

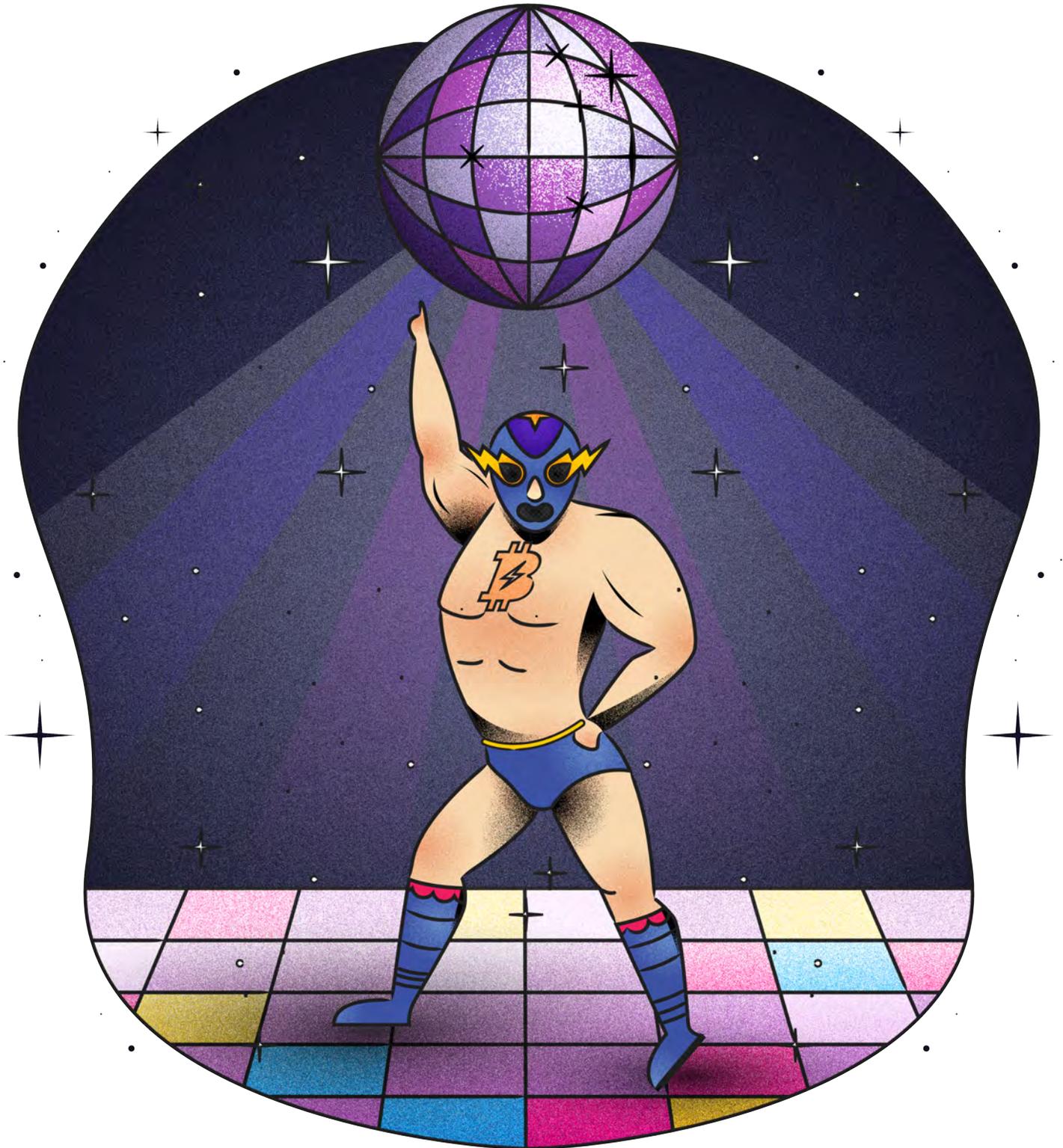


IBEXPAY

Small Business Handbook

“Many people still have the wrong idea about Bitcoin. It isn’t just a store of value, or even a faster and cheaper way of transacting: it’s the platform for the most audacious, transformative shift of financial power in history.” - Jose Lemus





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What is Lightning?

Lightning, in its simplest terms, is “instant Bitcoin”. It breaks the traditional hurdles of Bitcoin as a store of value, which took time to transact and had high fees associated and turned it into a scalable currency allowing for instant and nearly free transactions. Lightning is the safest, fastest, cheapest and most scalable payments technology in existence. Cross border, cross currency payments with no middle man. It's the future.

“Bitcoin will do to banks what email did to the postal industry.”

— Rick Falkvinge, Founder of the Swedish pirate party

Why should you accept Lightning Payments?

