



BuyAnyLight

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Redefining lighting industry through deployment on blockchain and utilizing the power of AI, Big Data and Smart Contracts



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BuyAnyLight

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ABSTRACT

The lighting industry has grown significantly^[1] over the last few decades thanks to the light-emitting diode (LED)—a revolutionary lighting device that is known for its energy efficiency and improved functionality. The LED market has witnessed surging demand worldwide, mainly due to the advantages these devices have over incandescent light sources. Research suggests that by mid-2019, LED lighting constituted a substantial share of the global lighting market, a trend that is expected to continue throughout the decade^[2].

However, despite the transition from expensive devices that consume lots of power but have a short life, to state-of-the-art low powered LEDs and SMDs, the lighting industry still uses conventional and ineffective methods for sourcing. The sourcing process is hectic and mainly controlled by a third-party mediator who also charges a hefty fee. Consequently, on many occasions lighting companies miss out on supply contracts, as they do not have the requested products in stock and cannot source for the target model on schedule. Similarly, individual homeowners, despite having the desire and the required capital, can't access the best lighting solutions because they don't have the technical expertise to make the right buying decisions.

BuyAnyLight (BAL) has a ready to use platform for sourcing lighting products at competitive market rates. It aims to decentralize the current business model by implementing this infrastructure on a blockchain, and by doing so revolutionize the lighting industry. It serves as a blockchain-based platform that uses artificial intelligence (AI) and big data so users can acquire or source lighting products without involving a middleman, who typically would take a significant share of their earned amount as a fee.

This white paper gives a detailed description of our research, market analysis, and planning. It aims to demonstrate the current status and future plans of the BAL Platform, and its associated products and solutions that can be utilized not only across the BAL Platform but also by third-party businesses. It also describes the BAL fundraising process, and the BAL Token—the gateway to acquiring utility in the BAL ecosystem. The document further strives to inform our readers how we are using our teams' expertise to revolutionize the lighting industry by providing a sophisticated marketplace with higher speed, efficiency, and maximum security while at the same time incentivizing users to make use of our products.

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Glossary

API - A set of programming libraries and functions that allow outsiders to interact with a given system infrastructure.

Artificial Intelligence (AI) - This is intelligence demonstrated by machines. It is the opposite of natural intelligence (NI), which is intelligence demonstrated by humans or animals.

BAL - BuyAnyLight

BAL Token - The native token of the BAL Platform that is deployed on the Ethereum network.

Blockchain - A blockchain is a continuously growing list of records, called blocks, which are linked and secured using cryptography.

CCT - Correlated color temperature (CCT) defines the color appearance of a white LED (light source). CCT is defined in degrees Kelvin (denoted by "K").

CRI - Color Rendering Index (CRI) is a scale from 0 to 100 percent indicating how accurate a light source is at rendering color when compared to a reference light source.

Cryptocurrency - A digital currency in which encryption techniques are used to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank.

ERC-20 token - A token that is created on the Ethereum platform via an Ethereum token smart contract, which easily allows point-to-point token exchange.

IEO - Initial exchange offering, a modern fundraising method where a project is launched on an existing exchange, and people contribute by buying respective tokens.

IP - Ingress Protection classifies and rates the degree of protection (of a luminaire) provided against intrusion of body parts (such as hands and fingers), dust, accidental contact, and water.

KYC - Know Your Customer, a set of procedures to determine with a high degree of certainty the identity of a participant.

LED - A light emitting diode (LED) is a semiconductor light source that emits light when a current flows through it.

Lm - Lumen is a measure of the total amount of visible light emitted by a lighting source.

PoS - Proof of stake is a typical computer algorithm through which a cryptocurrency achieves their distributed consensus at a lower cost and in a more energy efficient way.

Roadmap - A plan that matches short-term and long-term business goals with specific technologies to help meet those goals.

Smart Contract - An automatically enforced agreement among two or more parties in the ecosystem mapping a set of activities to ledger operations that will be executed.

Token Exchange - A community established exchange rate, assigning a value to a given activity or service.

