

## Bitload4u launch, Interview with T. Jack Williams founder

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**T. Jack Williams**  
**BitLoad4u Founder**

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I recently interviewed my good friend and long time payments veteran T. Jack Williams about his latest venture into the bitcoin space and he said, “Samsung went from a small appliance maker to a global financial services provider; Alibaba was a fictional character in a fairy tale, now Alipay is catching Amazon as an online merchant. These and other disruptors in the payments arena will change the landscape of payments in the years to come. Another disruptor on the horizon is BitLoad4u Limited.”

Jack said; “Over the years, I have reported on the growth of virtual currencies, with a focus on bitcoin. This decentralized global currency has been around since 2010, and has seen major shifts in value over the years. There are many reasons for the success of bitcoin, and why trading in bitcoin has risks, much like the crude oil markets. Supply and demand have been the driving force, and as countries accept or reject virtual currencies, so the value of a bitcoin changes. Right now the value of a bitcoin is about \$745, and my view at this juncture is that the value will continue to rise. Bitcoins do offer advantages such as speed of transfer, safety via blockchain, and lower cost when compared to a SWIFT transfer.”

Jack went on to say; “One of the issues that I believe has slowed the growth of virtual currencies and bitcoin in particular is global utility that is what you can do with one when you have it? I have worked with the implementation of bitcoin accepting ATM's and this integration is just beginning to be available in a few of the 480,000 or so ATM's in the United States. Merchant acceptance of a bitcoin at the point of sale is going to be years given the technological requirements of a point of sale platform. This brings us to the current landscape of bitcoin, very limited global acceptance for every day purchases.”

Jack is the visionary behind [www.bitload4u.com](http://www.bitload4u.com), which currently provides bitcoin global utility three ways. The platform is able to load a network branded payment card, direct funds to most IBAN bank accounts they own or offers a bitload4u prepaid card option, all of which can be loaded with value, usually in 2-3 days. What I like about bitload4u, is that it is both a B2P and B2B solution. Using this platform, individuals will be able to deposit value from their bitcoin to a traditional financial instrument that is accepted in millions of locations, or banks. I believe that this is the visionary thinking that will move the virtual currency more towards mainstream acceptance, and will further drive up the value of bitcoins. I see that the B2B play will be available soon, which allows a person holding a bitcoin to pay an invoice with the speed and security of bitcoin. Bill payment, remittances from a bitcoin to a person thru the traditional remittance networks and no telling what Jack will bring next will all drive bitcoin to mainstream.

As platforms such as bitload4u become available, I believe that the stigma associated with them diminish to the same as using cash. Next for Jack will be adding more virtual currencies that are here today, or will be here in the future. I am going to keep an eye on this company in the years ahead.

A. Lyle Elias  
ATMIA Founding Director