



# 2025 Impact Report

and 2026 Plan

Education that Empowers



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## Foreword

The world is broken, in large part, because we have lost the ability to think for ourselves. When we don't control our money, we lose incentive to plan, to create, to build for a future we can't shape.

Bitcoin lets us take back that control. But the revolution isn't a better money—it's a better human.

Introductory bitcoin education is our most powerful tool to change our individual relationship with power. Bitcoin will be the base layer of the future economy. Independent, empowerment-focused education will be the base layer of a better bitcoiner.

But without conscious effort, bitcoin education will repeat the same mistakes that got us here. It will be captured by whoever funds it. Left to corporations and governments, it will dictate what to think rather than empower students to think for themselves.

The real battle is for how people understand their own potential. Our best chance for a better world is a decentralized, community-led network of educators who empower their students not just to learn about bitcoin, but to discover their own agency.

This is our mission.

My First Bitcoin will continue building the infrastructure, explaining the why, and creating proof-of-work. We need your help—your resources, your attention, your wisdom.

Join us.

**John Dennehy**  
Founder  
My First Bitcoin



# 2025 Achievements & Highlights



Money should be a tool of freedom, not repression.

We're building a world where money serves individuals, not controls them.



# Programs

In 2025, we published updated versions of the Intro Course and Bitcoin Diploma, both with a PDF and a self-paced online course.

## Introduction to Bitcoin

English and Spanish



We also released 1 brand-new programs:

## Bitcoin for Organizations

English



**And published** the first version of our Educator Training Program, as a self-paced online course.

## Educator Training Program

# EDUCATOR TRAINING PROGRAM



# Impact through Education

Combining in-person classes, live online classes and self-paced online courses, we trained a total of 3,538 students and 86 educators in 2025.



## Special Projects

**32 students taught**

Through special on-the-ground projects leveraging our Education Network and international partnerships, we brought Bitcoin education to 32 students:

**25 Arhuacos Community**  
(Colombia)

**07 Tras La Perla Staff**  
(Colombia)



Online Live Classes  
584

Online  
**1309**  
students taught

Self-paced Courses  
725



### Educator Training Program

## 86 educators trained

As part of our transition from teaching students to training educators, we conducted 3 pilots for our Educator Training Program and launched the online course version, training 86 educators:

**06** El Salvador  
in-person

**20** Paraguay  
in-person

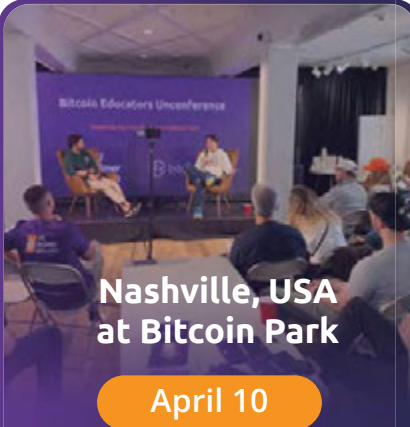
**13** Colombia  
online

**47** Online Course  
online

# Impact through Events


## Unconferences

Unconferences are decentralized, high-signal, small-scale conferences where attendees create their own schedule and get to be in the spotlight as much as scheduled speakers.



**Nashville, USA  
at Bitcoin Park**

April 10

 **60**  
attendees



**Vancouver, Canada  
before Learning Bitcoin**

August 15

 **70**  
attendees



**San Salvador,  
El Salvador before  
Adopting Bitcoin**

November 13

 **140**  
attendees

 **45**  
Meetups

 **2,700+**  
attendees



## Local Meetups

Meetups are a great way to strengthen local Bitcoin communities and guide newcomers through their journey toward financial sovereignty.

We organized 45 meetups in 2025, receiving more than 2,700+ attendees in total.

## External Events

We attended Bitcoin and freedom-related events to onboard new students and educators, and foster new collaboration opportunities.



**BTC Prague**  
Prague, Czech Republic



**Learning Bitcoin**  
Vancouver, Canada



**Bitcoin Indonesia**  
Bali, Indonesia



**Radical Innovation Summit**  
Mexico City, Mexico



**Accelerating Bitcoin**  
Asuncion, Paraguay



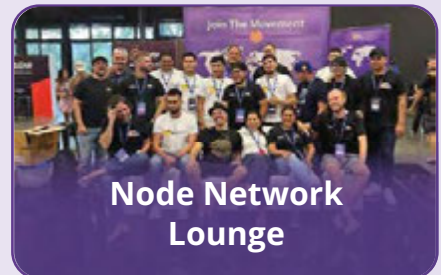
**LABitConf**  
Buenos Aires, Argentina



**Liberty Forum**  
New York City, USA



**Adopting Bitcoin**  
San Salvador, El Salvador



**Node Network Lounge**



**San Salvador, El Salvador**



**42**  
attendees

## Gala Dinner

The Gala Dinner is a great way to celebrate our wins with the community, inspire others to join the mission, and give back to the individuals and projects who support us.