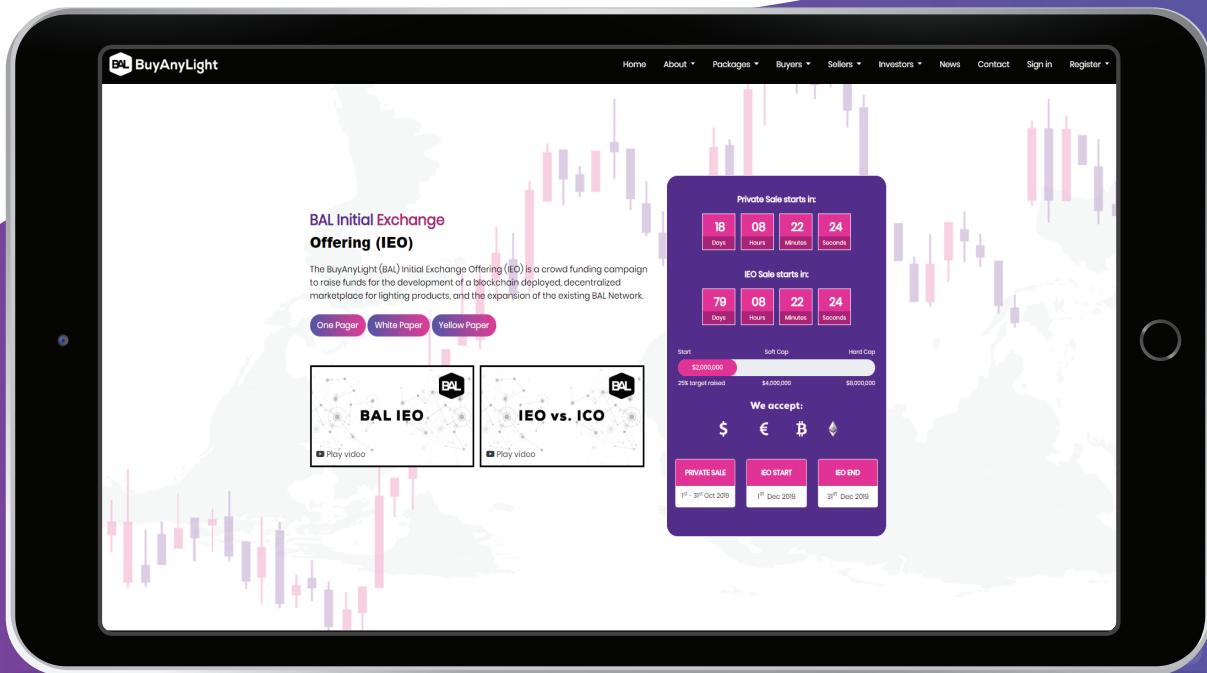
Trustless - The idea that users don't have to send their coins to us. Private keys are reserved for each user.

Wallet - A cryptocurrency wallet is a software program that stores private and public keys and interacts with various blockchains to enable users to send and receive digital currency and monitor their balance.



Token Sale Summary

Token Name:	BAL Token	Soft Cap:	4 Million USD
Ticker:	BAL	Hard Cap:	8 Million USD
Token Type:	ERC-20	Accepts:	BTC, ETH, EUR, USD
Blockchain Deployed:	Ethereum	Know Your Customer (KYC):	Yes
Total Supply:	55 Million (100%)	IEO token price:	1 BAL = USD 0.30303
Supply Reserved for Seed Round:	11 Million (20% of the total supply)	Seed Round Date:	February 1st, 2019 (Sold Out)
Supply Reserved for Private Round:	5.5 Million (10% of the total supply)	Private Round Date:	October 1st, 2019
Supply Reserved for IEO:	16.5 Million (30% of the total supply)	IEO Round token sale date:	December 1st, 2019



Introduction to BuyAnyLight

BuyAnyLight (BAL) is a state-of-the-art platform for buying, selling, sourcing, or requesting a consultation for acquiring light products at competitive market rates. It offers a decentralized blockchain-based platform backed by artificial intelligence, smart contracts, and big data which enables users to acquire or source lighting products without involving a middleman or intermediaries. Currently the BAL Platform and all of its modules are deployed as a centralized architecture. However, in our bid to decentralize our platform and harness the full power offered by tokenization and blockchain technology, the BAL Marketplace will be deployed on a dedicated hybrid blockchain as per our roadmap.

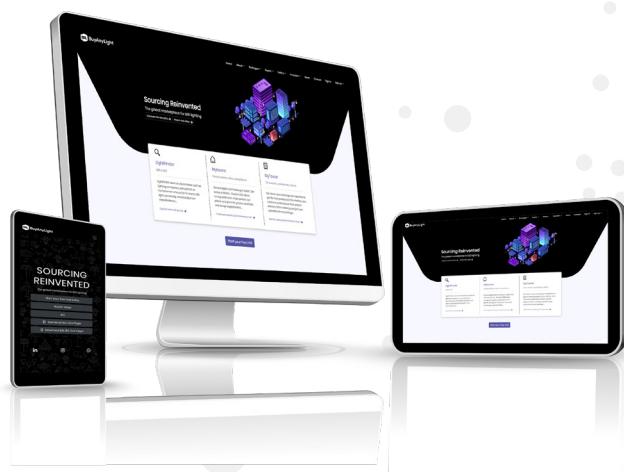
The BAL Platform will serve as a replacement for centralized e-commerce marketplaces of lighting products, with the capacity to expand to other business areas as well. We are confident that the trustless execution of light sourcing is a business that will grow, adding trust among the parties with the evolution of blockchain and transactions carried out on the distributed ledger. By integrating sophisticated technologies such as AI, machine learning, geo-location tracking, blockchain, and smart contracts, we will provide a decentralized marketplace that has no analogs to date in the centralized Internet.

