Possible Story Angles About Bidali

Global access to capital

We believe that everyone should have the right to bank. Sadly this is not the case. We're creating wonderfully designed products built on top of cutting edge distributed ledger technology to reduce friction and open up a direct global peer-2-peer marketplace.

Freedom from oppression

Not every country is created equal but their citizens should be. Many countries around the world that have oppressive regimes that mismanage their countries finances and it is the 99% that end up paying for it. We're giving power back to the people by allowing them to securely store their wealth and send and receive digital currency easily.

Increased Efficiency. Decreased Fraud

Credit, debit and gift card fraud is rampant and growing at a rapid pace. It accounts for billions of dollars in global loss and is a key piece in the trillion dollar money laundering problem.

Distributed ledger technology eliminates the ability to make fraudulent transactions by solving the double spending problem in a standard, verifiable, tamper-proof way. This provides the interoperability many merchants need. Bidali provides the tools, APIs and SDKs to leverage this technology to reduce the cost of keeping fraud at bay, thereby increasing efficiency in global markets.

Our Company

Born out of necessity, Bidali was spun out of Bullish Ventures - a Canadian venture studio. Because we are a remote-first, decentralized company we hire people from all over the world and we ourselves can work from anywhere.

The challenges of this increasingly popular nomadic work style is that paying people and getting access to funds in many countries is difficult, expensive or downright impossible. In many countries like Argentina and Venezuela there is little faith in their economic system and their government. Moving money into your own bank account exposes it to, at best, rapid devaluation and at worst theft by local or federal governments.

With distributed ledger technology we see a better, safer, more transparent way forward

that reduces middlemen and gives more control back to the individual. We're building the tools to get there.