# Impact through the Educators Network

## Network growth in 2025

From 49 to  
77 communities

From 28 to  
39 countries

28 new communities,  
from 11 countries



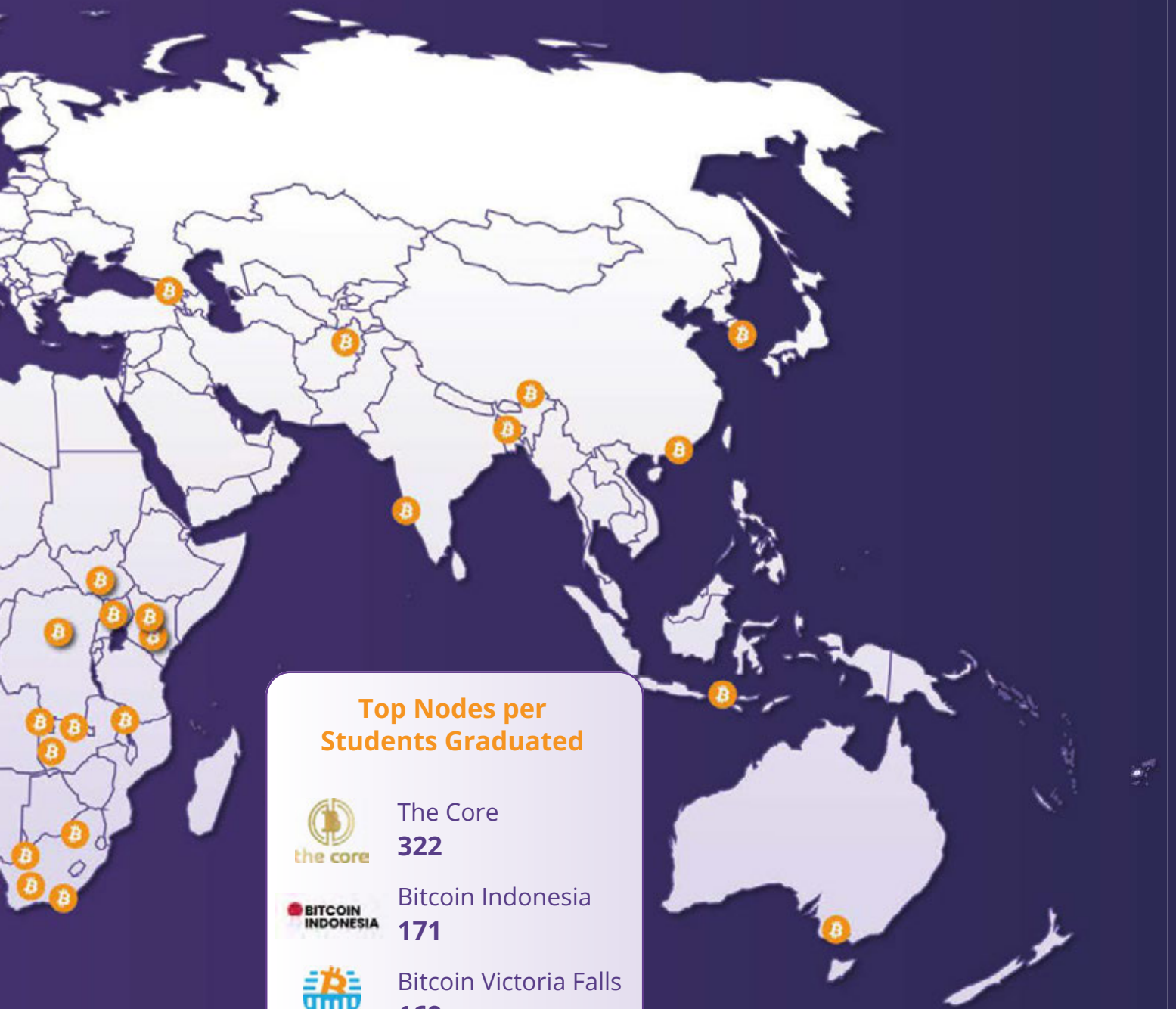
Students taught by  
independent educators



**66**  
graduations



**1300+**  
graduates





## From Local to Global

My First Bitcoin started in 2021 in El Salvador.

2025 was the year we took the step to go global.

To go beyond borders and increase our reach from 8 million to 8 billion people.

## Our ultimate goal has not changed

**We're bringing financial sovereignty and agency to individuals and communities all over the world so they can build a freer society.**

**Independent Bitcoin education is how we make it a reality.**

This is why we now put all our focus and energy on empowering those that empower others, on empowering the independent Bitcoin educators that bring sovereignty and freedom to their communities.



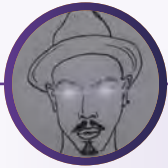
We're grateful to have them volunteer their expertise and knowledge with My First Bitcoin.

# Operations Team

We restructured the entire organization to fit our updated vision.



**Gerardo Moran**  
Bitcoin Trainer



**Pablo Saxtron**  
Bitcoin Education Developer



**Gabriel Palma**  
Bitcoin Training Lead



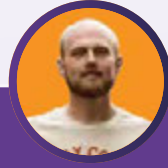
**Reyna Chicas**  
Bitcoin Training Coordinator



**Benoit Berenger**

**Director of Education & Technology**

Building the educational resources and technical infrastructure for independent education delivery all around the world.



**Arnold Hubach**

**Director of Community Growth**

Serving and growing our education network and fostering the Bitcoin education social layer, by connecting independent educators to our resources and to each other.



**Quentin Ehrenmann**

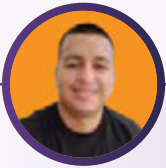
**Executive Director**



**Daniel Viana**  
Bitcoin Trainer



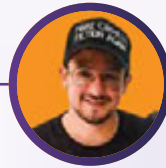
**Marjorie Palma**  
Bitcoin Trainer



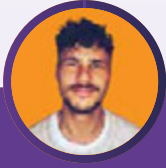
**Jorge Rivas**  
Events and  
Partnerships Lead



**Juan José Lara**  
Content and Media  
Lead



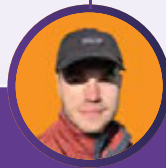
**Roberto Magana**  
Finance &  
Administration Lead



**Patrick Korting**

**Director of Comms  
& Events**

Onboarding students and educators to our platforms via communication channels and educational events.



**Trey Walsh**

**Director of Finance  
and Administration**

Supporting our efforts with the legal and organizational frameworks to ensure our success.