In the future the BAL Platform will feature a cross-chain asset exchange protocol for exchanging various crypto-currencies through the integration of BAL Wallet, accepting all major fiat and cryptocurrencies. However, for the payments that are made in BAL Tokens, which is a decentralized mode of payment deployed on the blockchain, the transaction cost is reduced compared to traditional platforms. Moreover, the cross-chain asset exchange protocol will automatically place the buy and sell orders for currencies

other than BAL Tokens, ensuring a consistently high volume, while the number of daily transactions and purchases of tokens guarantees a stable economy for us.

To promote the platform among potential users, we have chosen an unorthodox path. Unlike most blockchain startups, who start with only a promising website and white paper about their ideas, we already have an established business. Our parent company Almani Lighting, a leading LED lighting company based in Dubai, UAE and Aachen, Germany has existing experience of around five years in the European and Middle Eastern markets as a company, while our team has the combined experience of more than 100 man-years. We realize the importance of following a roadmap, and are well coordinated and clearly defined about our plans. For marketing and PR, we will focus on promoting our idea to the end user, and not on the racks at the blockchain conferences. We will visit exhibitions dedicated to lighting industries, organize meetings for LED manufacturers, retailers, contractors, project owners, and consumers, work directly with our community, and return to consumers what was taken away by the centralized corporations and e-commerce giants.

The BAL Platform comprises three main modules: LightFinder, My Home, and My Tower. Each provides quality lighting solutions to its respective target audience, at competitive market rates. Moreover, the BuyAnyLight Platform has implemented strict compliance policies to ensure security of its consumer base whereby uses a multi-step screening process for initial scrutiny of listing new manufacturers from all over the world, ensuring that our users get the best quality products they have been looking for.



LightFinder

LightFinder is a modern search engine that uses AI to help businesses find lighting products of all sorts, saving them the hassle of researching products from different sellers and comparing their prices and features. It works as the perfect solution for B2B and B2C consumers such as lighting companies, consultants, retail sellers, or anyone seeking to purchase a substantial number of LED lights directly from the manufacturer.

LightFinder automates most of the e-commerce process for lighting buyers and sellers. A seller, a retailer, or a lighting manufacturer does not have to invest significant time setting up an e-commerce store. Instead, they can focus on their core service while the BAL platform funnels laser targeted request for quotes (RFQs) from qualified buyers, enabling sellers to increase their sales and achieve maximum financial gains.

Similarly, LightFinder allows buyers to choose from a wide variety of categories, select the important elements, and post an RFQ. Moreover, a buyer can also make choices with options like warranty, lumen per watt, wattage, color, and many more. The buyer starts to receive quotes from different manufacturers hours after posting an RFQ, receiving offers that are attractive and can be 95% cheaper compared to items available in the local store.

How to get started?

As a LightFinder user you have the choice of Mini, Standard, and Premium subscriptions, depending on the volumes you need. Like all BAL users, you can leverage the platform's power to pinpoint the finest global suppliers and the best value for a fraction of the usual cost -- all from the comfort of your own home or office.

To learn more about LightFinder and how it works, please check out the video below.

Video Link: <https://youtu.be/OBm3CPqiXt8>

My Home

We believe that generic lights don't belong in a 21st century home. However, not every homeowner is an expert in LED, lumens, CCT, or CRI, so buying LED locally is often a complex, stressful and disappointing experience.

BAL My Home enables individual homeowners, including those with no experience, to get an expert consultation and purchase world-class light products at an economical price. We believe that adding custom LED lights to your home not only enables you to save energy and money, but also helps protect our planet and gives a far greater range of aesthetic and design choices.

How it works?

To start your project on the right track, choose the My Home package, upload your lighting requirements, or share pictures with us of the lighting that you are currently using in your home. Our team of experts will explore the best technology and design options and present you with a quote for your LED light project quickly and efficiently. BAL offers you the lowest prices for excellent quality LED lights -- plus you'll also get huge savings on electricity bills. No more dealing with local stores that exploit your inexperience and sell you their old stock at high prices! BAL raises the quality, lowers the costs, and gives you a far more pleasing outcome all round.

To learn more about My Home and how it works, please check out the video below.

Video Link: <https://youtu.be/rWX1qeigBMk>

My Tower

My Tower allows B2B users to leverage our expertise to get the best products on the market, save a fortune, and improve their project delivery. It enables corporate customers to enjoy prices up to 95% lower than those they get from local suppliers. Our massive orders qualify for exclusive discounts from manufacturers, so we can offer you the best prices on the market. Besides, we have no large sales force, no executive car fleet or costly showrooms to run, so our low business overhead enables us to give our customers the best products at unbelievable prices.

