A FREE GUIDE FROM PICKAXE MINING

Mine It, or Buy It?

Why serious capital is producing Bitcoin instead of buying it.

pickaxe.io

Est. 2021 · 5 states · 10,000+ units deployed · BBB A+ rated

THE CHOICE

There are only two ways to hold Bitcoin.

BUY IT

- You spend after-tax dollars
- You pay whatever the market asks that day
- No deduction, no depreciation schedule
- One asset, sitting still

PRODUCE IT

- You buy business equipment, not coins
- Section 179 and bonus depreciation are on the table
- Coins arrive daily at your cost of production
- You own the machine and the Bitcoin it makes

Same goal. Completely different balance sheet.

WHY IT MATTERS

You are not buying coins. You are buying the thing that makes them.

Automatic averaging

01

Machines produce every day, in every market. Dollar cost averaging, built into hardware.

Deductible property

02

Mining hardware is tangible business equipment placed in service in your business.

Two assets, not one

03

A titled machine you can sell, trade in, or relocate. Plus the Bitcoin it produces.

No middle layer

04

Not a fund, not an ETF share. Your machine, your wallet, 100% of production.

THE MECHANICS

How mining actually works, in six steps.

1

A block needs sealing

Every ten minutes the network bundles transactions into a block.

2

Machines compete

Your miner guesses trillions of times per second. That speed is hashrate.

3

The winner is paid

Whoever seals the block receives newly issued Bitcoin plus fees.

4

Pools smooth it out

Miners combine hashrate and split rewards, usually paid daily.

5

Difficulty adjusts

More competition means a smaller slice per machine. This is the key number.

6

Rewards halve

Every four years new issuance is cut in half. Scarcity is written into the code.

THE WHOLE GAME

Three numbers decide everything.

01

Price per terahash

Buy the same machine 10% cheaper and every coin it ever mines costs 10% less to produce.

02

Price per kilowatt hour

Power is the largest ongoing cost, and it is not close. Nothing else you optimize matters as much.