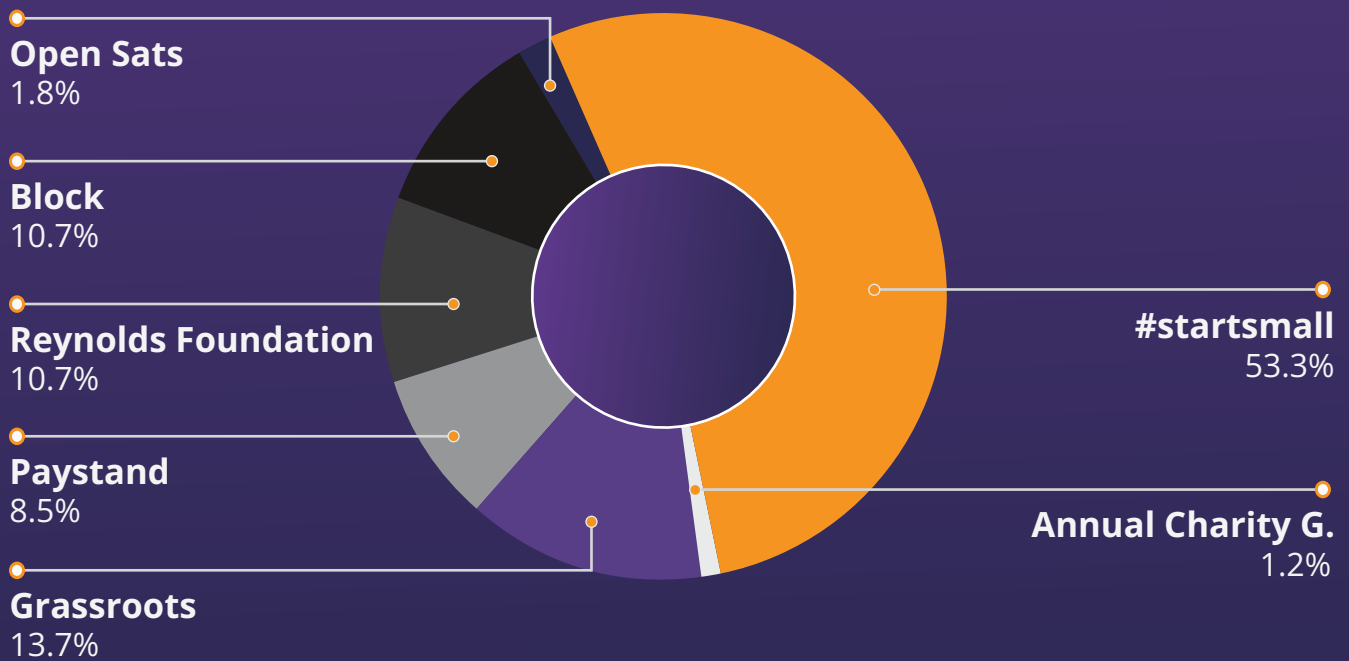
# Finances



None of this would be possible without the unconditional support from the Bitcoin community.

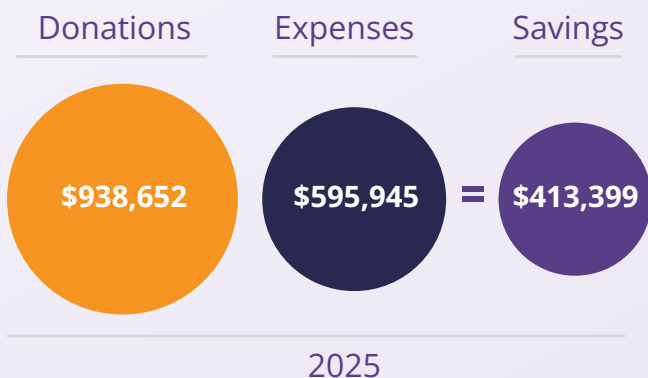


We are grateful to the organizations and individuals who support our work.



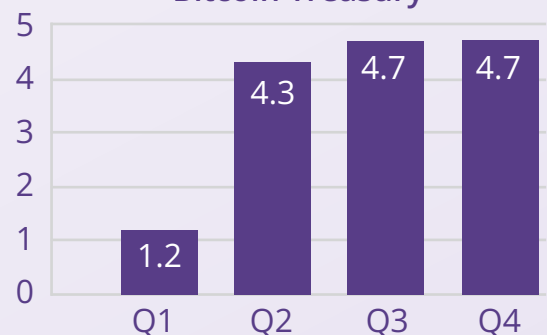
In 2025, we extended our donor base to two new funding sources: **#startsmall** and **Reynolds Foundation**

