



# Bitstack Ensures Safe Bitcoin Investments Through a Qualified Custodian

## OVERCOMING TRUST BARRIERS IN BITCOIN AND TRADITIONAL FINANCIAL ALTERNATIVES

Co-founders Alexandre Roubaud and Kabir Sethi launched Bitstack with a mission to help people secure their financial future by participating in a more open and inclusive financial system. However, convincing their mainstream audience to save and invest in bitcoin through decentralized finance posed unique challenges, particularly around security and compliance.

Roubaud recognized that there was a “need to abstract the complexity of handling and securing digital assets with institutional grade custody. This means enforcing the highest standard of security and compliance while making it seamless for the user.” It was critical to ensure users felt confident and reassured that using Bitstack came with minimal risk.

To achieve this level of security, Bitstack turned to a trusted partner. Registered as a digital asset service provider with France’s Financial Markets Authority and recognized as one of the most secure and trusted crypto-native banks for bitcoin, Bitstack sought a best-in-class qualified custodian with a proven history of delivering the highest level of security in the digital industry.

This is why Bitstack chose BitGo as their strategic, trusted qualified custodian partner—to ensure their clients' bitcoin is held with the utmost compliance and security.

## WHAT BITSTACK HAS ACCOMPLISHED WITH BITGO’S PARTNERSHIP

Sethi acknowledges that “as one of the fastest growing bitcoin companies in Europe, BitGo has been pivotal in allowing us to build a compliant custody solution for our growing user-base. We are now operating a fully MiCAR compliant custody infrastructure with BitGo at its core.”

## ABOUT BITSTACK

It all started with an idea in 2021. Initially built to democratize Bitcoin in France, Bitstack has gone from a simple product that rounds up your everyday purchases and invests the spare change in bitcoin, to a dynamic app bringing a better way to save, spend, and grow your money.

## RESULTS

- ✓ Reduced infrastructure barriers
- ✓ Increased trust with their core audience
- ✓ Effectively navigated complex regulatory compliance requirements
- ✓ Accelerated growth and ability to drive user growth

## LOCATION



France

Other achievements since selecting BitGo as their regulated qualified custodian include:



### Accelerated Product Development

By leveraging BitGo's secure infrastructure foundation, Bitstack was able to "scale [their] platform to now serve millions of customers with a strong compliance and security posture."



### Increased Trust and Confidence with Users

Bitstack's customers have the reassurance knowing their bitcoin is safeguarded by a regulated custodian with up to \$250M in insurance coverage as well as multi-signature technology and advanced access controls.



### Proactively Addressed Complex and Shifting Global Regulatory Obligations

BitGo's global presence and its status as a regulated entity in multiple countries, including the USA, Denmark, and Switzerland, enable Bitstack to effectively meet complex compliance requirements, particularly those related to crypto asset regulations in the European market.

## A FUTURE BUILT ON A FOUNDATION OF SECURITY AND COMPLIANCE

As Bitstack looks ahead to more innovative launches, such as offering a Visa debit card that allows users to spend assets anywhere while earning bitcoin on everyday purchases, security remains more important than ever.

With BitGo as a trusted partner, Alexandre shares that "customers have peace of mind knowing their bitcoin is held with the custodian that offers the highest level of compliance and security in the industry."

**"BitGo [has] accelerated our growth by removing infrastructure barriers and helping us meet evolving compliance requirements."**

Alexandre Roubaud  
CEO and Co-founder



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