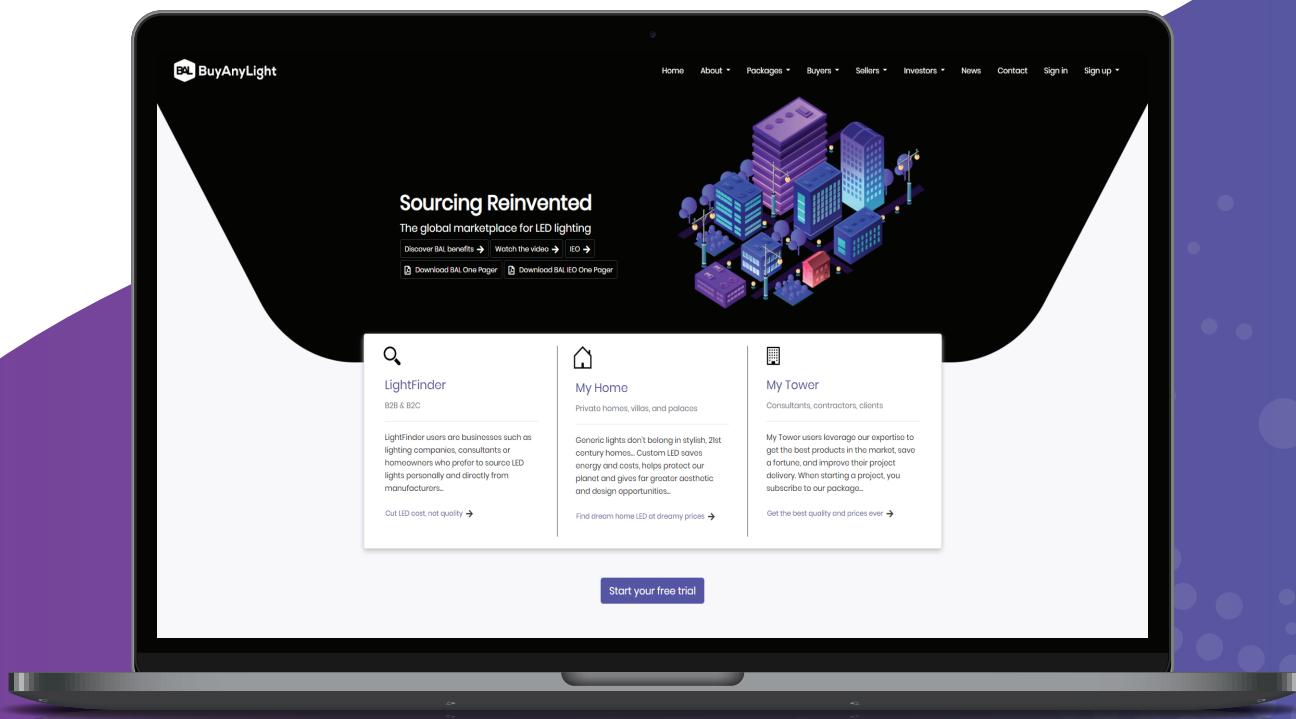
How it works?

To start a project the buyer simply needs to subscribe to our package by either uploading their requirements or dragging and dropping their Bill of Quantities (BOQ). With NO UPFRONT PAYMENT buyers can receive a solution and a quote from BAL, confident in the knowledge that our expertise, products, prices, and service are unrivaled in the LED marketplace.

Once your business decides to commit to a BAL quote, you'll be asked to make a one-time project subscription fee to confirm your order or request samples. The commission fee charged by BAL Platform is minimal, and this is how BAL earns its revenue and maintains its service.

To learn more about My Tower and how it works, please check out the video below.

[Video Link: https://youtu.be/lDrRTNgvDKo](https://youtu.be/lDrRTNgvDKo)



HOW BUYANYLIGHT WORKS

A PLATFORM THAT MAKES EXISTING DESIGN COMPANIES REDUNDANT

BAL is an online platform that revolutionizes the light sourcing Industry by streamlining the process of buying, selling, sourcing, and consultation for light products. Currently there are multitudes of light sourcing platforms that work only to ensure that your project gets lighting products from a small list of selected companies. The companies hire lighting designers to choose for you from selected brands, which not only add to the cost but also result in unwanted delays. These designers create an approved vendors list for the project — with items they have selected for the lighting design proposal — and hand over their work to the respective project consultants.

Once the designer has created a specific list it is the job of the consultant to get offers from the local lighting companies who are offering these approved lists of items. This alone is often a daunting task, as even lighting distributors most of the times don't have all the requested brands in their offerings. As a result, the consultant may have to use different sources, which also leads to extra costs and time.

