

Invity.io & Swan Bitcoin break down barriers to Bitcoin with automated savings in Trezor hardware wallets

APRIL 8, 2022, MIAMI & PRAGUE — From the Genesis Stage of the Bitcoin 2022 conference, Invity.io, provider of the in-wallet trading platform for Trezor hardware wallets, and Swan Bitcoin, a prominent Bitcoin onramp, announced a new partnership to bring recurring, direct-to-custody Bitcoin purchases to Trezor wallets. Automated purchasing within a cold wallet is the most accessible way for non-technical users to start saving value with Bitcoin while maintaining personal control over their coins from the very beginning.

"The key to Bitcoin's future is to welcome people who are currently intimidated by cryptocurrencies. But we've found that new users continually worry over two things: finding the perfect time to enter the market and keeping their Bitcoin safe. This integration solves both," says Pavol "Stick" Rusnák, co-founder of Trezor Company.

Stephan Livera, Managing Director of Swan Bitcoin, adds, "Bitcoin must be for everyone, especially in this age of runaway inflation. But not everyone is willing or able to contribute a lump sum to a new investment. By offering new users a straightforward way to buy Bitcoin in the amount they want and on their schedule, anyone can benefit from dollar-cost averaging while keeping their investment as secure as possible."

Recurring Bitcoin purchases are facilitated by Invity, which integrated Swan Bitcoin's API into the free Trezor Suite app, the coin management platform for Trezor hardware wallets. In the Trezor Suite Trade section, a "Save into Bitcoin" button opens a specially designed minimalist interface in a click. Users then fine-tune the amount of Bitcoin to purchase and how often in a way that suits their personal budget. A linked bank account converts US dollars to Bitcoin automatically, and the purchased coins are sent directly to the user's non-custodial Trezor hardware wallet. This eliminates both exposure to vulnerable custodial solutions and manual, fee-incurring steps to move purchased coins to self-custody.

"Investing is a mental process for the long term and the only way to protect and build wealth over the long term. A completely self-managed asset like Bitcoin held on a hardware wallet is vital to creating an investment portfolio for the twenty-first century, and the meeting of our three companies makes this a reality for anyone," says Štěpán Uherík, CEO of Invity and CFO of Trezor.

Automated Bitcoin purchases powered by Swan Bitcoin and Invity will be enabled in the May 2022 update of the Trezor Suite. Swan is only available to people over eighteen years of age with a valid government ID and valid US bank account; this service is not available to residents of New York state. Invity is in talks to bring automated purchases to European users in the coming months.

About Invity.io

[Invity.io](#) is an independent Czech company and a member of the SatoshiLabs Group. Invity's platform compares 17 crypto exchanges - with more added regularly - to enable users worldwide to buy, exchange, and sell crypto at the best rates all in one place. Invity's interface and educational materials are specially designed to onboard newcomers to crypto, regardless of their technical knowledge. Invity's comparison tool is an integral part of the free Trezor Suite app and is available on its standalone website for users of any wallet. Invity also maintains [Coinmap.org](#), a longstanding crowdsourced resource showing Bitcoin ATMs and businesses that accept crypto.

About Swan Bitcoin

[Swan Bitcoin](#) is dedicated to helping the next billion people understand Bitcoin and what it represents for our future. Swan produces high quality Bitcoin education and takes pride in excellent, accessible customer service. [Swan.com](#) is the best way to accumulate Bitcoin with recurring and instant buys. The Private Client Services division helps high net worth individuals and entities build generational wealth around the world. Swan's Advisor Services platform is the easiest and most secure way for financial advisors to provide their clients with direct exposure to actual Bitcoin. For more information, visit [Swan.com](#).

About Trezor

[Trezor](#) is the independent Czech company behind the world's first Bitcoin hardware wallet, the Trezor One. Its flagship product, the [Trezor Model T](#) comes with a full-color touchscreen and many advanced features, and both wallets are enhanced by the free Trezor Suite app which increases privacy and makes crypto more intuitive.

About SatoshiLabs Group

SatoshiLabs Group is the parent company of Trezor, Invity, and Tropic Square. It has contributed more than 22 innovative open security standards to the cryptocurrency industry, including [BIP-39 Recovery seed](#) and [Passphrase](#), [BIP-44](#), and [SLIP-39 Shamir Backup](#), which have made cutting-edge security available to everyone. SatoshiLabs has expanded rapidly, with Invity offering multiple purchase methods to most of the world's population, and Tropic Square set to release the world's first auditable secure chip later this year.

Work-in-progress screenshot of the automated Bitcoin savings setup interface in Trezor Suite:

