



INVESTOR DAY 2025

# AI & Engineering Excellence

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# Block engineering opportunities

June 2025 perspective

- Accelerate engineering velocity
- Simplify our code base
- Continue to optimize how we work as a functionalized organization

# Accelerating our progress as an engineering-led company



Our top priority in 2025 has been to automate how we operate.



Being ahead of the AI revolution is critical to our success.



We have developed our own general AI agent.



Driving meaningful impact across Block.

# AI is now foundational to what we deliver to customers and how we work

<b>2012</b>	ML Automated Seller Onboarding
<b>2012</b>	ML for Risk Modeling
<b>Q1 2020</b>	Dessa Acquisition — ML Applications
<b>Q1 2024</b>	goose Kickoff
<b>Q4 2024</b>	MCP Standard with Anthropic
<b>Q4 2024</b>	goose Used Beyond Engineering
<b>Q2 2025</b>	Launch Square AI
<b>Q3 2025</b>	Launch G2 Internally
<b>Q4 2025</b>	Launch Moneybot in Cash App

# Block AI strategy



Automate every function with goose, a general agent.



Enable anyone to develop mission-critical custom apps with G2.



Automate customer support to offer a better service to our customers.



Fully capitalize on AI automation for software development.



Agents as the connective tissue of an enterprise

# Goose is the foundation of AI for customers



## Moneybot

Connects recommendations with financial insights.

Minimum viable product built in 6 weeks.

## Managerbot

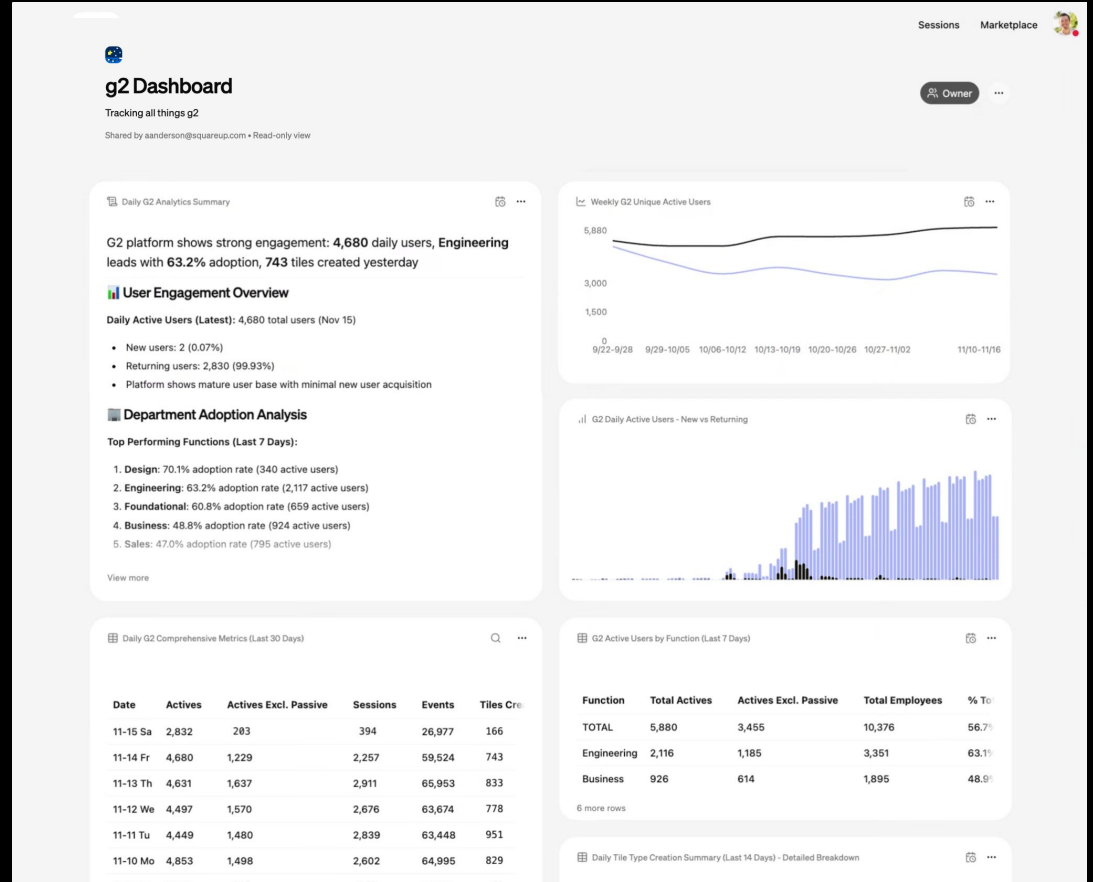
Reimagines Square's dashboard to become the interface for SMB productivity, with back office AI agents.