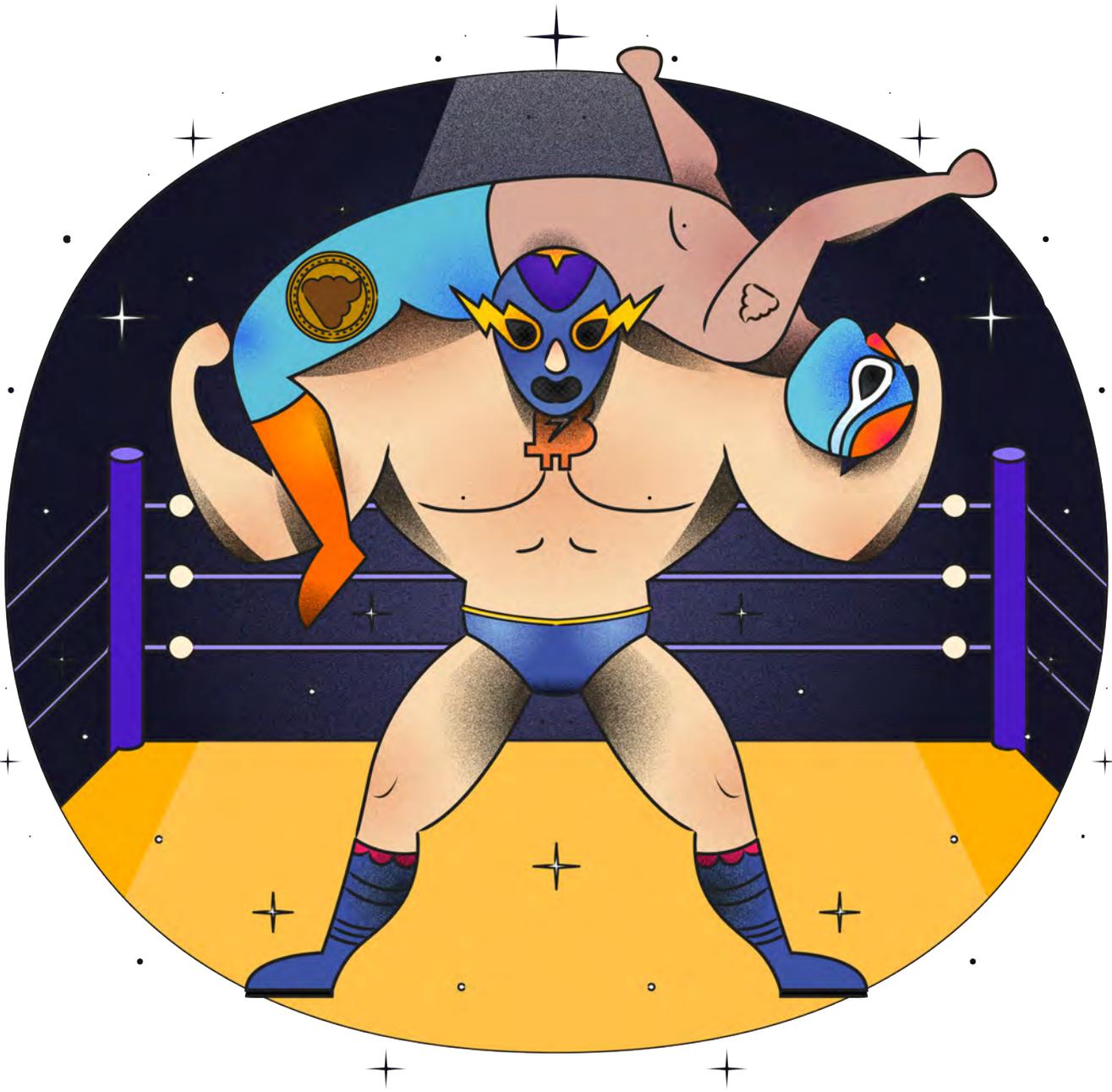
Aside from opening your doors to a rapidly growing customer base, lightning technology is just better. It saves merchants on fees, enhances your customer experience and allows your businesses to take payments from anywhere in the world, directly into your local currency. In March 2022, it is estimated more than 80 million people have access to lightning payments on an installed application. This number has been growing exponentially year over year since its inception.

*“We were eager to find a solution for accepting Bitcoin when we met the IBEX team. They have been fantastic to work with and their solutions are robust, user friendly, and have the necessary controls needed for complex businesses. Staff training was a breeze and since going live we have collected millions of sats. **Our entire team is excited to embrace the Bitcoin circular economy with IBEX.**”*

– John Burnet – Taquiza Tacos

Why use Lightning?

IBEXPAY is a turnkey solution for merchants to accept instant Bitcoin payments through the lightning network. Takes less than 5 minutes, requires no special programming or skills, and can be tailored to fit your business model. Whether you are an over the counter taco shop or a multinational clothing chain with many managers and locations, IBEX can work for you. It can be as simple or as sophisticated as your operation needs.



About IBEXPAY

The easiest and fastest way for any business to accept instant Bitcoin payments over the Lightning Network.

Benefits

1. Instant settlement with no intermediaries
2. No chargebacks
3. Lower fees than credit cards
4. Add Bitcoin to your treasury
5. Attract a new customer base
6. Easy to use for customers and cashiers

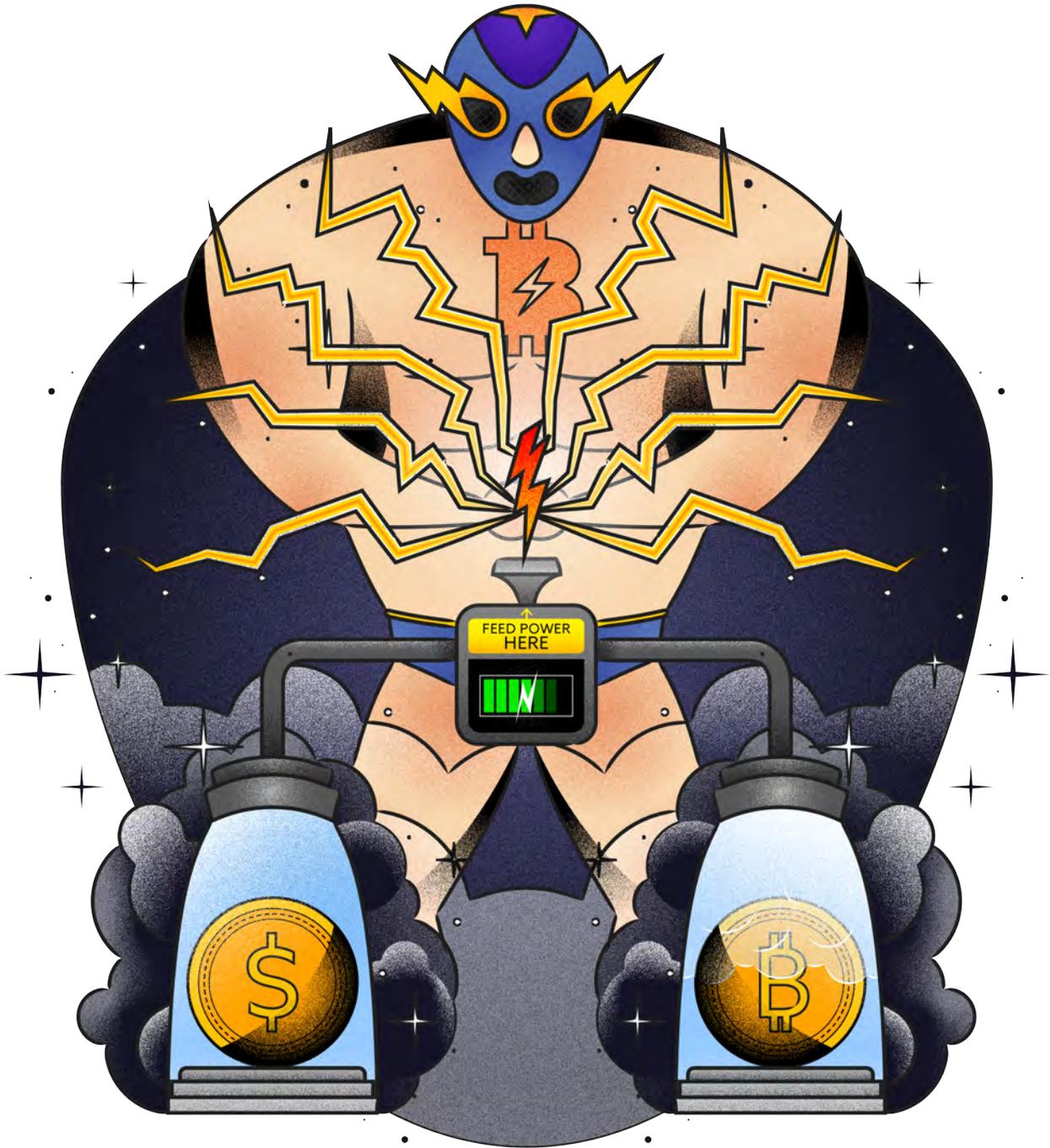
Settlements

1. Upon payment, the Bitcoin instantly appear in your IBEXPAY admin account.
2. If you choose to receive bitcoin, within 24 hours the bitcoin will be deposit into your btc address.
3. If you choose to receive USD, within 24 hours \$50 or more will be deposit into your bank account.

