BushidoPay

Growth. Tokenisation. Trust.

The future of growth funding.

Immediate growth finance secured against capacity you already own — unsold inventory, spare capacity, out-of-date stock and surplus services — tokenised on a banking-standard platform, with no cash outlay.

No cash outlay
Funded by capacity, not cash

Free to open
No cost to hold a facility

Valued at your prices
Never a discount signal

Capacity that expires is capacity you paid for

Every business with perishable capacity carries a quiet, recurring loss. A room unsold at midnight, a seat that flies empty, an advertising slot that expires unfilled, stock that depreciates in a warehouse — none of it can be sold later. It is written off at zero, every day, and it rarely appears as a line anyone owns.

WHAT THAT COSTS

Hotels	20 rooms unsold a night at £120	**£876,000**
Airlines	300 seats empty a day at £90	**£9,855,000**
Media owners	50 slots unfilled a week at £250	**£650,000**
Automotive	25 vehicles depreciating £450 a month	**£135,000**

Illustrative only — figures a visitor sets themselves, at their own published prices.

The same capacity, put to work

BushidoPay converts that capacity into a spendable budget — without discounting it, without a cash outlay, and without signalling anything to your market. Three things that budget buys:

Premium advertising

Across our network of exclusive media partners, in the mix you choose.

Tax-deductible CSR

Projects that stand up to scrutiny and align your brand with the causes you back.

Reward programmes

Incentives for the customers and staff you most want to keep.

What BushidoPay is

BushidoPay is a revolutionary trading platform utilising banking-standard blockchain technology to provide users with an innovative tool to monetise their wastage — unsold inventory, spare capacity, out-of-date stock and surplus services — resulting in P&L and balance sheet gains and incremental customers, with no margin erosion.

01 **A revolution in marketing funding**

Instant funding for growth, without the typical onerous application processes.

02 **Tokenising unused capacity**

Spare capacity repurposed into premium advertising, tax-deductible CSR projects and reward programmes.

03 **Cash conversion**

Once your balance qualifies, Tokens earned on the platform can also be converted to fiat — rates are quoted individually, on application.

Free to use, and deployed into your business immediately.

There is no cost to open a facility and no cash leaves your business at any point. The capacity you pledge is what funds the programme.

No margin erosion

Capacity is valued at your own published pricing, so nothing you convert reads as a discount.

No cash outlay

The programme is funded by capacity, not by budget you have to find from somewhere else.

No cost to open

The facility itself is free. You are not paying for the privilege of being assessed.

How it works

Growth funding without the usual time-consuming red tape — secured only against identifiable spare capacity or unsold inventory in your business.

1

STEP ONE

We tokenise your spare capacity at market value

Not a remnant rate, not a clearance price. We agree which capacity qualifies and value it at your own published pricing — so converting it never signals a discount to your market.

2

STEP TWO

A banking-standard Token credit facility — at no cost

You get a secure account on a banking-standard, blockchain-backed platform, credited with Tokens to the value of the capacity you have pledged. Free to open, fully auditable, and no cash outlay from you at any point.

3

STEP THREE

Choose your channels from our exclusive partners

Spend your Tokens on advertising across our network of exclusive media partners — the mix is yours to choose, built around where your customers actually are.

4

THE OUTCOME

New enquiries, brand awareness, real uplift

New enquiries land, brand awareness grows, and incremental sales follow — with the P&L and balance-sheet uplift to show for it. All funded by capacity that would otherwise have expired unsold.

BEFORE YOU COMMIT TO ANYTHING

See what your own capacity is worth.

The calculator on our homepage takes two numbers you already know and shows what unsold capacity is costing you a year — then what it could fund instead. Nothing is asked of you to use it.

www.bushidopay.com/#calculator

Cash conversion, and how we treat your data

CASH CONVERSION

Tokens you have earned can be converted into cash.

Tokens are yours to spend across advertising, tax-deductible CSR projects and reward programmes — that is where they work hardest. Once your balance passes a qualifying threshold, BushidoPay also provides a mechanism to convert earned Tokens into fiat.

Qualifying Token balance · Rates quoted on application · Settled in fiat

Conversion is quoted individually — rates reflect demand for your capacity at the time — and confirmed as part of your own offer, subject to our terms.

YOUR DATA

Your figures are used only to prepare your offer.

Preparing an offer means telling us commercially sensitive things — how much capacity goes unsold, and what it is worth. Those figures are used for that purpose and no other. They are never used to train AI models, and never shared.

- **Banking-standard platform**
  Blockchain-backed, fully auditable Token accounts.
- **Essential cookies only**
  No advertising cookies, no tracking, nothing sold.
- **A small number of partners**
  We work with a few enterprise partners at a time, so every participant gets genuinely hands-on service.

Everything here is checkable.

Nothing in this document is a claim we have not published. The terms that govern Tokens, funding and conversion, and the policies covering your data, are all on the site in full.

www.bushidopay.com/legal — terms · privacy · cookies

Who it is for

If your business carries capacity that expires unsold, it qualifies. These are the six sectors we work with today.

Media Owners

With unsold advertising inventory

Hotels

With empty rooms expiring with no value, every day

Automotive Manufacturers & Dealers

With unsold, rapidly depreciating vehicles

Brands

With surplus products and services

Airlines

With empty seats generating zero revenue

Agencies

Representing the above client groups

Not on the list?

The test is simple: capacity that perishes, valued at your own published prices. If that describes something in your business, it is worth a conversation.

The questions your team will ask

This document tends to get forwarded. These are the objections that come back most often, answered plainly.

Does this cost us anything?

No. The facility is free to open, and no cash leaves your business at any point. The programme is funded by the capacity you pledge.

Are we discounting our inventory?

No. Capacity is tokenised at your own published pricing — not a remnant rate and not a clearance price — so converting it never signals a discount to your market.

What do we actually give up?

Capacity you nominate, and only capacity that would otherwise have expired unsold. You agree with us which capacity qualifies before anything is committed.

Where do our figures go?

Into preparing your offer, and nowhere else. They are never used to train AI models and never shared.

Can Tokens become cash?

Once your balance passes a qualifying threshold, yes — but Tokens work hardest spent on advertising, CSR and rewards. Conversion rates are quoted individually, on application, and reflect demand for your capacity at the time.

What does signing up commit us to?

Nothing, at the point of asking. You answer four short screens and we prepare an offer for you to read. There is no account to create and no password to set — we email a secure code that opens it.

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WHAT HAPPENS NEXT

Four questions, and your offer is ready.

Answer four short screens about your business and we prepare a private credit offer — what it funds, what it is worth, and what it means for your margins. There is no account to create and no password to set.

- **Get your private offer**
  www.bushidopay.com/proposal
- **Prefer to talk first?**
  www.bushidopay.com/contact
- **How the mechanism works**
  www.bushidopay.com/how-it-works