

BankWyse Purpose & Aspirations

Justin's Conviction story...

From engineering to entrepreneurship, my background lends itself to seeing things work perfectly as designed... for a purpose. Being awake to the oppression of corrupt systems enslaving people around the world is something I can't tolerate; you probably can't either. My background has completely prepared me to redeem these systems on earth based on the Kingdom purpose that God is revealing from heaven. It's both practical, redemptive and prophetically exciting at the same time.

You can probably see that the current systems are broken and not serving God or His creation. Do you ever feel like you work for them, rather than them working for you? The systems are designed to keep us in bondage to the corruption. ***The point is that we are drawn out of our own hearts and purpose and into a controlling and oppressed way of life.***

There are both spiritual forces and dark organizations keeping people in deception. It's our calling to co-labor in the reformation of the cultural and spiritual initiatives. Sons are given the power to overcome all these forces, people, and work.

"Sons" like you and I are being invited to play a role in this transformation. It's filled with great victories and a level of spiritual warfare we have not seen before. Buckle up! ...and by that, I mean humble yourself and get into your position.

God is both redeeming and creating cultural systems and He's doing it through sons. "Cultural systems" are more than just technology and businesses but include how it impacts people and changes culture. Kingdom businesses establish Heaven's systems and culture on earth.

This won't resonate with everyone, but for some of you it will be like a mirror into your heart; an invitation to join the army of sons tipping over the oppression and replacing it with something that sets captives free. Believe me, it's a lot of fun and intensely satisfying to hear Father say, "Well done!"... and hear the heartfelt, "thank you's" from the people you help.

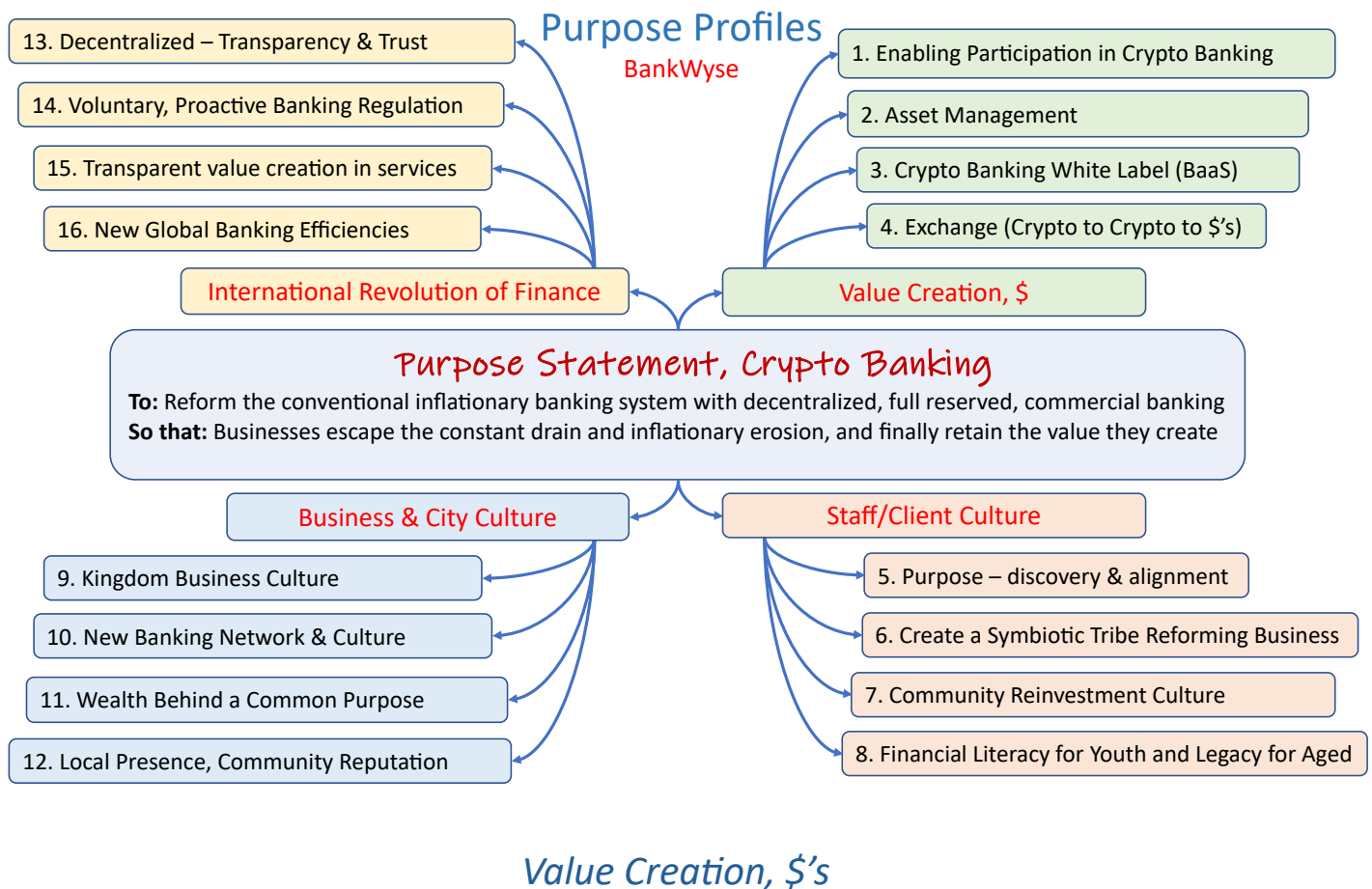
I was made for this reformation in banking... for this movement toward decentralization where leveraging crypto provides deflation, accountability, transparency, traceability, veracity and immutable transactions. I was built for this and see a world where systems enable people, not people enabling systems. As the children of God are revealed, they will use, create and reform Kingdom systems of operation.