Fees

0.5% BTC

1% ALL-IN for USD convertibility - No hidden fees



Steps to start accepting Bitcoin Payments via Lightning Network using IBEX Pay

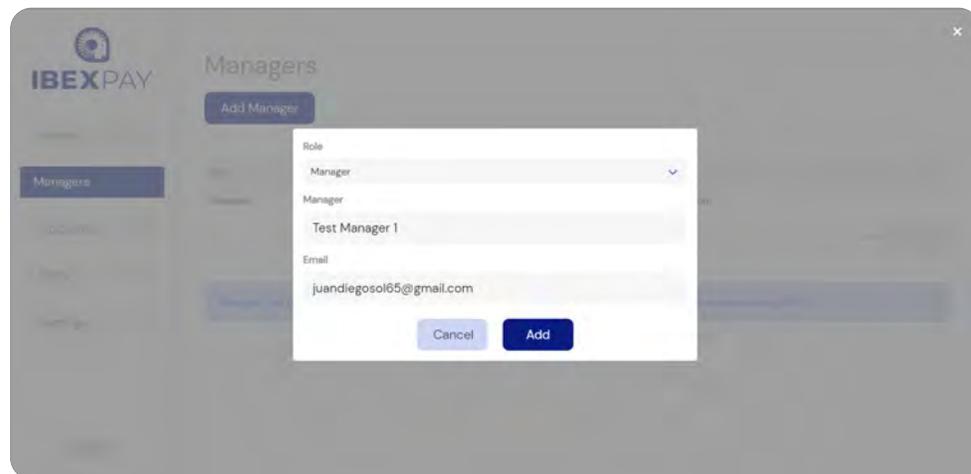
Step 1. **Logging into your Account**

Logging into your account using this link on any phone, laptop, tablet, etc:

<https://ibexpay.ibexmercado.com/login>

Step 2. **Create Managers**

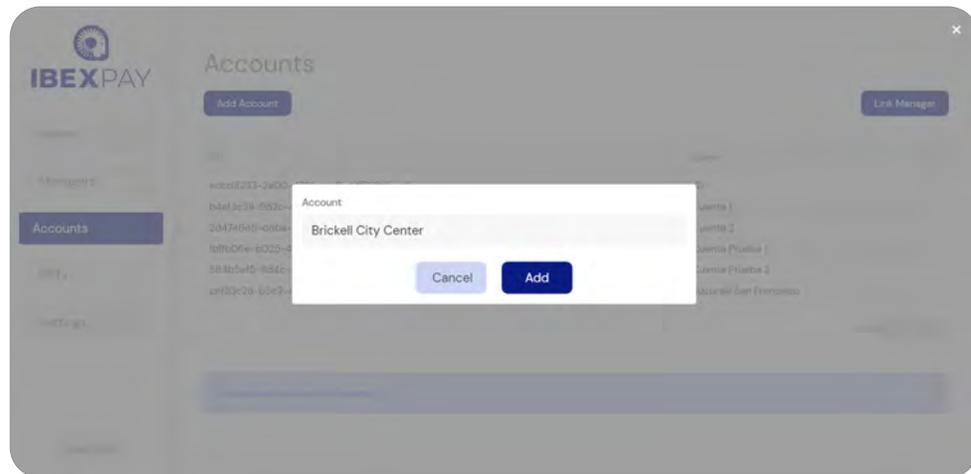
Managers will only be able to download CSV files from the home page to compare transaction reports to the merchant POS system, ability to view accounts they are assigned to and open BPT s that are tied to these accounts. Once a manager is created they will receive an email and follow the same sign up process as an Admin.



Step 3. **Create Accounts (required)**

Accounts are locations or business divisions. Segregating Accounts makes it easier to see where each payment is coming from in the Home dashboard and will reconcile accounting by location/division. You can link one manager for multiple accounts or have multiple managers for one account.

In the Accounts section, press Add Account and type in a name for that Account.



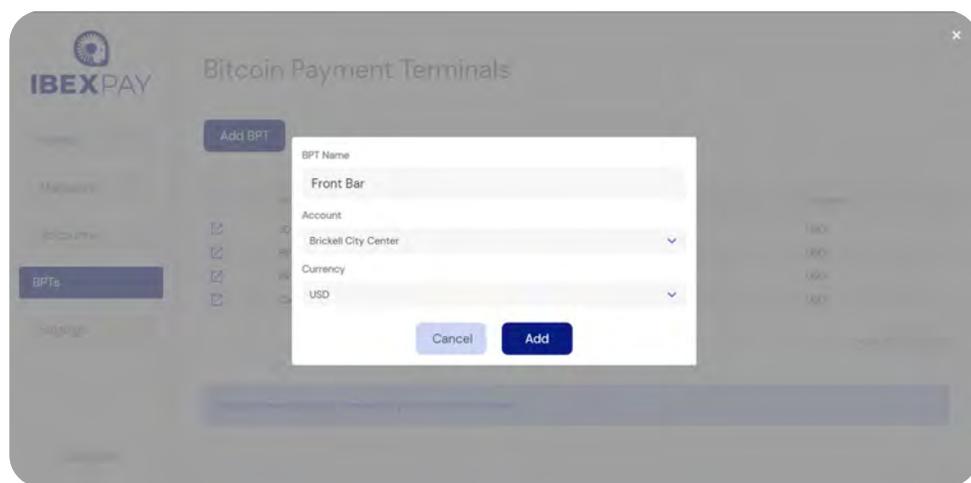
Step 4.