It is also a regular occurrence within the industry that the approved list of items from selected brands will exceed the client's budget. This is mainly because only the leading brands provide technical documentation such as IES files on their websites, while normal manufacturers either do not provide these or they lack the required expertise to do so. Consequently, the lighting designers often select the wrong items, which adds to the total cost.

With BAL Platform, you get one-stop shopping!

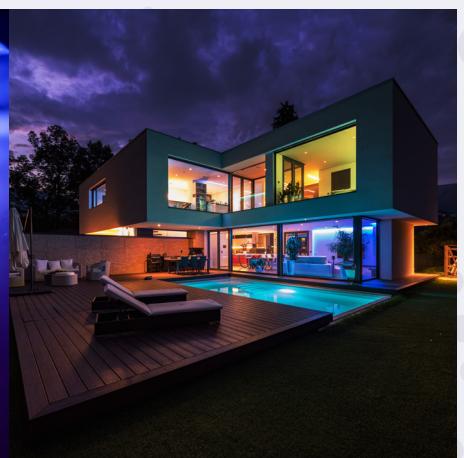
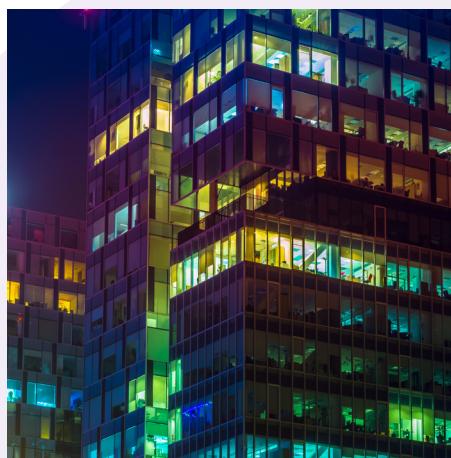
At BAL, we believe in offering products and services that cater to the needs of all, whether private home

owners or corporate clients. LightFinder works for B2B and B2C customers of lighting companies, plus consultants or homeowners who prefer to source LED lights directly from manufacturers. As a LightFinder user with access the innovative BAL Platform you can upload your requirements and get the best quotes direct from BAL's various world-class manufacturing partners. All suppliers on the BAL Platform are first-class manufacturers, vetted directly by our team of experts.

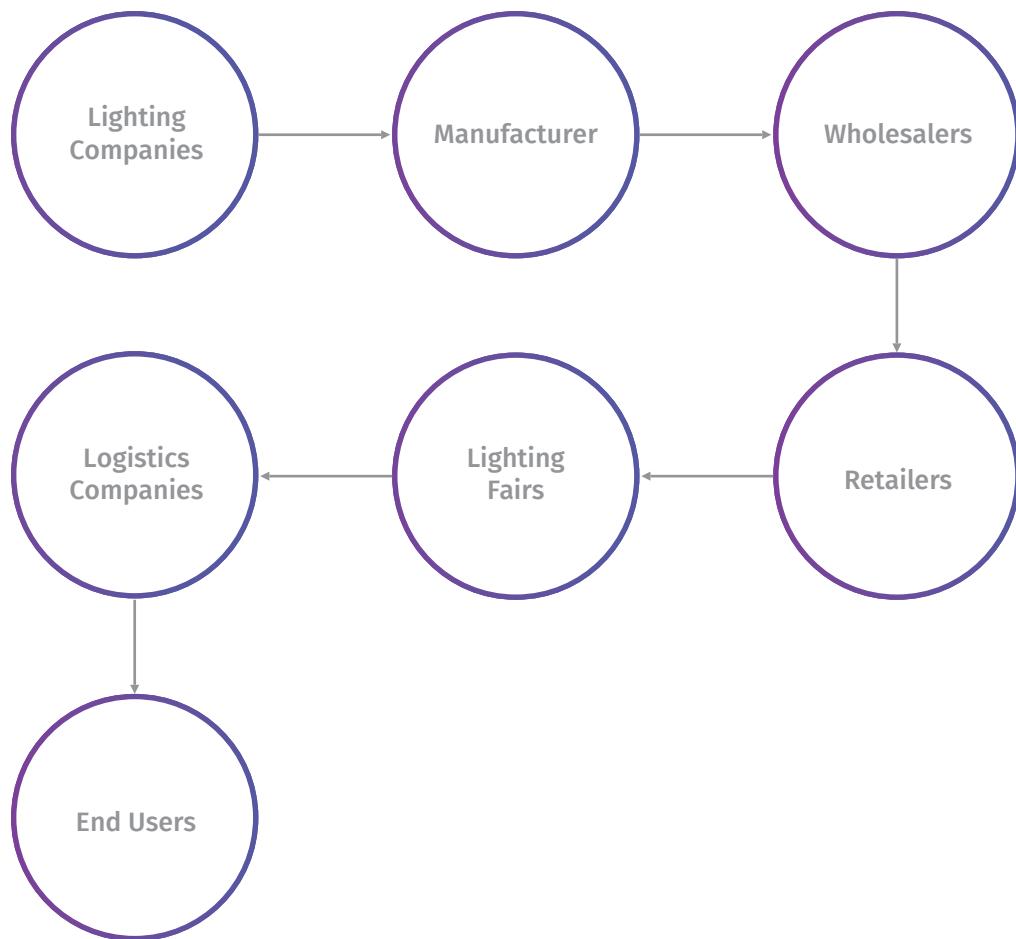
Similarly, for private homeowners, the My Home module helps them buy world-class products and service with professional precision. All you do is apply to our platform with your requirements and our experts will take care of the lumens, CCT, or CRI, ensuring that you get what you want.