Rom 8:19-21 – *For the anxious longing of the creation waits eagerly for the revealing of the sons of God. For the creation was subjected to futility, not of its own will, but because of Him who subjected it, in hope that the creation itself also will be set free from its slavery to corruption INTO the freedom of the glory of the children of God*

Gen 5:29 – Noah – *"This one shall give us rest from our work and from the toil of our hands arising from the ground which the Lord has cursed."*

I used to think that money is neither good or evil, just a tool or resource and that how people use it determines corruption or freedom. But now, from a Kingdom perspective, I see that fiat currency is corrupt and instills greed, encouraging theft, just as the authorities in control set the example and continually demonstrate. In contrast, “store house” banking, or fully reserved banking that uses blockchain, is an example of a business breaking those systemic patterns of corruption via transparency of fees and by retaining a fully reserved money and accounting system. This creates transaction accountability and veracity, and maintains a deflationary monetary system, by not creating / printing money for selfish purposes.

Part of Something Bigger — Reformation of people, businesses, systems, cities, and nations is God’s idea, and He is using sons to make it happen.



1. Value Creation (Enabling Participation in Crypto Banking) – Providing modern commercial banking functions such as operating accounts, loan facilitation, debit cards, checking and savings accounts while enabling customers to deposit and pay out in both crypto and fiat from one set of bank accounts / wallets.

Goals – where will BankWyse be (Looking back from future)	“Emotional Why” (How it will feel?) “Vision” - what does it look like?	What’s the Next Step? How is Father leading, doing?
Customers use the bank both as their operating bank as well as their crypto wallet / exchange. Providing the standard services that businesses are used to in their day-to-day business operations while including modern integrations.	The customers use something that is safe and familiar, allowing them to do “business as usual”. This provides a foundation while incorporating all the new crypto services and modern settlement and transaction rails.	Secure funding and hire the people that are ready to go and support the vision / purpose of this new banking platform.

2. Value Creation (Asset Management) – Decentralizes access to a new banking system designed with the purpose to enable and support businesses locally and globally with a focus on appreciating assets and tokenization.

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Provides access to modern banking solutions that empower businesses to participate in the crypto economy, democratizing financial opportunities and encouraging appreciating asset holding and tokenization.	Supports the current and forward-thinking businesses in a way that is more secure and transparent. This encourages a unity toward common purpose of value creation in the financial industry.	Execute on the architecture with identified best in class modern software and services. Partnering with businesses that share the same vision.

3. Value Creation (Crypto Banking White Label [BaaS]) – Enables other banks and financial institutions to use services such as payments, deposit accounts, and exchange without obtaining their own licensing.

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There will be many partnerships granting access to thousands of individual accounts on the partner’s platform gaining access to banking services. Apps that enable the SAP ecosystem to participate in crypto banking services.	It is exciting to scale through other businesses rather than just one customer at a time. It gives us access to whole market segments through channel like partnerships.	Work with the white label clients to design a solution for their customers.

4. Value Creation (Exchange - Crypto to Crypto to \$’s) – Providing the ability to purchase and sell digital assets, from crypto and fiat currencies to tokenized RWA’s and stablecoins through a regulated bank.

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Providing transparent transactions with low fees and instant settlement using blockchain and the bank ledger in combination as the record of truth.	This simplifies the buying and selling of crypto by combining the bank and the exchange on one platform. Enabling cross chain transactions at lower fees and instant settlement.	Solidify partnership with exchanges or aggregators.

Staff / Client Culture

5. Staff/Client Culture (Purpose – discovery & alignment) – Facilitating staff alignment with company purpose and expression of their own purpose.