03

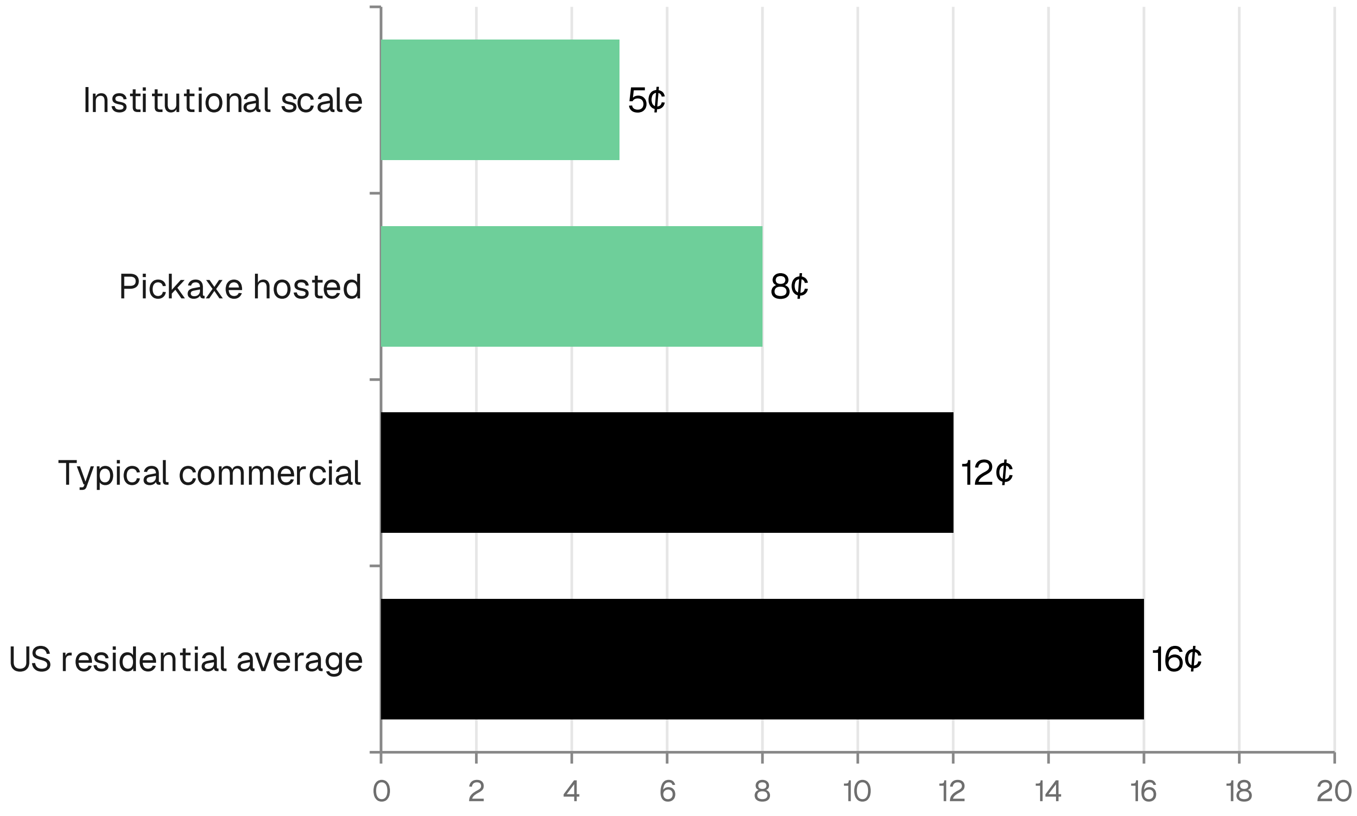
Hours actually hashing

A dark machine earns nothing. Uptime is an operations discipline, not an afterthought.

If someone is selling you mining and is not talking about all three, be careful.

LEVER TWO

Power is where mining is won or lost.



Half the rate, double the margin.

A machine that prints money at eight cents can be underwater at eighteen. We contract power in bulk through purchase agreements, so your fleet runs on industrial rates instead of retail ones.

That is the entire reason hosted fleets outlast home setups.

Illustrative rates. Actual rates vary by facility, order size, and contract.

THE COMPARISON

Same machine. Two very different outcomes.

	IN OUR FACILITY	AT HOME
Power	**Bulk PPA-backed rates**	Residential, 12 to 30 cents
Setup	**Racking and config included**	$2,000 to $5,000 in electrical work
Noise	**None in your space**	75 to 80 dB per machine
Repairs	**Diagnosed on site, RMA handled**	You ship it, wait, troubleshoot
Monitoring	**24/7 plus your dashboard**	You check it yourself
Scaling	**Add units anytime**	Limited by your panel
Your Bitcoin	**Your wallet. 100%.**	Your wallet. 100%.

Hosting is a service, never a claim on your machines or your coins.

THE STRUCTURAL EDGE

The tax code treats a buyer and a miner very differently.

YOU BUY BITCOIN

You bought property. No deduction.

YOU BUY MACHINES

You bought equipment. Placed in service.

Equipment placed in service in a trade or business is generally eligible for accelerated cost recovery under Section 179 and bonus depreciation. In plain terms: a large share of the hardware cost may be deductible in the year the machines go into service, instead of spread over many years.

We do not give tax advice. We give your CPA clean paperwork.

Itemized invoices, serial numbers, asset schedules, and in-service records. Whether any deduction applies to you depends on your structure, your income, and current law. Bring your advisor in early, not in April.

THE PICKAXE SYSTEM

We built the whole path as one system.

Most people assemble mining themselves: hardware from one place, hosting from another, freight from a third. The gaps between them are where money and months disappear.