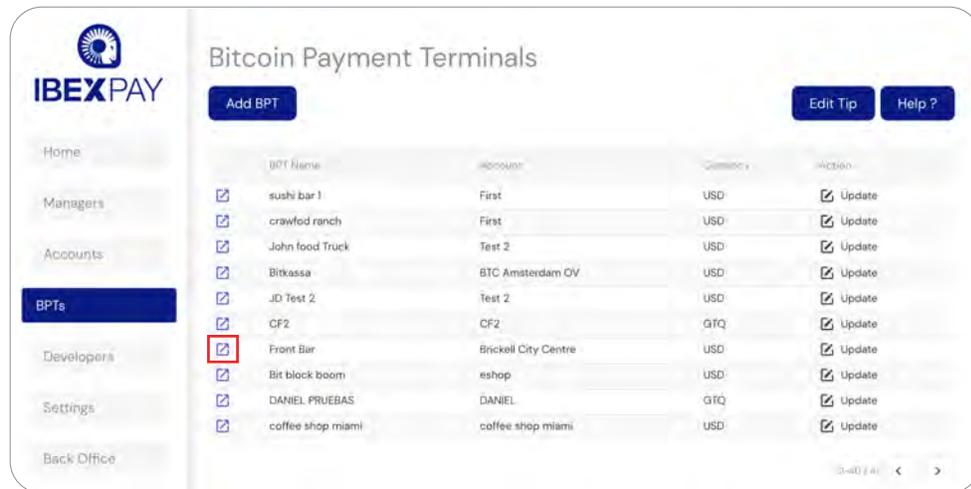
Create Bitcoin Payment Terminals (BPT)

A Bitcoin Payment Terminal is the place where a bitcoin transaction is completed. BPT further refine your sales data. You can have as many BPTs as you want per account.

Press BPTs, and type a name to identify the BPT (example: cocee shop brickell city center, cashier, takeout, bar, etc.). Then assign that BPT to the corresponding Account.

You will immediately see that the BPT has been created. To open the BPT press the small blue square on the left hand side of the BPT just created.



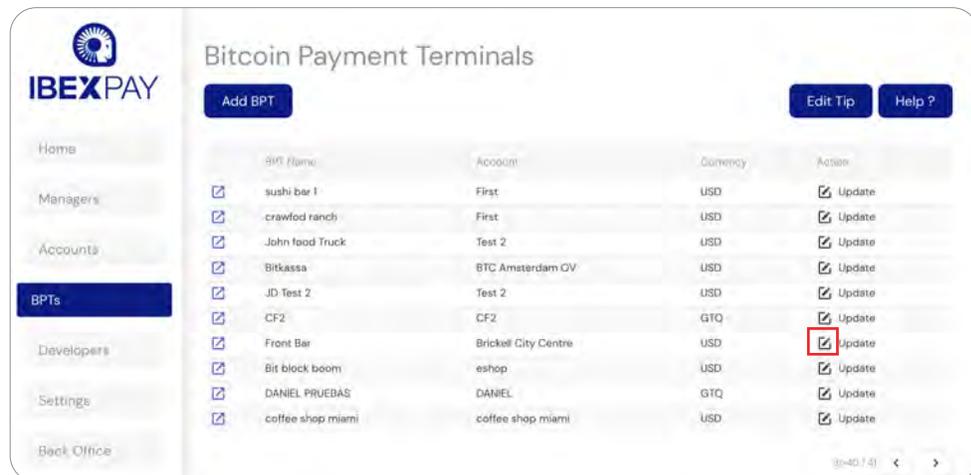


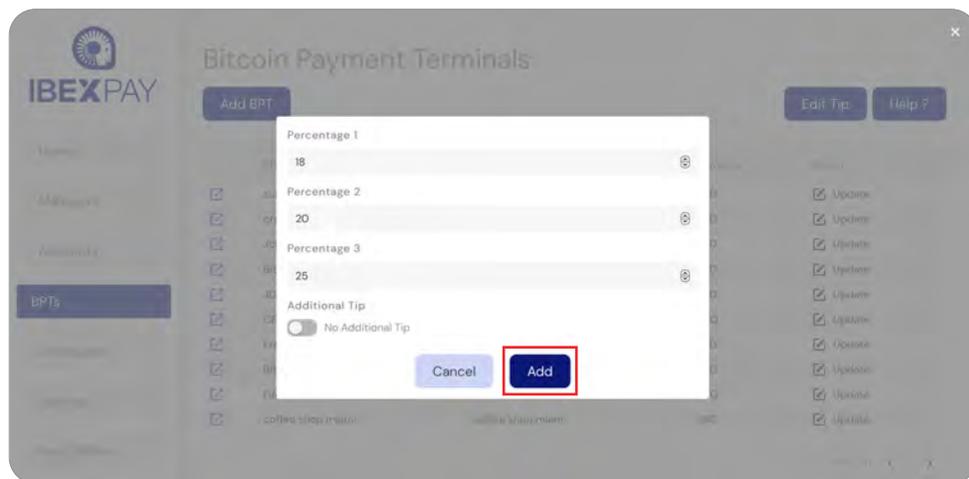
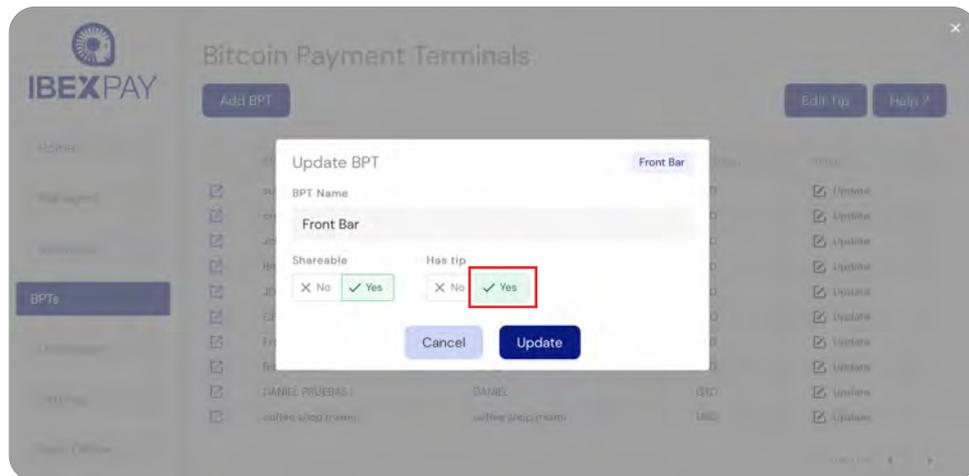
Step 4.1.

Activate TIP feature!

If you would like to allow customers to add a TIP when you generate an invoice. Click 'Update' in the BPT created in the previous step. Under "Has Tip", click 'yes', then click Update.

If you want to edit the tip percentages that appear to the customer. Click 'Edit Tip'.