## Revenue vs Expenses in 2025

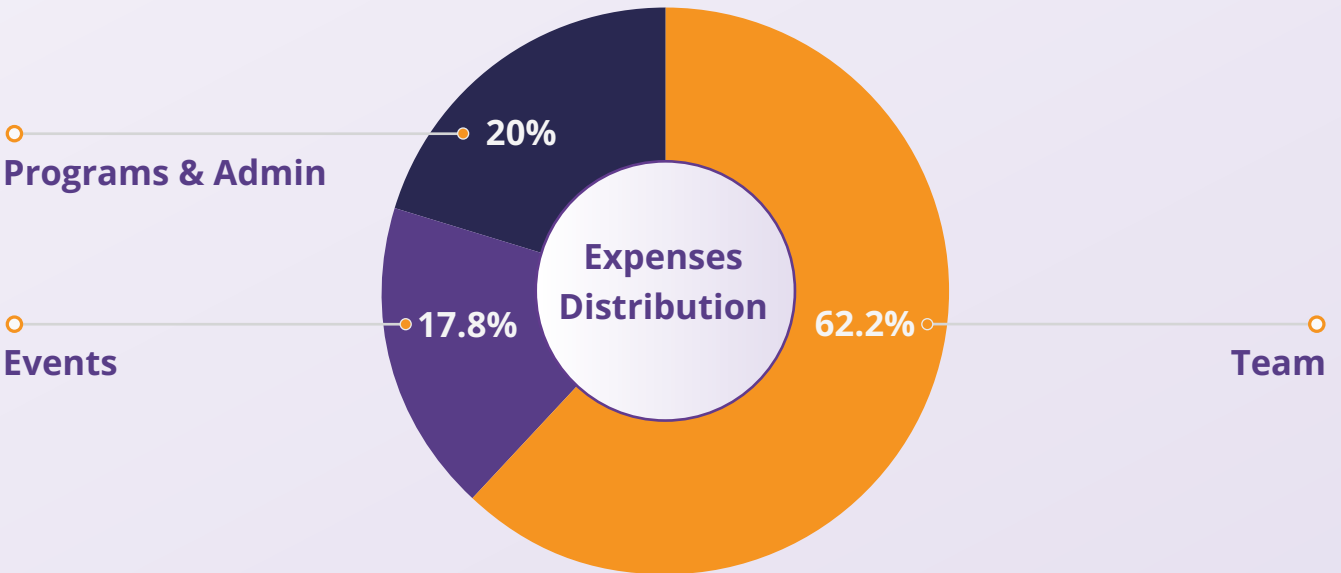
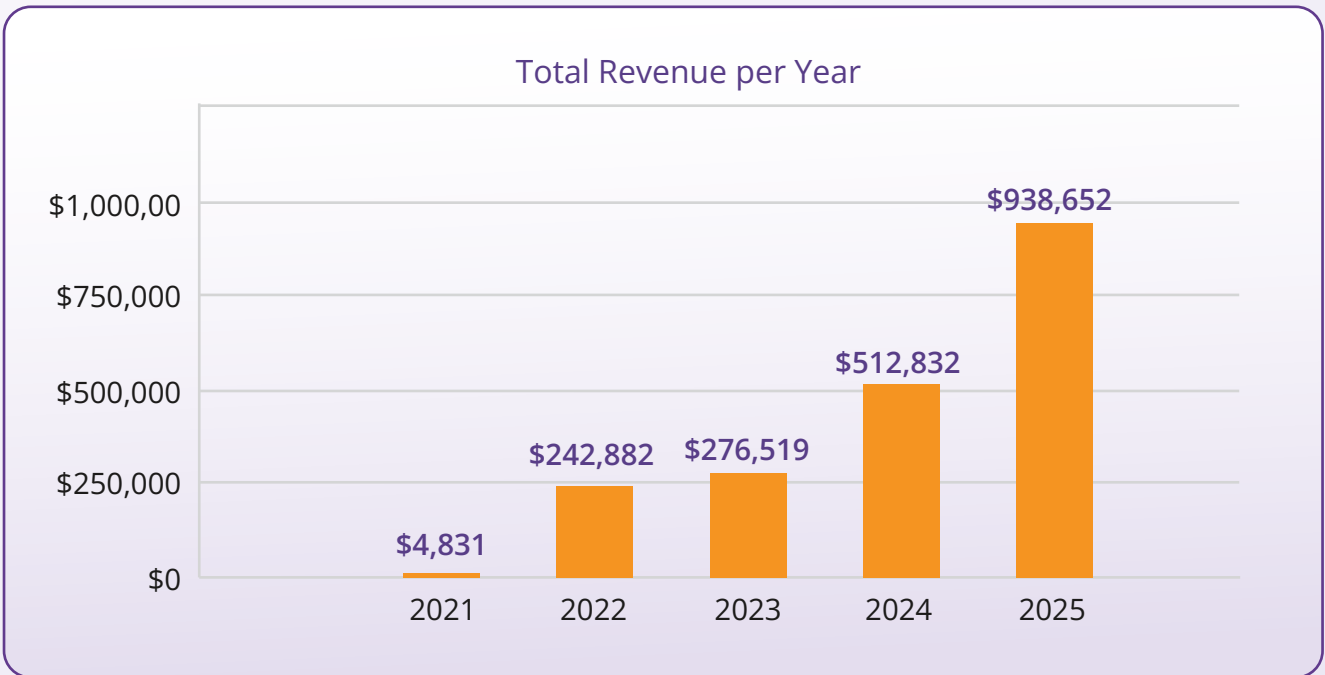


We also successfully saved 4.7 BTC, worth \$470,000 at \$100,000 per BTC, almost doubling our savings goal.

## Bitcoin Treasury



# We almost reached 1 million USD in donations!



**Fiercely Independent**  
Funding received by governments: ZERO

Through direct education, community support and events, My First Bitcoin reached thousands of people in 2025

We also prepared ourselves to massively grow our impact in 2026, and to turn our ambitions into reality.



