# Hunter Horsley predicts Bitcoin adoption by corporations in 2025



Hunter Horsley, CEO and co-founder of Bitwise, has voiced a strong belief that a significant number of publicly traded companies will begin incorporating Bitcoin (BTC) into their balance sheets in the year 2025. In a recent post on the social media platform X, Horsley indicated that this year will mark a notable shift towards companies adopting Bitcoin as part of their corporate strategy.

He stated, "A major theme in 2025 is going to be the arrival of corporates: Bitcoin Standard Corporations." Horsley added that there are already several private firms, including Bitwise Investments, that have begun holding Bitcoin as part of their financial strategy. His comments reflect optimism about the growing acceptance of Bitcoin among major corporations.

Horsley referenced a report from crypto investor HODL15Capital, which highlights that companies already invested in Bitcoin are continuing to increase their holdings. According to Horsley, MicroStrategy, known for being the largest publicly traded corporate holder of Bitcoin, is likely to serve as a model for other companies interested in acquiring the digital currency. He noted that since December 30th, 2024, "11 publicly-traded companies bought more Bitcoin according to HODL15Capital." Horsley emphasises that 2025 is poised for a wave of corporations embracing the Bitcoin standard, adding that "Saylor has written the playbook for a movement," referring to MicroStrategy's founder Michael Saylor.

In addition to the growing interest in Bitcoin, Horsley predicts that 2025 may also see a surge in the establishment of tokenised small businesses leveraged by artificial intelligence (AI) agents. He elaborated on the potential impact of AI, suggesting that it could lead to the creation of numerous niche companies. “I think AI may lead to an explosion of companies and tokenized companies," he stated.

Horsley explained that a single individual could utilise AI to create specific software services tailored to unique market needs, such as a mobile-only customer relationship management (CRM) tool designed for independent electricians in California. This strategy, he believes, would cater to long-tail markets that are often overlooked.

He proposed that this trend could foster a new wave of 'micro' or niche businesses capable of generating annual revenues ranging from $100,000 to $1 million. Furthermore, he suggested that the creators of these companies could tokenize their businesses, thereby reaping two main benefits: pre-empting future earnings and allowing customers to participate as shareholders and advocates for the business.

Overall, Horsley's insights present a forward-looking perspective on the convergence of Bitcoin adoption and AI-driven business models in the upcoming year, hinting at the transformative potential this could hold for the corporate landscape and market dynamics.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://archway.finance/blog/corporate-bitcoin-adoption-2025> - This article supports Hunter Horsley's prediction that 2025 will be a pivotal year for corporate Bitcoin adoption, mentioning Bitwise's ETF strategy and the growing trend of companies holding Bitcoin.
2. <https://eldorado.io/en/blog/bitcoin-standard-corporations-etf-impact/> - This article explains the Bitcoin Standard Corporations ETF proposed by Bitwise, which invests in companies holding over 1,000 Bitcoin, aligning with Horsley's comments on corporate Bitcoin adoption.
3. <https://archway.finance/blog/corporate-bitcoin-adoption-2025> - This source mentions that only a handful of companies are currently leading the charge in accepting crypto as payment, but predicts an increase in such companies by 2025.
4. <https://eldorado.io/en/blog/bitcoin-standard-corporations-etf-impact/> - This article details how the ETF weights companies based on the market value of the Bitcoin they hold, supporting Horsley's point about the significance of Bitcoin reserves in corporate strategies.
5. <https://archway.finance/blog/corporate-bitcoin-adoption-2025> - This article quotes Hunter Horsley's social media post about 2025 being a big year for new corporates adopting the Bitcoin Standard.
6. <https://paulminors.com/blog/why-my-business-is-on-a-bitcoin-standard/> - Although not directly quoting Horsley, this article illustrates the concept of the 'Bitcoin Standard' where businesses use Bitcoin as a base layer to store wealth, supporting the broader context of corporate Bitcoin adoption.
7. <https://eldorado.io/en/blog/bitcoin-standard-corporations-etf-impact/> - This source provides examples of companies like Marathon Digital Holdings and Tesla, highlighting how the ETF will prioritize companies with substantial Bitcoin reserves.
8. <https://archway.finance/blog/corporate-bitcoin-adoption-2025> - This article mentions MicroStrategy as a model for other companies interested in acquiring Bitcoin, aligning with Horsley's reference to Michael Saylor's playbook.
9. <https://eldorado.io/en/blog/bitcoin-standard-corporations-etf-impact/> - This article explains the ETF's focus on companies with significant Bitcoin holdings, which is central to Horsley's predictions about corporate Bitcoin adoption.
10. <https://archway.finance/blog/corporate-bitcoin-adoption-2025> - This source discusses the potential for more companies to emerge by 2025, supporting Horsley's optimism about the growing acceptance of Bitcoin among major corporations.
11. <https://dailyhodl.com/2025/01/07/2025-will-see-the-emergence-of-bitcoin-standard-corporations-according-to-bitwise-ceo-hunter-horsley/> - Please view link - unable to able to access data