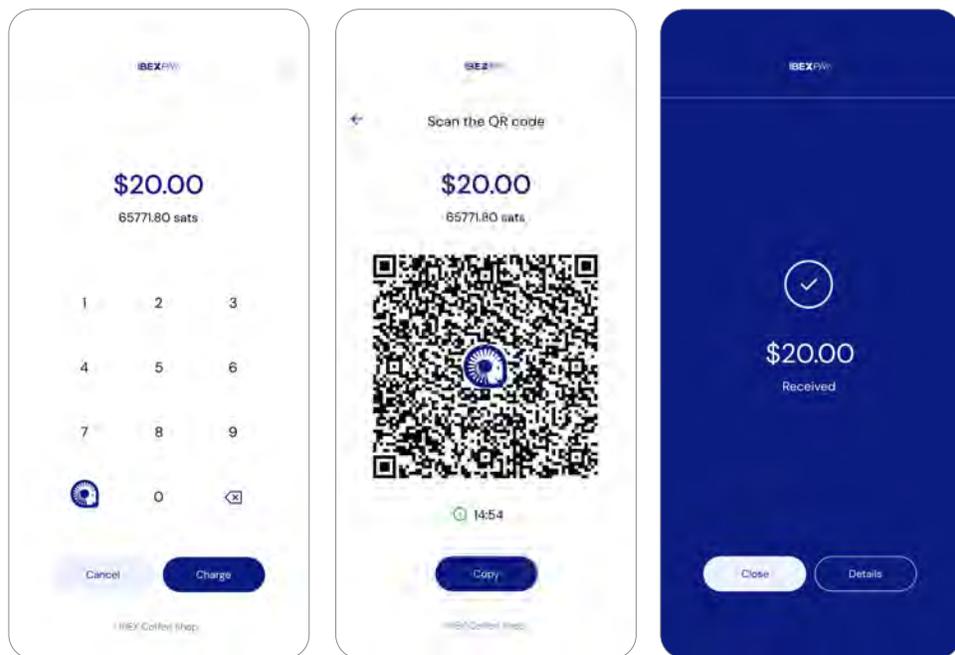
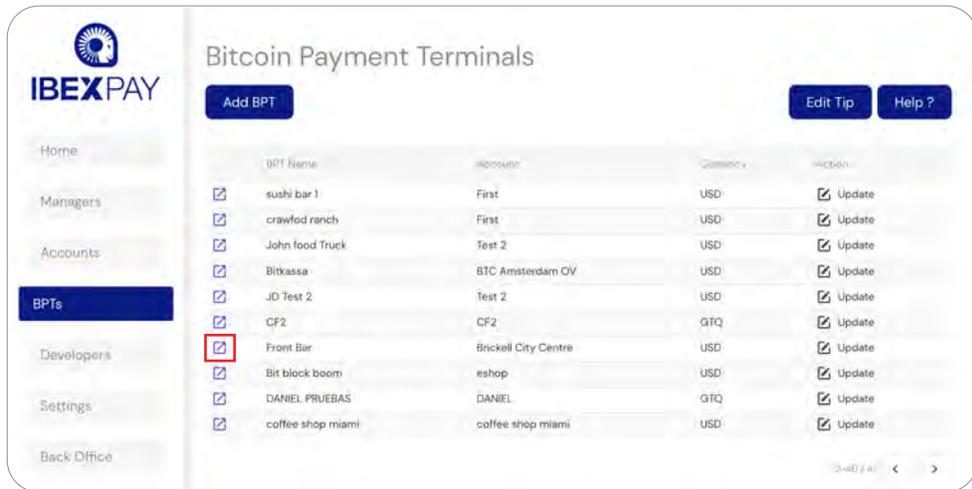




Step 5. **Create a Bitcoin Invoice.**

Once you have created and opened the BPT in the previous step you are ready to go! Tap the amount you want to charge in \$USD/Local Currency and press Charge. Present the QR invoice to your client. you will receive a confirmation message on the same screen once it has been paid.

To share the BPT on other devices, press the small blue ram icon on the left hand side of the BPT and scan with the other device.



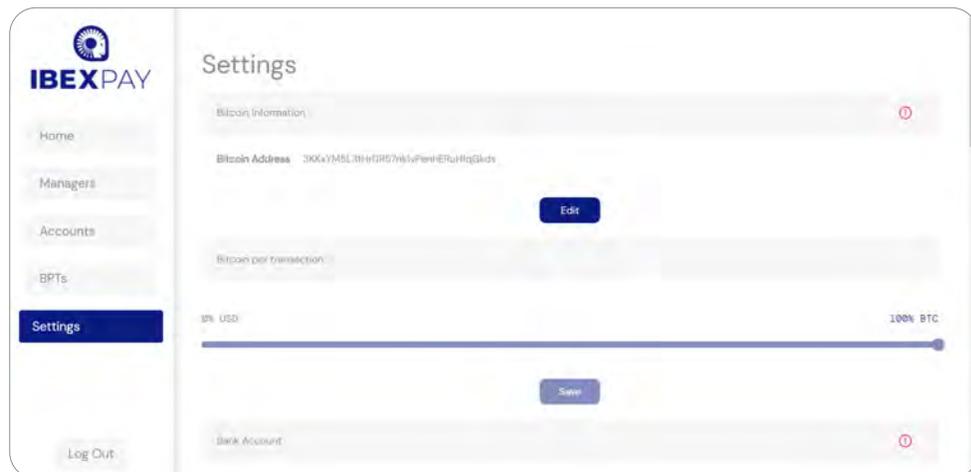
Step 6. Add your Bitcoin Address.

A Bitcoin address is a unique identifier that serves as a virtual location where the bitcoin can be sent.

The most important thing you want to do is add your On-Chain Bitcoin address. Go to the 'Settings' and input your On-Chain address under Bitcoin Information.

How to get a Bitcoin Address?

1. Download a wallet like Muun Wallet, create a new wallet and set up your password.
2. Select 'Receive'
3. Right underneath the QR code you will see your BTC Wallet Address.
4. Select 'Copy' in order to copy your bitcoin address and add it to IBEXPAY.



E-commerce via IBEXPAY

“Woocommerce plugin”

An e-commerce button named “Pay With Bitcoin” can be created on your WordPress/ Woocommerce website. Go to your developers section, click generate and use that token for your IBEX PAY Woocommerce plugin.