# **Bitcoin has redefined how we do money**

**We're redefining how  
we do education.**





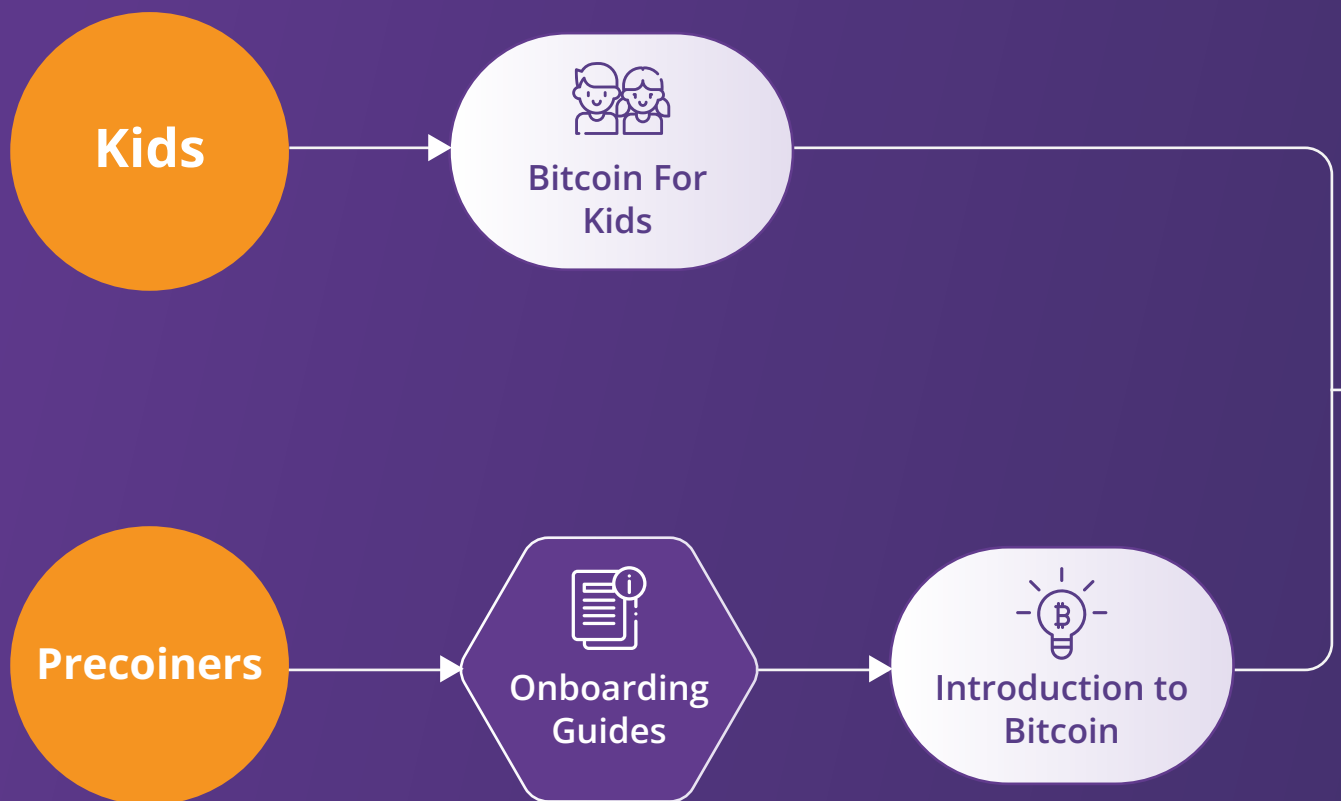
# 2026 Plan

**Empowering Those That Empower Others,  
Empowering Independent Bitcoin Educators  
Worldwide**

# Educational Resources and Programs

## Updated Learning Pathway

To better serve students and educators all around the world, we redefined our programs and resources to focus on modularity, adaptability and personalization, based on local context, language, demographics, audience or interests.

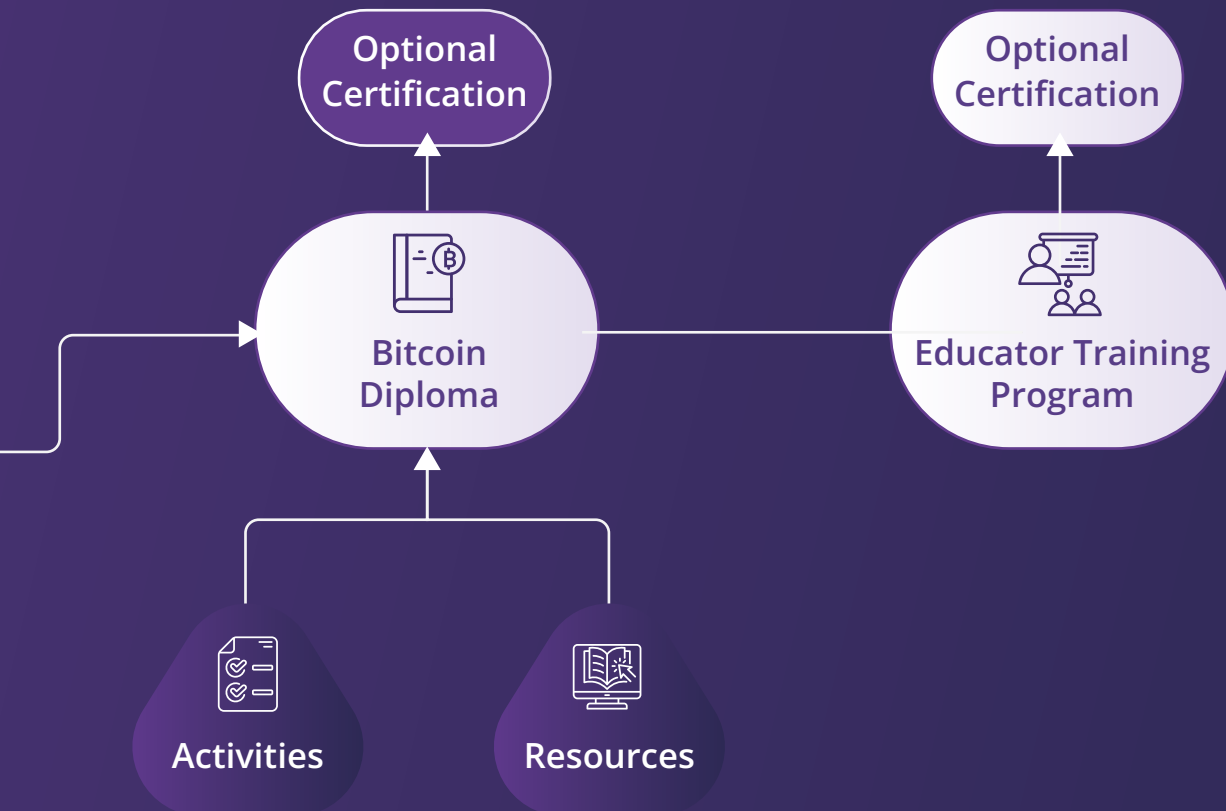


### 4 main programs

- Introduction to Bitcoin
- Bitcoin for Kids
- Bitcoin Diploma
- Educator Training Program

