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Amaze Pushes Boundaries with Bold Crypto Strategy to Empower Creators Globally

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Amaze Software, Inc. has launched a major cryptocurrency initiative aimed at transforming how creators get paid, expanding financial tools, and positioning the company at the forefront of digital payment innovation. Partnering with blockchain advisory firm DNA Fund, the move reflects a strategic pivot toward Web3 adoption and stablecoin-based transactions.

Amaze, a leading creator-focused commerce platform, is once again making headlines, this time with a forward-looking strategy that places cryptocurrency at the heart of its global

expansion. The announcement follows the rollout of Express Checkout, a simplified payment feature that underlines Amaze's commitment to streamlining digital commerce for its 13 million-plus creator community.

The new initiative centers on a partnership with DNA Fund (Digital Network Asset Fund), a respected blockchain advisory firm. Together, the two companies plan to integrate blockchain technologies in phases to reduce friction in cross-border payments, lower transaction fees, and unlock new financial options for creators. The first phase, expected to launch within 60 to 90 days, will enable stablecoin payments, cryptocurrency pegged to stable assets like the U.S. dollar, offering creators faster, cheaper payouts.

"This partnership allows us to introduce new payment offerings and brings value to the millions who come to our platform looking to buy," said Aaron Day, CEO of Amaze. "It also lets us start thinking beyond payments, toward helping creators access funding and build real businesses."

Looking ahead, Amaze and DNA Fund are planning more advanced features, including:

- **Digital asset treasury management** to support platform growth
- **Financial tools tailored for creators**, such as credit lines and debit cards
- **The potential launch of "Amaze Coin"**, a proprietary token for incentives and monetization

Brock Pierce, Chairman of DNA Fund and a longtime crypto advocate, stated, "Amaze sits at the crossroads of commerce and community. We're excited to help bring new crypto and Web3 technologies to creators, enabling faster payments, new funding options, and a strong foundation for entering the Web3 space."

Importantly, Amaze emphasized that all crypto-related features will comply with U.S. financial regulations. This commitment offers reassurance to both creators and investors in an often uncertain crypto environment.

From a broader market perspective, Amaze's move is timely and pragmatic. Traditional global payment systems remain inefficient, especially for small-scale entrepreneurs and digital creatives working across borders. By embracing stablecoins and decentralized finance (DeFi) tools, Amaze aims to improve the user experience while reducing

dependence on legacy financial institutions, many of which are slow, costly, or politically constrained.

At a time when major tech platforms and regulators appear more focused on control than innovation, this private-sector initiative is a reminder of where real economic opportunity is emerging, not in boardrooms, but within the digital economy's creator class.

Of course, the success of this crypto strategy will depend on effective execution. Regulatory hurdles, market volatility, and broader Web3 adoption challenges remain. Still, with trusted partners and a clear creator-first vision, Amaze is betting that the future of digital commerce won't just be mobile, it will be decentralized.