Click the Woocommerce documentation link named “click here”, and follow the steps. As of right now, we only work with Wordpress, Woocommerce and Shopify. Please contact support if you have any questions. hello@ibexpay.io

Developers

Developer Token

The token is a refresh token that is worth 20 years, it doesn't have all the authorizations but can do everything in the IBEXPay documentation

Token: ey.JhbGciOiJIUzUzIiIsInR5cCI6IkpXVCJ9.eyJleHAiOiJYwNzAyNzYwMDAsIklEjoiIn... 📄

[Generate](#)

Documentation

IBEXPay API documentation: [click here](#)

Ecommerce

Woocommerce documentation: click here

[Add ecommerce button](#)

Ecommerce Button ID	Ecommerce Button Name	Account	Currency
e054e777-8c44-4cb5-8437-59036c7b696e	woocommerce	eshop	GTQ

Reward loyal customers & incentivize new ones

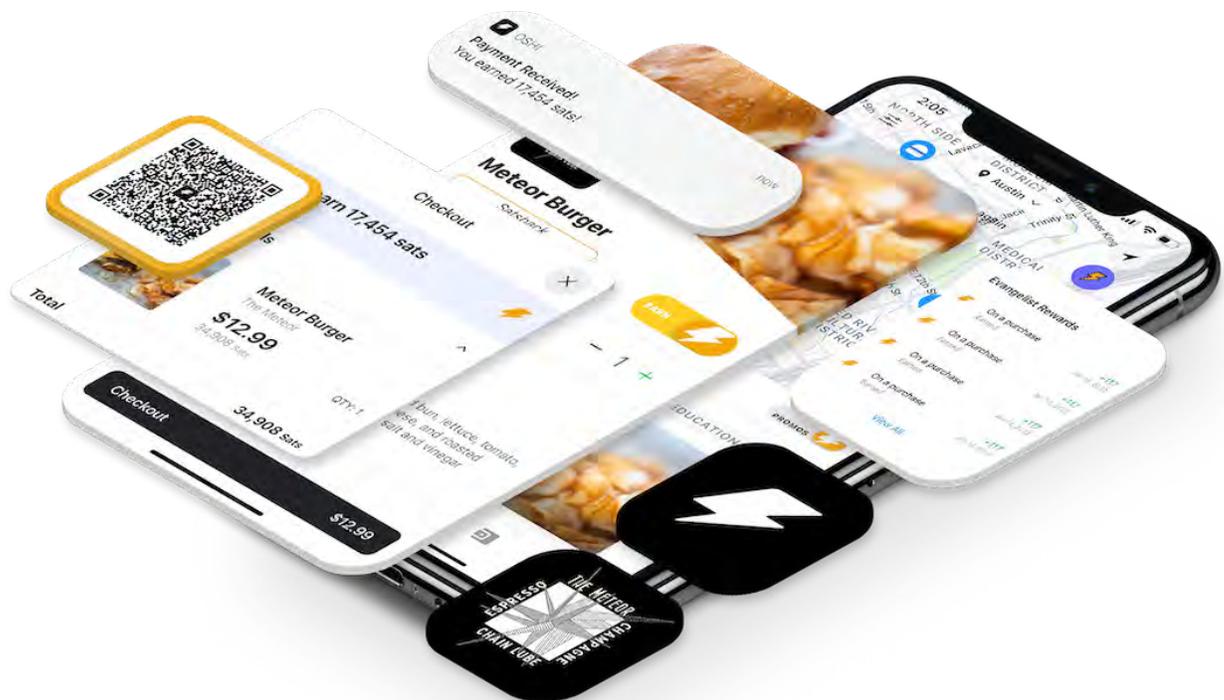
Oshi App

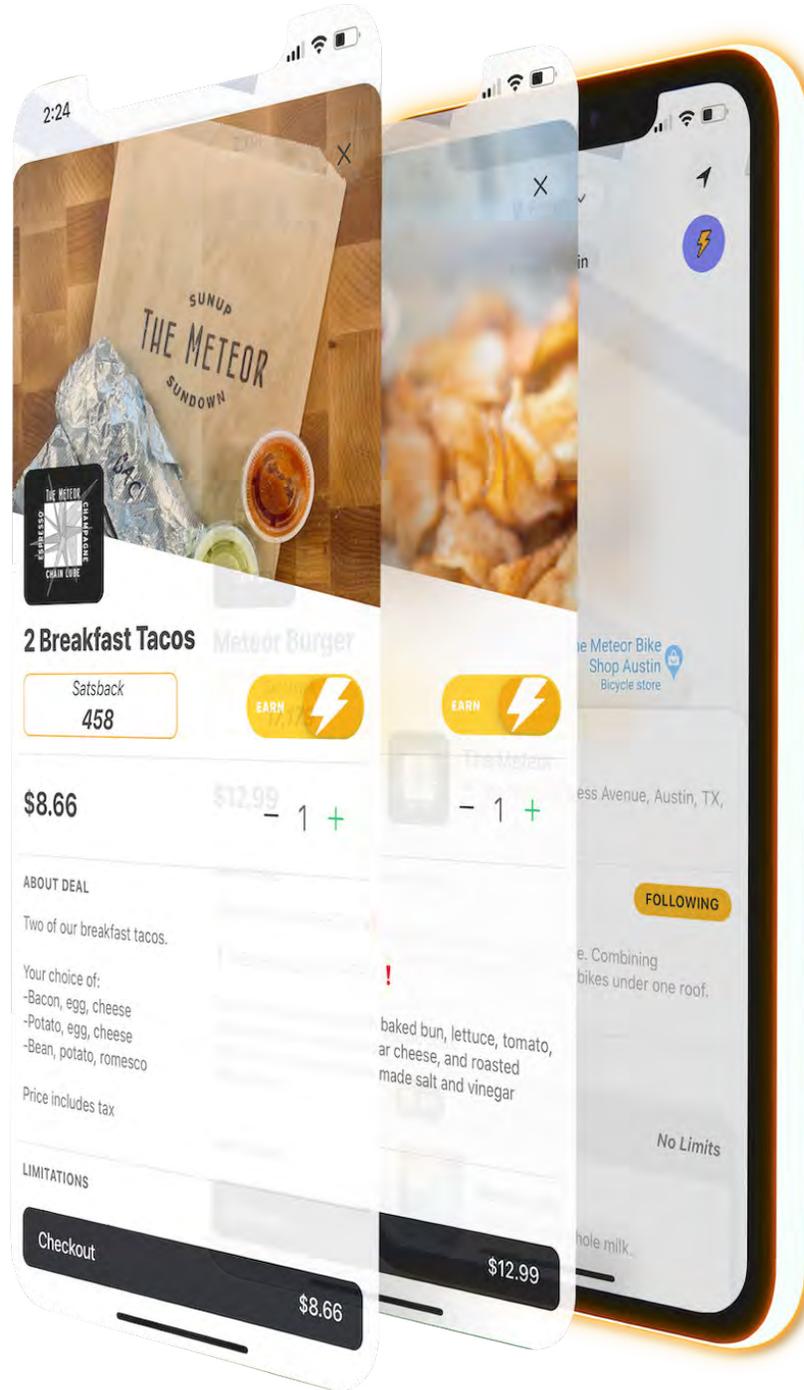
Oshi is a marketplace to offer real Bitcoin rewards (SATS back) to your customers instead of stars and points, while promoting your business to a rapidly growing number of Bitcoin enthusiasts.