01
Source
Direct lines to Bitmain, MicroBT, and Canaan, plus our Value Rack desk for new and secondary fleets.

02
Structure
LLCs, trusts, funds, IRAs. Bank wire validation, KYC, and documentation your counsel expects.

03
Deliver
Freight, insured transit, customs, and duties quoted as one all-in price. Serials logged door to door.

04
Power
Nexus, our infrastructure arm, contracts the power and runs the sites. Industrial rates, five states.

05
Operate
Racked, cabled, configured. 24/7 monitoring, on-site diagnosis, RMA handled when a board dies.

06
Collect
Your pool, your wallet, 100% of production. We never touch your coins.

LEVER TWO, SOLVED

We broker the power, not just the machines.

Nexus is our infrastructure arm. It negotiates power purchase agreements directly, acquires and operates the sites, and closes deals at hundred-megawatt scale. Most hardware brokers hand you a machine and a phone number. We control the layer underneath it.

Power purchase agreements

Bulk contracts negotiated straight with generators and utilities, not resold to you at a markup.

Sites owned and operated

We acquire, build, and staff facilities across five states. On-site technicians, not a vendor list.

Deals at industry scale

Containers, site-to-site fleet moves, power brokering, and infrastructure transactions.

5
US states

24/7
on-site staff

10,000+
units deployed

PPA
backed power

Sourcing, power, and operations under one roof. You get one number and one point of contact.

WHAT YOU GET

Free to start. A desk built for scale.

BEFORE YOU SPEND A DOLLAR

A real working session

We model your power, your unit count, your timeline. If the numbers do not work, we say so.

Live calculators and tools

Open on pickaxe.io whether you buy from us or not.

Off-market access

Fleets, containers, and site deals that never hit a public listing.

CPA-ready documentation

Invoices, serials, asset schedules, in-service records.

PRIVATE CLIENT & INSTITUTIONAL DESK

$1M to $100M+

allocations, handled end to end under NDA

14 to 45 days	First call to hashing, not quarters.
Founder-direct	Every mandate handled by the principals.
Priority allocation	Reserved production slots and volume pricing.
Entities and SLAs	LLCs, trusts, funds, IRAs. Custom uptime terms.

Institutional inquiries are confidential and never marketed.

WHO IS TELLING YOU THIS

We started in a garage. We still take the calls.

One Ethereum rig in a California house in 2021. Then six. Then a data center in Roseville, then facilities in five states. We run our own fleets on the same infrastructure we put your machines on.

2021
operating since

5
US states

10,000+
units deployed

A+
BBB accredited

“We deploy fast, and we have seen every headache coming since 2021, so you never do.”

Vlad Kolomyza and Edward Zhidovlenko, founders

THE PART NOBODY PRINTS

The risks, stated plainly.

Any operator who will not put this in writing is not one you should wire money to.

Difficulty rises

As hashrate joins the network, your share of daily production falls. This is the design, not a maybe.

Price moves hard

Revenue is denominated in Bitcoin. Nobody, including us, knows where the price goes.

Hardware retires

Newer machines make older ones uneconomic. Working life is measured in years, not decades.

Sites and grids change

Rates, curtailment, and weather affect uptime. Good contracts reduce this. Nothing eliminates it.

Projections are estimates

Every calculator, ours included, rests on assumptions that will not hold exactly.

No guarantees

We do not promise production, profitability, or any return. Neither should anyone else.

We would rather lose a sale than have you buy this without understanding it.

The next step is a conversation, not a purchase.

Bring your power situation, your budget, your entity, and your timeline. We will build the real numbers with you, show your CPA what they need, and tell you honestly if mining does not fit.

TALK TO THE TEAM

Call or text
(916) 633-7729

Email
sales@pickaxe.io

Book a call
pickaxe.io/schedule

Educational only. Not investment, tax, or legal advice, and not an offer to sell a security. Mining hardware is equipment; Pickaxe does not pool funds, manage assets, or promise profit. Section 179 and bonus depreciation treatment depends on your circumstances and current law. Consult your own advisors. Figures and calculators are illustrations, not forecasts. Mining involves substantial risk including loss. Rates, promotional hosting, timelines, and availability vary and are subject to change. Signed agreements govern any purchase or hosting arrangement.