Moreover, in order to leverage our expertise to provide our corporate clients with the best products from the market, save them a fortune, and improve their project delivery, we allow them to seamlessly subscribe to our package by either uploading their requirements or simply dragging and dropping their Bill of Quantities (BOQ). With NO UPFRONT PAYMENT, these corporate clients will receive a solution and quote ensuring that they get the products they desire in reduced cost and time.

Please note that in creating a package, whether for My Home users or My Tower users, we select products that are in line with their personal preferences. Our collaboration with a multitude of manufacturers allows us to select the right lighting products at a low price and then offer the full package to the customer, ensuring they get exactly what they are looking for.



Without BAL

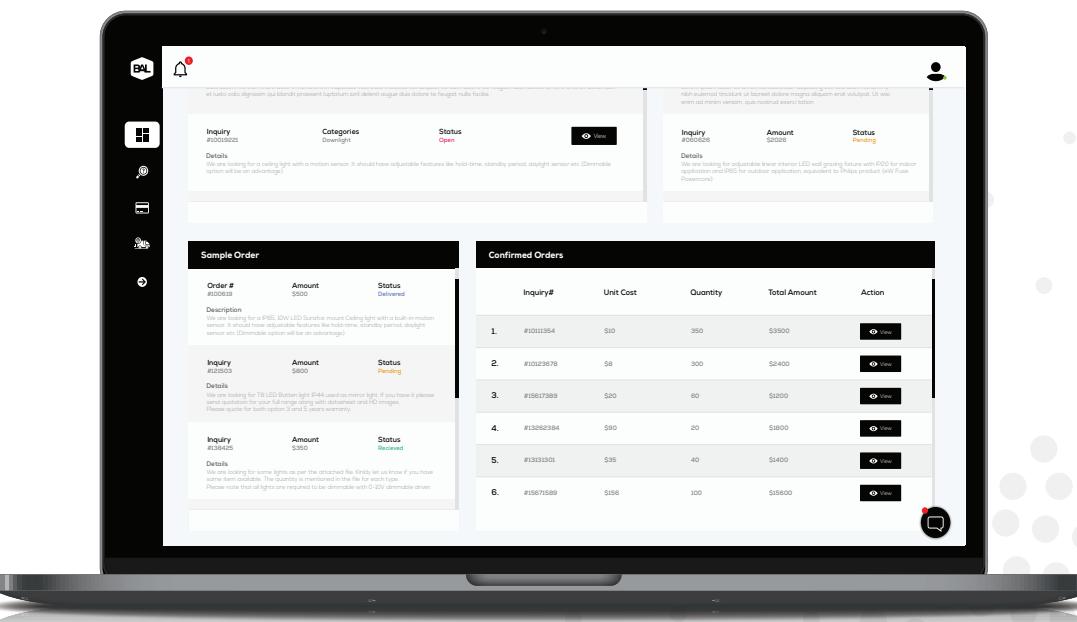
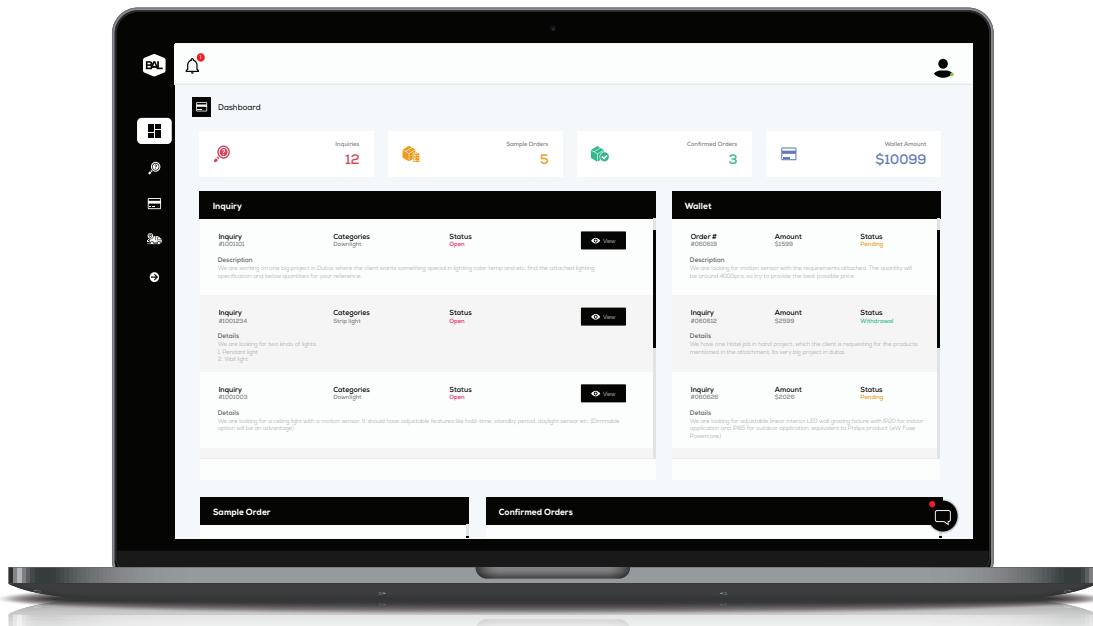