To get signed up with Oshi, log in to your IBEXPAY admin account, go to 'developers', click 'generate' a token, copy and send it to michael@oshi.tech

OR, get started here <https://www.oshi.tech/business/>

An Oshi rep will contact you so you can decide how to structure your rewards program as well as promoting discounts.

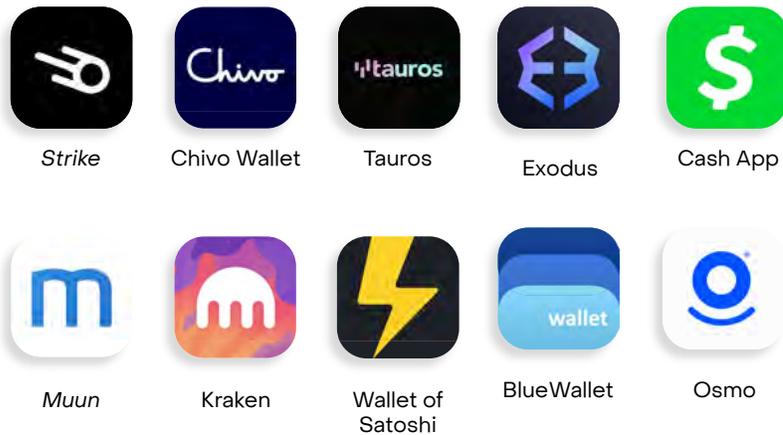




Promote lightning wallets that have the ability to buy Bitcoin

How to pay in Lightning?

1. Download a lightning wallet



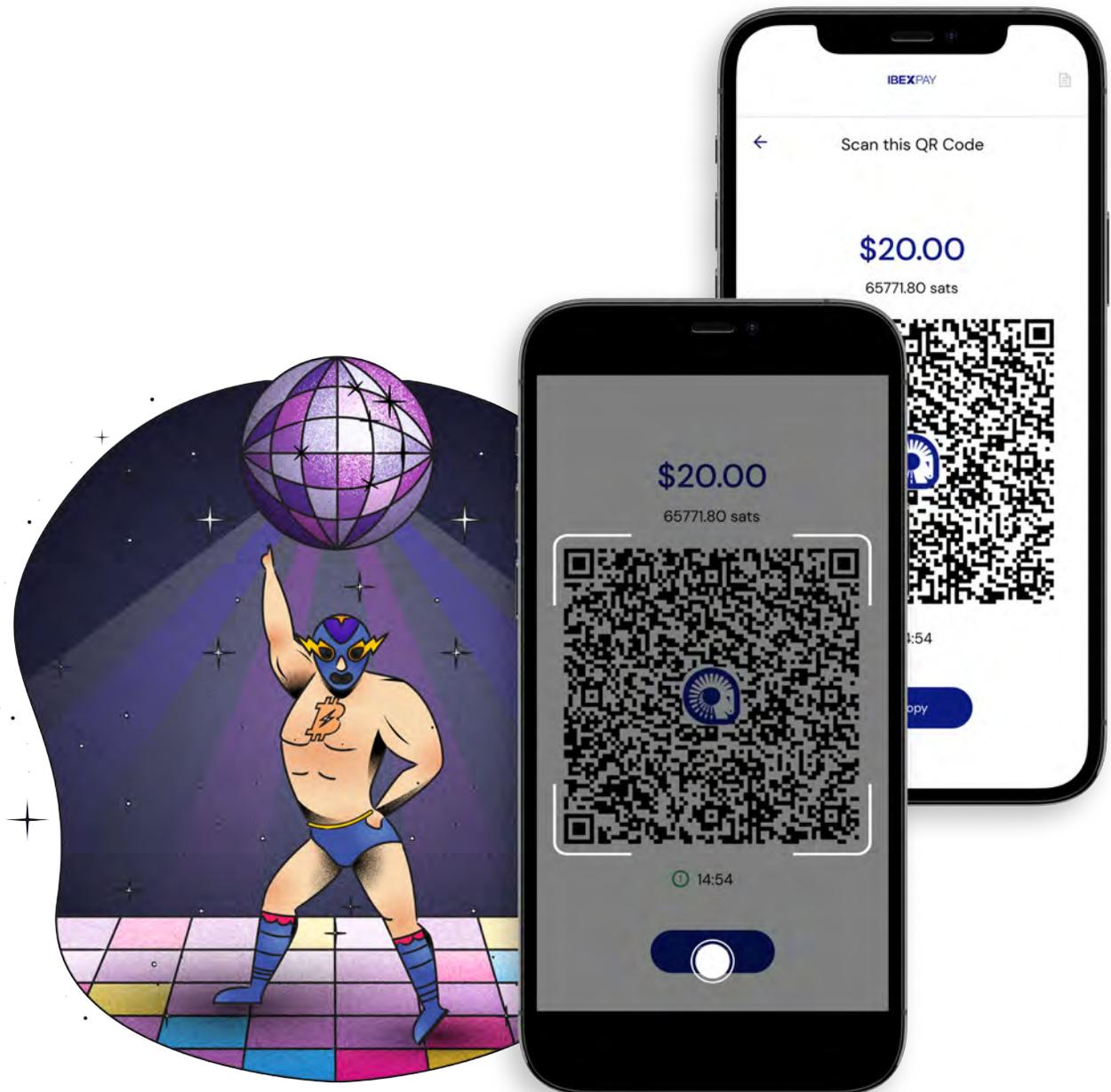
and many more...

2. Get Sats



3. Scan a lightning QR Code:

At any **IBEX PAY** location or any lightning invoice.



Promote your business. Find how.

Step 1 - Stickers

Send us your address at hello@ibexpay.io to receive a marketing package within the next few days that includes: a **'Bitcoin accepted here'** sticker. Install the sticker at your door front, next to the cashier and in any other visible area you consider best.





Step 2 - Social Media and Website

Get proactive and let your customer know that you are accepting Bitcoin payments. Take a picture or video of your Bitcoin terminal and a lightning transaction and post it on instagram, twitter, etc. Tag us @ibexpay.

Add 'IBEXPAY' logo and type 'Accepting Bitcoin Payments' somewhere to your website. Find IBEX logos by scanning the QR code below.



Step 3 - Train your team

Train your team about bitcoin and lightning payments.

Step 4 - Join a Bitcoin Meet Up or start one!

Scan and find your nearest BTC meet up and just go!

Go to [meetup.com](https://www.meetup.com) and get registered! You will find a list of all regions that host BTC meetups in the USA.