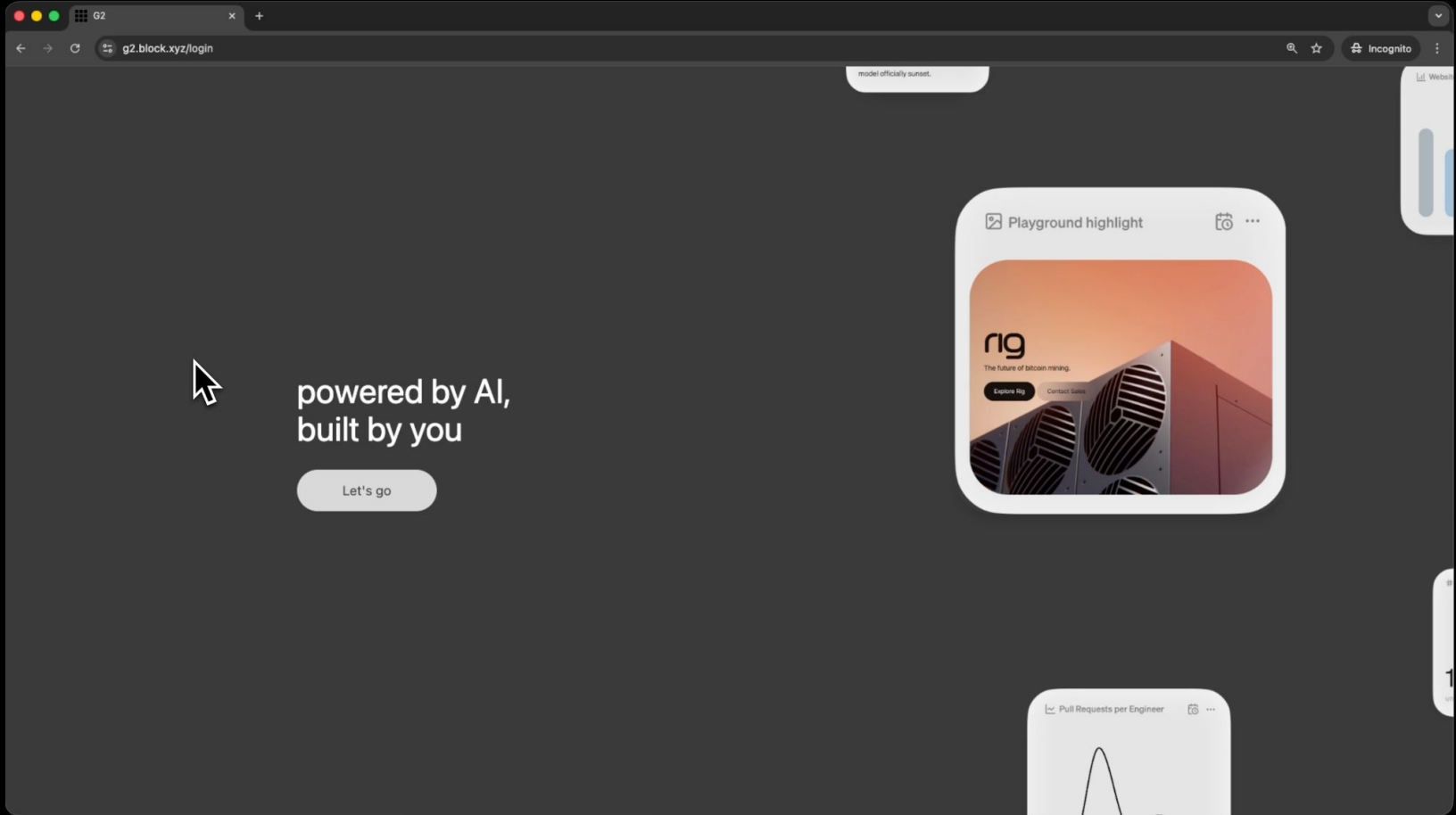
Minimum viable product built in 8 weeks.

# How teams are using Goose across Block

- Automated software development
- Data visualization
- Document analysis and production
- Video editing

G2 —  
the next frontier of  
automating Block





# Impact of AI usage as of Q3 2025

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30%

increase in # of code changes per engineer per week.

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~7,500

employees active on AI tools weekly.

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65%

of Cash App support cases using AI.

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>90%

of code submissions authored partially or fully with AI.

# AI in engineering

- Strategy is to use whatever tool is the most suitable for each project.
- Switching to an AI-first mentality.
- Adding AI fluency in job ladder and interview rubrics.
- Developed several programs to foster effective AI adoption.
- Using AI for progressively more complex tasks.

# Accelerating engineering pace beyond AI



Develop tools to let  
engineers stay  
in the flow.



Accelerate developer  
experience.



Use systematic  
performance  
management.

# Looking forward

01

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We will continue automating Block.

02

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We will continue developing AI systems tailored to our needs.

03

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We will continue our focus on engineering velocity.