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A staff that understands and participates in BankWyse’s purpose, producing an engaged and creative culture.	This creates a sense of community around shared purpose (BankWyse, clients, and staff) It is a culture of honor because of the understanding of purpose and unity.	Hiring and purpose profile processes are put in place and improved.

6. Staff/Client Culture (Create a Symbiotic Tribe Reforming Business) – The clients will be in alignment with the BankWyse purpose and vision of the reformation of the banking industry.

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Providing services to clients who share the vision for creating purpose driven businesses supported by the new banking industry movement.	Business is easier, more fun, and more efficient; creating lasting relationships.	Onboarding the right customers and partners.

7. Staff/Client Culture (Community Reinvestment Culture) – Sharing in a common understanding of a bigger purpose that comes before personal gain yet causes prosperity for all. (Rising Tide)

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Leveraging banking reformation to impact communities and industries. Pioneering the path for others to catch the wave.	Seeing momentum gain as purpose is shared as people co-labor on shared initiatives.	Listening and watching for the opportunities and having the initiative to make it happen.

8. Staff/Client Culture (Financial Literacy for Young and Legacy for Aged) – Encouraging young people to understand and participate in the new financial wave. Providing wealth transfer and planning older generations. Creating the tools and culture to facilitate entrepreneurial creativity.

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Seeing the next generations participation in the economy via sound value creation and management. The elimination of poverty.	The experience of fathering young people into their spiritual and financial inheritance.	Finding people with this vision and allowing them to build this within BankWyse. Jeff Donnely

Business and City Culture

9. Business & City Culture (A Kingdom Business Culture – God led) Leadership and staff unified around a higher corporate purpose, mission and vision while honoring each other’s unique gifts and callings.

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Seeing the impact and value that BankWyse created in staff to city to the financial sector.	Feeling the delight of having accomplished the larger purpose. Feeling included in a movement with significant consequence.	Finding the people that are ready to share this experience. A tribe sharing a sense of destiny.

10. Business & City Culture (A New Banking Network / Culture) A return to a simple business and culture of putting customers and their purpose first.

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BankWyse has helped people flow into a level of creativity and productivity that is fun. Freeing people from controlling systems.	Creating freedom from the financial burden, toil to release people to becoming themselves, (authentic and transparent) We loathe a common enemy – condescending banking culture	Awake to model these values from the beginning. Inviting people into this culture.

11. Business & City Culture (Wealth getting behind a common purpose across partners and clients) Wealth created on value instead of privilege.

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Seeing value created first and seeing wealth and prosperity follow.	Experiencing fulfillment at work and in life rather than it being a means to an end. “They have their priorities straight.”	Create the banking features that people need and want; the compelling reason people buy our why and engage in our culture.

12. Business & City Culture (Local presence, community Reputation) BankWyse being visible in the community as a force for entrepreneurial decentralization.

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Seeing the fruit of the local involvement in the community/industry businesses. A high-touch relational approach to enabling better business.	Feels like community built around co-laboring on shared purpose. Cultivating real world avenues of collaboration.	Building bridges with people that populate our staff and clients.

International Revolution of Finance

13. International Revolution of Finance (Decentralized – Transparency & Trust) New decentralized infrastructure, rules, and regulations are established around blockchain.

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Simplified international business relationships are agreed upon for those that have moved passed the traditional and intentionally complex ones.	It is more efficient and removes the focus from the systems to the actual value creation itself.	Change the compliance mindset - challenging the status quo in approaching the existing systems, but rather how it would best equip the global businesses.

14. International Revolution of Finance (Voluntary, Proactive Banking Regulation) Being proactive instead of reactive to the goals of the regulatory bodies by exceeding the regulatory standards and offering a real-time view into performance metrics.

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BankWyse has co-labored with regulators to improve the financial systems. We have aligned the bank with the goals of the regulators.	Regulators and businesses working toward the same goals and purposes instead of being distracted by the systems themselves.	Identify the common ground with regulators, banks, and the customers to create the future roadmap.

15. International Revolution of Finance (Transparent value creation in services (KPI’s)) Demonstrate the value of the services offered by BankWyse with both accuracy and transparency.

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BankWyse has supported and enabled purposes in customer’s businesses with transparent and measurable effectiveness in products and services.	Connected to the purpose of the customers and being integral to their success.	Develop products and services based on impact to customer’s business by putting value first in a way that generates revenue.

16. International Revolution of Finance (New Global Banking Efficiencies) Value creation, storage and management simply managed and governed focusing people toward a higher purpose.

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BankWyse has pioneered the foundation of a banking system that enables people and businesses to focus on the important.	It feels like doing what you were created for and greatly streamlines banking services.	Starting with a strong foundation and aligning with first principles, keeping the end in mind.