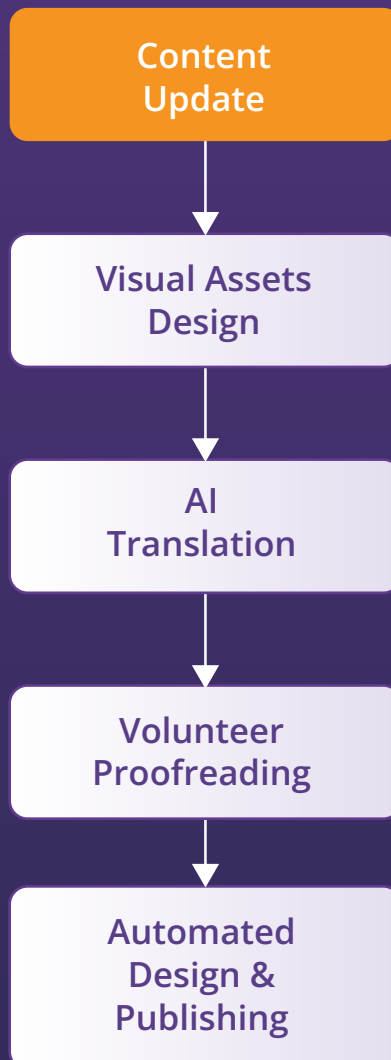
### Supported by

- AI-powered translation, adaptation and personalization
- Onboarding guides
- Bitcoin Glossary
- Teaching Guides
- Activity Guides



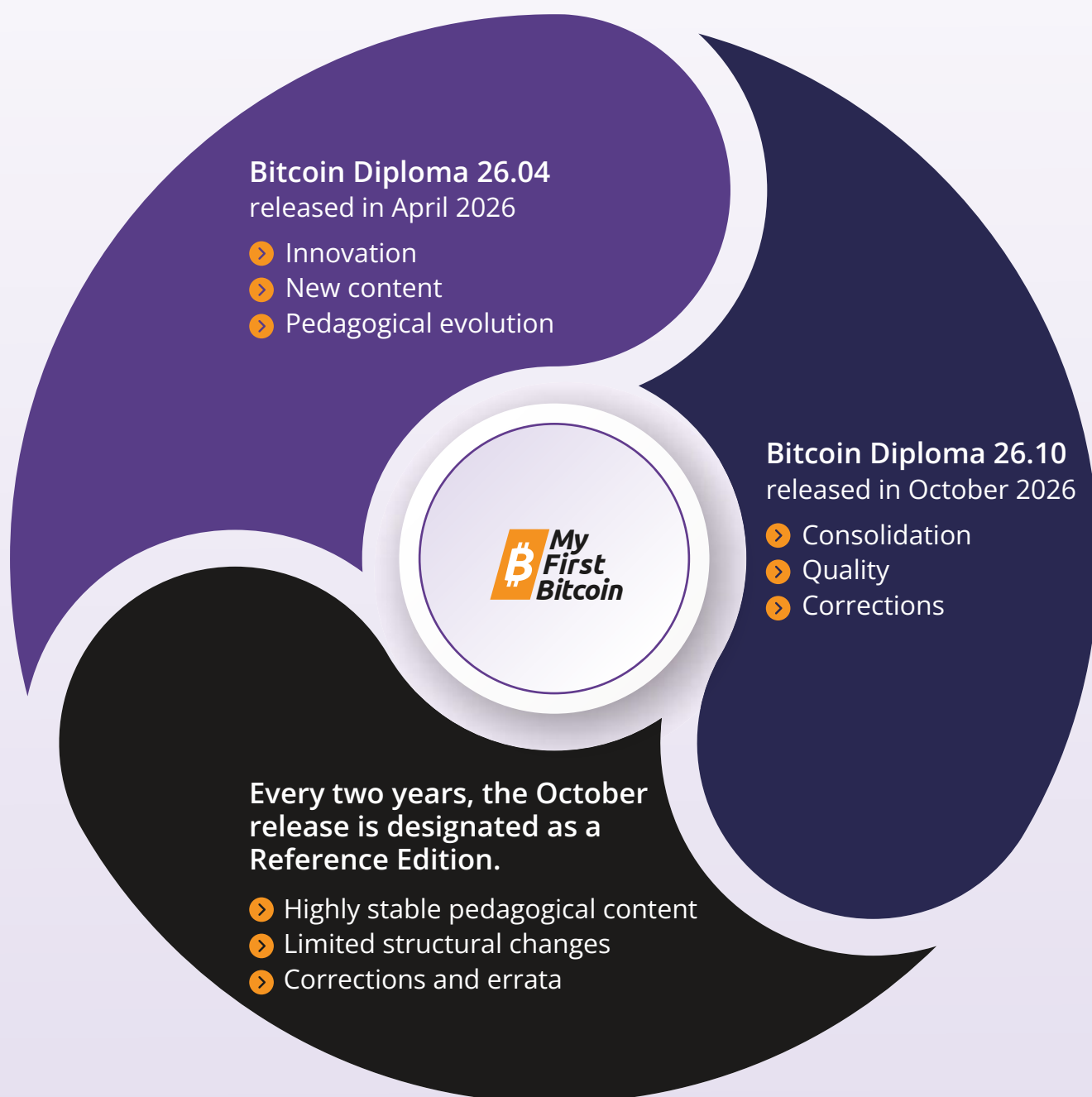
# Automated Program Design Process

We combined and automated our processes for program design, translation and publishing, leveraging AI's powerful capabilities.