With BAL



USER INTERFACE PREVIEW

This section shows the current status of the BuyAnyLight platform, its different features and functionalities.



Dashboard

Inquiries: 84 | Sample Orders: 23 | Confirmed Orders: 131 | Pending Payments: 12

Inquiries

Inquiry #	Categories	Status	Action
#1001234567	Wall and recessed light	Open	
#1001234568	Panel light	Open	
#1001234569	Downdraft	Open	

Pending Payment

Inquiry #	Amount	Action
#137989645	\$580	
#10984235	\$400	
#145698267	\$300	
#11759346	\$230	
#12348538	\$890	
#17498185	\$1050	

Sample Order | **Confirmed Orders**

Payment

Payment Summary

Category	Amount	Action
PSF	\$1000	
ORDERED AMOUNT	\$1532	
SHIPPING COST	\$100	To be Calculated
SERVICE FEE	\$130	
TOTAL AMOUNT	\$2762	

*Pay everything including the Project Subscription Fee

Sample Payment

Product Details	Unit Price	Quantity	Total Price	Action
Item # 1201321 Inquiry #: 10012234	\$20	- 10 +	\$200	
Item # 12242288 Inquiry #: 10013483	\$10	- 10 +	\$100	
Item # 12015448 Inquiry #: 10010113	\$15	- 10 +	\$150	
Item # 120155431 Inquiry #: 10010113	\$10	- 10 +	\$100	

STANDOUT FEATURES

For Buyers

Filtered quotations add to convenience

BAL works as a one-stop-shop that reduces the time spent on sourcing LED lights by over 90% through a multi-module system that caters to the specific needs of consumers and businesses. The BAL Platform uses AI to intelligently filter quotes based on predefined factors such as price, location of the factory, number of workers, previous buyer ratings, and much more. The filtering takes a couple of seconds and allows the buyer to streamline the best offer and choose a supplier to patronize.

With LightFinder, B2B and B2C businesses get access to a state-of-the-art search feature where they can upload their specific requirements and get the best quotes directly from BAL's world-class manufacturer partners.

With My Home, the BAL Platform enables private homeowners to get consultation to buy the perfect light products. Our expert consultants explore the ideal technology and design options and present them with the right quotes, especially coordinated for their individual needs.

With My Tower, corporate users leverage our expertise to get the best products in the market, save a fortune, and improve their project delivery. When starting a project, they subscribe to our package and either upload the requirements or drag and drop a Bill of Quantities (BOQ).

Trustless payments enable risk-free transactions

In most business transactions there is a trust deficit among the transacting parties, i.e., buyers and sellers. On the BAL Platform you enjoy a 100% payment protection guarantee because your payment is secured by Smart Contracts until you get what you asked for. We use Smart Contracts, which work as self-exciting contracts so you can get consultation and product selection in a trusted environment, without having to pay any upfront costs.

World class logistics enabled by blockchain

Logistics and timely delivery of products hold paramount importance in the successful execution of

modern ecommerce. The BAL Platform uses blockchain to create an incorruptible visualization of the supply chain process. The platform uses a blockchain network to provide a transparent supply chain where consumers can see the order flow of the products they buy. We believe this increases consumer confidence, which will help us enhance the supply chain process and reduce the overall delivery time. We take responsibility for ensuring that all your orders are securely handled with the highest care. We promise on-time delivery and a live shipment tracker through blockchain.