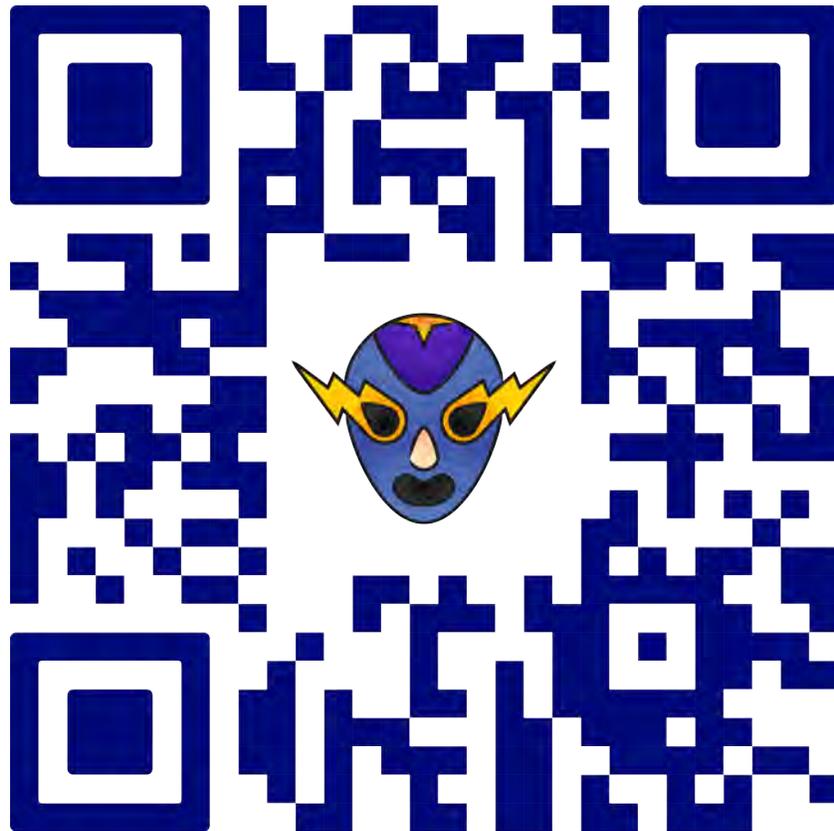
IBEXPAY Ambassador Program

Our ambassador program is a referral program. We offer a compensation plan, supportive training, and marketing collateral.

If you have an idea on how to adopt instant Bitcoin payments to a specific use case, let's brainstorm together!

Scan and fill out the onboarding form to the program.

Write an email to hello@ibexpay.io for more information.



Best way to protect your bitcoin from loss or theft.

If you're asking yourself "how am I going to secure bitcoin funds in the long term?", there is a solution for that!

Unchained Capital

Unchained can help you get started

Get personalized setup guidance with Unchained's Concierge Onboarding team.

Bitcoin cold storage made easy

Opening a business account with Unchained is the most secure way to custody Bitcoin in your treasury.

Unchained makes it easy for you to set up a cold storage vault, take control of your Bitcoin keys, and eliminate single points of failure. Sign up now (<https://unchained.com/concierge/>) to get started right away, or schedule a consultation (<https://go.unchained.com/meetings/cam-stromme/30-minute-meeting>) to learn more about their security model.



Learn More...

Lightning Resources

1. [Lightning Network is a scaling solution that attempts to address Bitcoin's slow transaction speeds and high transaction costs. https://decrypt.co/resources/bitcoin-lightning-network](https://decrypt.co/resources/bitcoin-lightning-network)
2. [Utilizing the Lightning Network, millions of people can send fractions of a bitcoin at instant speed – at the same time. https://www.coindesk.com/layer2/paymentsweek/2022/04/26/the-lightning-network-is-bringing-payments-back-to-bitcoin/](https://www.coindesk.com/layer2/paymentsweek/2022/04/26/the-lightning-network-is-bringing-payments-back-to-bitcoin/)
3. [The lightning network allows participants to transfer bitcoin between one another without any fees using their digital wallets https://www.investopedia.com/tech/bitcoin-lightning-network-problems/](https://www.investopedia.com/tech/bitcoin-lightning-network-problems/)
4. [Lightning Network activity soared in 2021, primarily thanks to El Salvador onboarding a whole country and Twitter integrating Bitcoin Lightning tipping. In an October report, Arcane Research predicted that there would be 700 million Lightning Network users by 2030.https://cointelegraph.com/news/bitcoin-lightning-network-growth-capacity-plateaus-at-3-400-btc](https://cointelegraph.com/news/bitcoin-lightning-network-growth-capacity-plateaus-at-3-400-btc)
5. [Merchants are getting ready for bitcoin. https://www2.deloitte.com/content/dam/Deloitte/us/Documents/technology/us-cons-merchant-getting-ready-for-crypto.pdf](https://www2.deloitte.com/content/dam/Deloitte/us/Documents/technology/us-cons-merchant-getting-ready-for-crypto.pdf)

IBEX Resources

1. [IBEX raises \\$4 million - https://bitcoinmagazine.com/business/bitcoin-company-ibex-raises-4-million-eyes-expansion](https://bitcoinmagazine.com/business/bitcoin-company-ibex-raises-4-million-eyes-expansion)
2. [IBEX Mercado, the company that connects people to the Bitcoin via Lightning Network - https://www.businessleader.co.uk/the-company-behind-el-salvadors-bitcoin-rollout-secures-4m-in-seed-funding/](https://www.businessleader.co.uk/the-company-behind-el-salvadors-bitcoin-rollout-secures-4m-in-seed-funding/)
3. [IBEX Mercado recently raised \\$4 million in seed funding for plans of expansion- https://www.btctimes.com/news/bitcoin-company-raises-4-million-after-helping-el-salvador](https://www.btctimes.com/news/bitcoin-company-raises-4-million-after-helping-el-salvador)

4. [IBEX Mercado raised \\$4 million in a seed round of funding- https://www.thecoinrepublic.com/2022/04/06/bitcoin-company-ibex-mercado-raised-4-million-expansion-to-america-and-europe/](https://www.thecoinrepublic.com/2022/04/06/bitcoin-company-ibex-mercado-raised-4-million-expansion-to-america-and-europe/)
5. <https://currency.com/ibex-mercado-raises-4m-in-seed-round>
6. [Bitcoin Company IBEX Raises \\$4 Million, Eyes Expansion https://www.nasdaq.com/articles/bitcoin-company-ibex-raises-%244-million-eyes-expansion?amp&fbclid=IwAR3LtcML26ubykvLQJwQ9K6ezNtylID-J_TJmLSVnp3X3y1GpKidiifp66k](https://www.nasdaq.com/articles/bitcoin-company-ibex-raises-%244-million-eyes-expansion?amp&fbclid=IwAR3LtcML26ubykvLQJwQ9K6ezNtylID-J_TJmLSVnp3X3y1GpKidiifp66k)

Others

1. <https://unchained.com/blog/21-ways-lose-bitcoin/>