## Updated Release Cycle

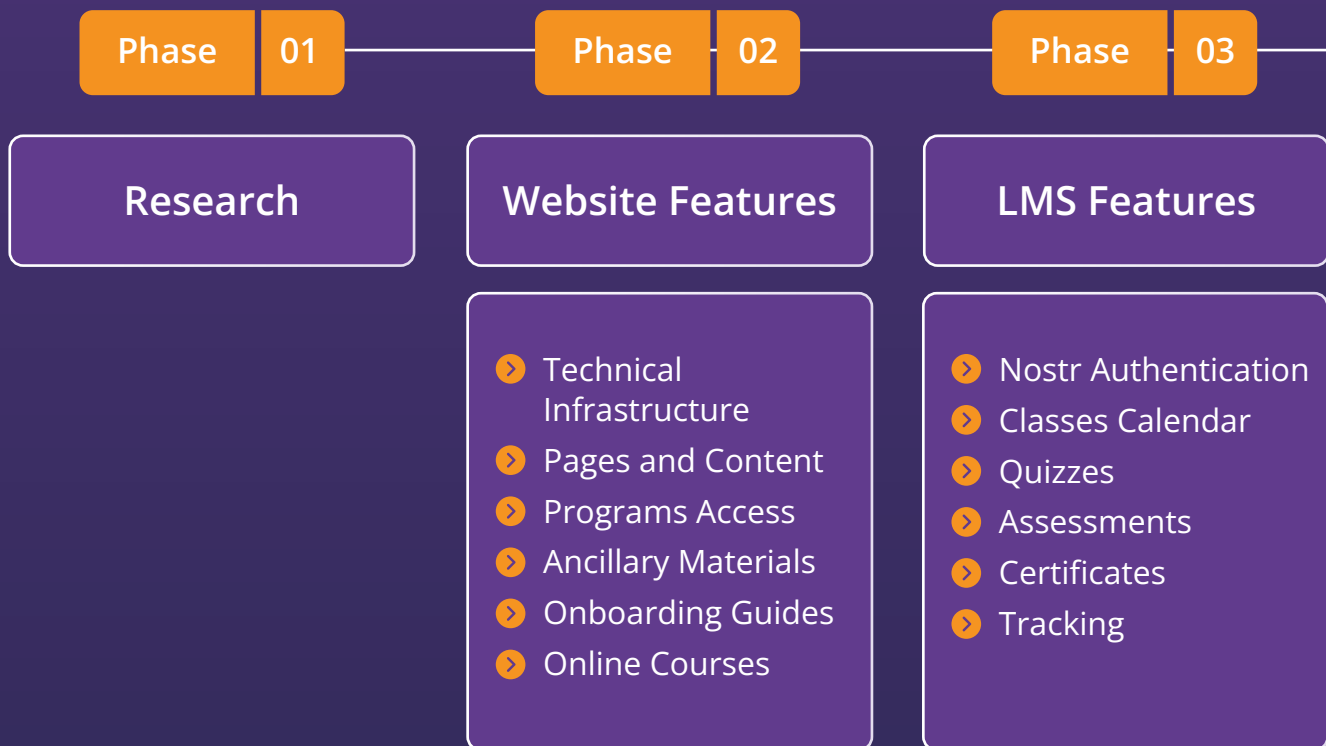
We are transitioning to a biannual release cycle, based on the proven Ubuntu Linux distribution model:



# Education and Community Platform

**We're building a decentralized platform based on Nostr** to support the worldwide grassroots movement for independent Bitcoin education.

This unified platform will leverage Nostr's and Bitcoin's capabilities to incentivize learning for students and boost growth for communities, via gamification and perks.



