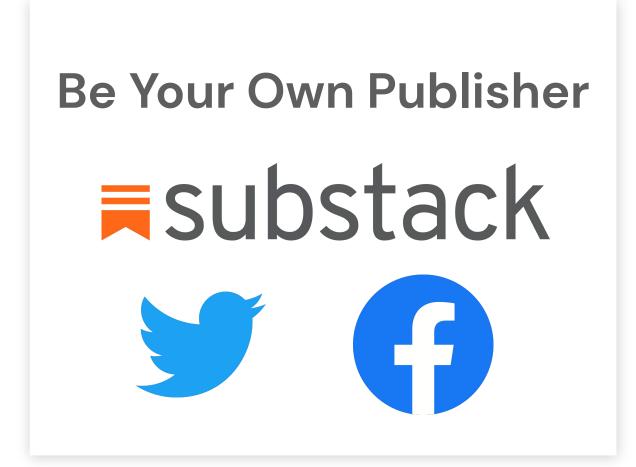


Casa vs DIY

	ELIMINATES SINGLE SOURCES OF FAILURE	HIGH-TOUCH SUPPORT	INHERITANCE
Casa			
Ledger TREZOR COLDCARD	Two guesses left for \$200m lost bitcoin password		



Self-custody is a natural evolution for the internet, which has repeatedly pushed power to the edges - to individuals



Be Your Own Hotel



Be Your Own Taxi

Uber

Be Your Own Bank

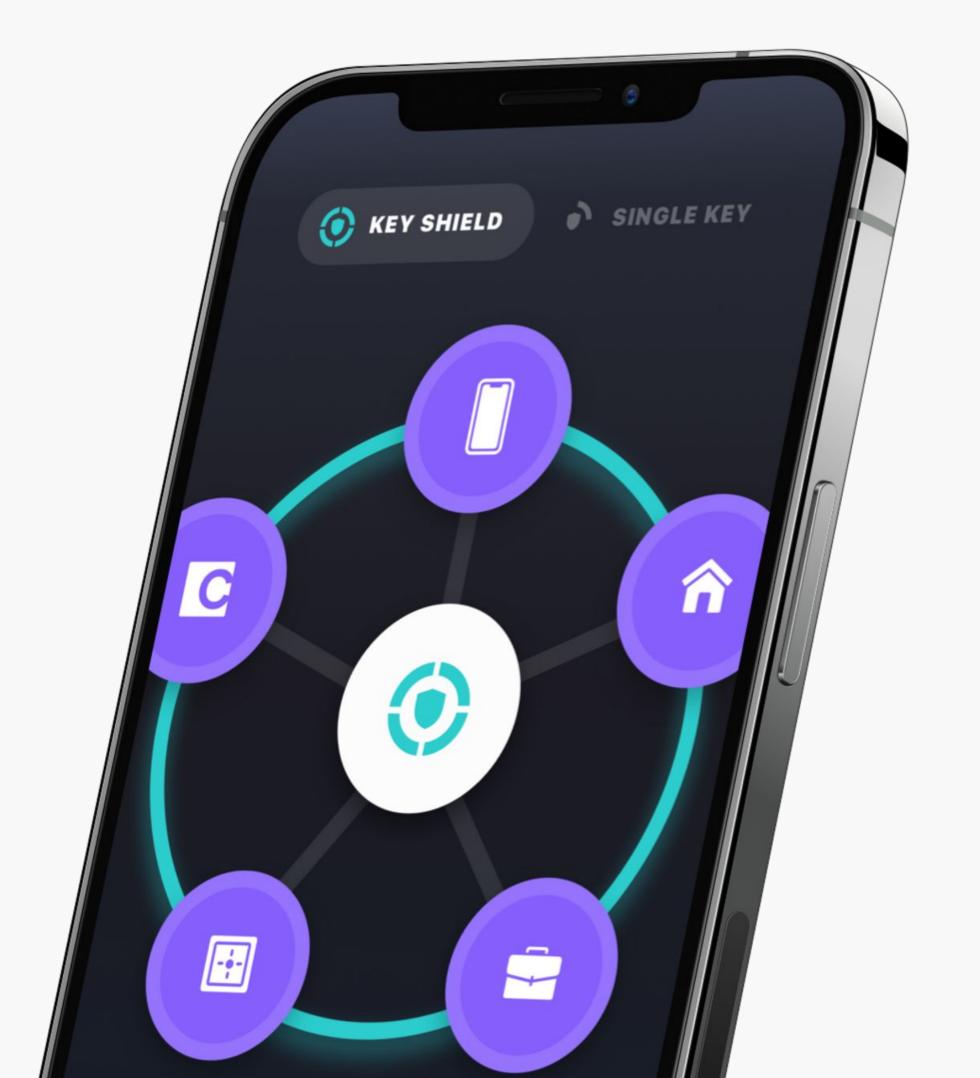




Casa

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Use code: "COLORADO" for 25% discount until Midnight tonight

Casa & Bitcoin 2022

O & A



