

## B4U Financial Redefines Payments:

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In 2010, a Papa John's pizza was bought for 10,000 Bitcoin. Today that same 10,000 bitcoin would be valued at about \$115 million (as of 12 July). With the announcement by Facebook of their Libra coin, Chase's introduction of their coin, and others soon to be introduced, the landscape of payments is going to be disrupted.

Two years ago (May 2017) we published an article by T. Jack Williams titled 'The Importance of Bitcoin in the Global Payments Ecosystem.' At that time Jack was entering the crypto currency arena with a consumer liquidity solution. His view back then was what prevented crypto currency from becoming a mainstream payment solution was universal access to funds, same as cards. Today, he has offices in Panama, Malta, Nigeria, and India and soon will be opening an office in Hong Kong to secure merchants and ATM operators. From this exposure, he has greatly expanded his offering and branched out to provide even great mainstream utility, so might even call it disruption.

Jack has developed and demonstrated the process for a universal merchant terminal. I was not sure a solution could empower any merchant on the planet, regardless of size, to accept bitcoin for a payment was possible. Yet with a simple download of an application for your smart phone, iOS or Android, and an enrollment process, which takes less than 7 minutes, any merchant, anywhere can accept bitcoin. He has solved the value fluctuation question asked many times, so that there is no loss to the merchant for a change in value. An integrated solution via API's allows even the largest of merchants to accept bitcoin if they can present their QR.

Online merchants find integration the easiest to process, while brick and mortar merchants have a limitation. The QR code is to blockchain currency, what the EMV is to payment cards. If the merchant can present the QR code to the consumer, the rest of the heavy lifting is done by B4U. Settlement in Fiat is usually 1-2 bank days, thus the merchant never had to deal with blockchain currency settlement or banking.

At the same time Jack has solved the merchant terminal question, he has solved the ATM disbursement opportunity. He has signed a contract with a very large ATM manufacturer to co-develop and embed his processing methodology. Assuming an ATM has his software added to their existing processing modules, you will be able to withdraw cash up to \$300.00 using any blockchain wallet. The transaction time is about the same as an EMV card, and with their proprietary QR process, this is more secure. In a time where ATM operators are looking for incremental revenue, acceptance of blockchain currencies in a safe and secure way is one important answer.

Estimates vary but there seems to be about 40 million blockchain currency wallets with a total of approximately \$350 billion at today's rates of value available to spend. Most of the value has come from individuals mostly buying bitcoin causing the price to increase. This gives great value to those who hold Bitcoins and want to spend them, which is often discretionary spending.

Jack is a visionary that has positioned himself to disrupt merchant and ATM processing in a way that very few have envisioned. I am looking forward to what is to come in the years ahead as he implements his global solution and adds another payment option that combines speed, security, mobile access and what all visionaries want, to make a difference.

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