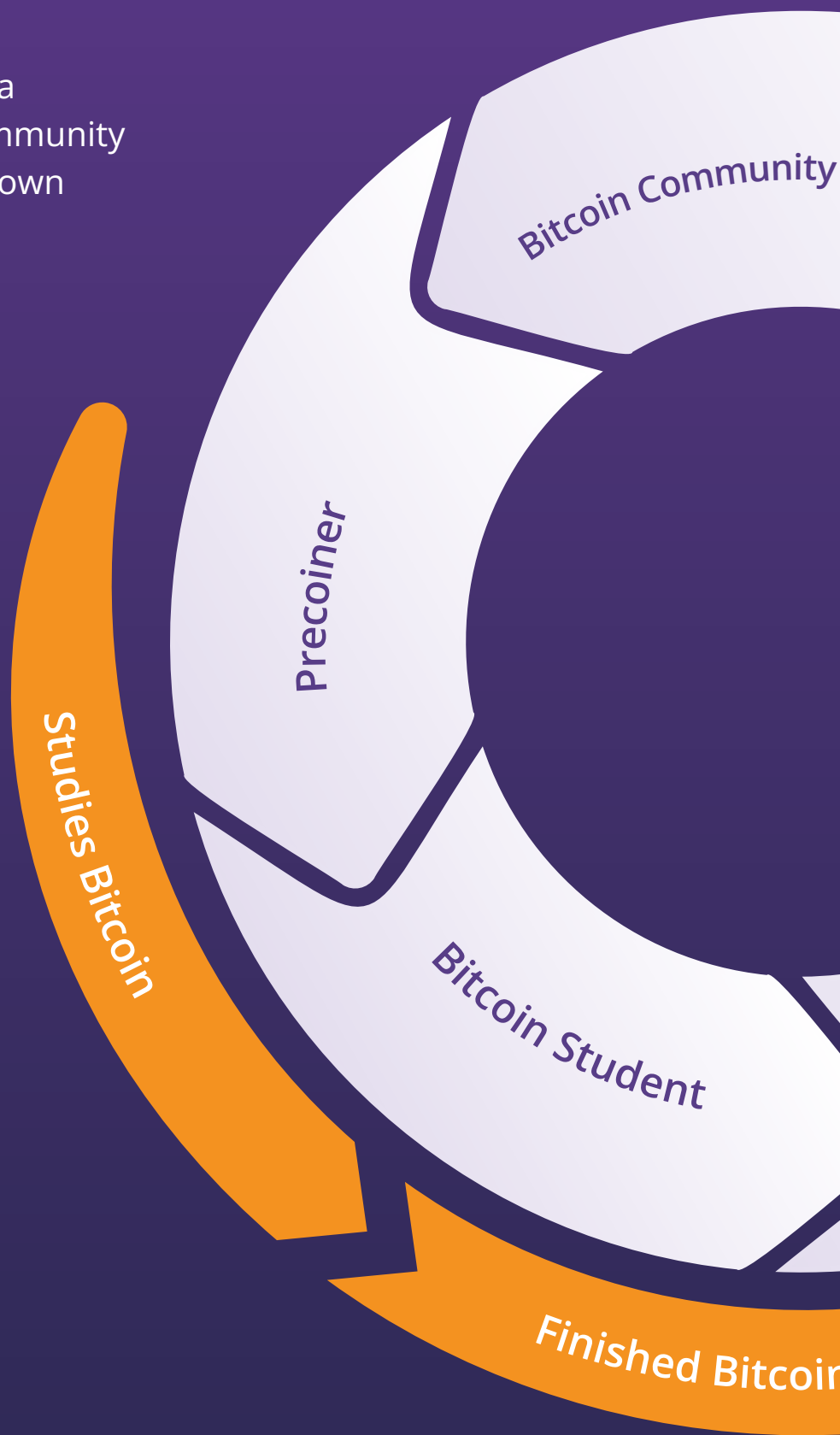
## The platform will be fully FOSS and will be replicable by any education network.

We're building the future of education on Nostr, starting with Bitcoin and financial sovereignty.



# Grassroots Education Flywheel Effect

Every student taught is a potential teacher and community leader empowering their own community in the future.





**This is how the movement** for independent Bitcoin education and empowerment spreads all over the world, like a grassroots network.

# Unconferences

We will organize 5 unique Unconferences in 2026, on more than 3 continents. Each will be powered by My First Bitcoin and hosted by a local community that is part of our Education Network.



**South America**  
Argentina - March

Partner:



We will also attend Bitcoin events and meetups to meet and onboard more teachers, students and community leaders from all around the world.

• **Europe**

TBD

• **Asia**

TBD

• **Africa**

Kenya – April

Partner:

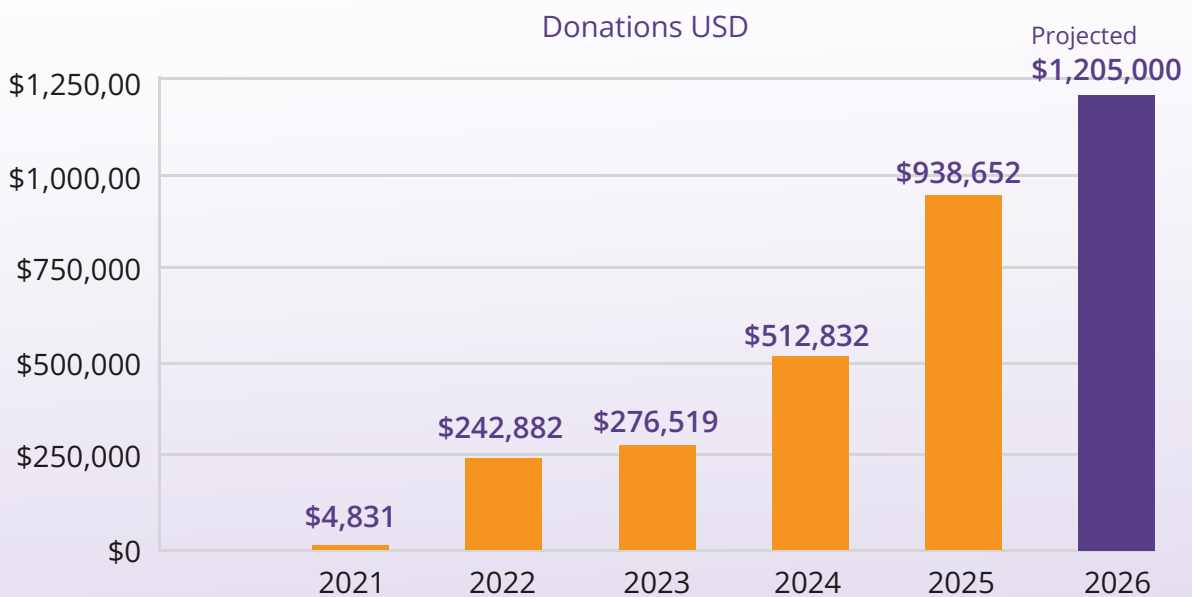


# 2026 Budget Forecast

## Projected Expenses Distribution



## Total Revenue per Year





Education that Empowers