Reduced shipping costs through a transparent bidding process for outsourcing logistics

Because all logistics-based activities are deployed on the blockchain to ensure traceability, transparency and provenance, the BAL Platform will enable logistic companies to track and trace all deals executed on the BAL Marketplace, by creating a dedicated logistics backend for them. The backend will further support online bidding, allowing logistics companies to bid for a specific order or any given set of orders. The company that offers the most reasonable pricing will be granted the specific shipping order, which will ensure that logistics costs are always kept to the very minimum.

Wide variety of products

The BAL Platform has an established network of over 500+ manufacturers, allowing its consumers to choose from a wide variety of products. Many of our associated sellers are contract manufacturers for the leading brands such as Philips, Osram, LEDVANCE, GE Lighting, Panasonic and other blue-chip companies who offer us lights at far lower prices (of course, entirely within the law). Thus, our platform allows buyers and contractors to find any LED light they need at reduced costs.

Competitive rates: Save up to 90% when buying the same or better-quality products

- When a buyer purchases top brand lights from other suppliers, prices are far higher because these global brands have massive overhead costs. The end result is that to make a profit these suppliers must keep their pricing high.

As an online marketplace, the BAL Platform operates differently because it enables buyers to get the best quotes directly from BAL and the manufacturers, without involving any costly middlemen. We create powerful applications that process large amounts of data and build relationships with manufacturers to provide the finest products, the best prices, and top-notch services anywhere in the world. Moreover, we use blockchain-based tokenized payments for payment processing, which further reduce the total costs incurred in a particular lighting transaction. With our low fees and super-low prices, every BAL user gets massive savings compared to any other supplier in the market.

Easy price comparison

The BAL Platform features an advanced filter for buyers that lets them select quotes and pick the best ones to review, compare, and finally award.

World-class consultancy with fair rates

The BAL Platform team consists of renowned industry experts from the lighting industry. Its designers and expert consultants have been serving the industry for over a decade, giving the BAL Platform a roster of lighting consultants who can profoundly assist private homeowners, consultants, and contractors. Our LED lighting experts are here to ensure the success of every project, whatever its size.

For Sellers

Enjoy the benefits of e-commerce without having to develop a front-end store

No need for tedious product listing processes: just complete your seller profile and verification. On the BAL platform, the suppliers do not have to upload or list products in a front-end store like other e-commerce sites. All they have to do is select the category of lights they can provide, and the seller will be set to receive Request for Quotes (RFQs).

Free registration and free bidding

Unlike traditional e-commerce marketplaces or commercial tenders, LED companies and manufacturers are charged a hefty fee for initial registration and participation in the bidding process. However, the BAL Platform allows free bidding and participation for sellers. Also, BAL shows existing bids to all parti-

cipants, which makes it easy to decide if participation makes sense. A seller can register and start receiving a bid for free on Requests for Quotes (RFQs) from buyers worldwide, without having to pay any registration fee. Moreover, suppliers can use the service of the BAL Platform to provide quotes at no cost.

Sellers can offer a flexible pricing structure

The BAL Platform allows sellers to be flexible with their quotes by not listing the price publicly. Moreover, in order to remain competitive among other sellers listed on the BAL Platform, we enable sellers to display prices for certain LightFinder projects when they are dealing with another seller (all on the back end, not in public). This way, no other seller—other than the transacting parties—will be able to see which seller was offering a certain price for a specific product.

A seller can decide to quote at a higher or lower price depending on specific factors such as inventory, demand for the product, seasonal sales, clearance sales, increases in cost of production, and many more. In this way the BAL platform allows decentralization of the business model by giving sellers control of their pricing. A seller can reduce the price when he wants to move more units. If stock tightens up or demand increases, the seller can raise prices to maximize profits; thus, the BAL platform can actually influence customer behavior. All of this is not possible for sellers on existing platforms like Amazon or Alibaba.

Back-end office functionality for sellers

The BAL Platform provides dedicated back-end office functionality for vendors, light suppliers, manufacturers, and sellers enabling them to see and manage all of the buyer requests for the types of light they can provide. A seller can choose to respond to an RFQ and submit the quote with the visuals of the product directly through this system.

Verified status offers a competitive advantage

Sellers have the option to upgrade the status of the account to “Verified” by submitting specific documents for evaluation by BAL. After verification, the user receives a “Verified” badge that will display next to their bids. This builds trust in the seller and serves as a competitive advantage.

ABOUT US

BAL Platform, a project of Almani Lighting GmbH, Germany is a state-of-the-art light sourcing platform based in Dubai, United Arab Emirates with a strong presence in the Middle East and European markets. Founded in 2015, parent company Almani Lighting was established with a mission of providing high quality LED lighting at reasonable costs and has been providing quality lighting solutions not only across Germany, but also establishing a strong presence in Dubai, UAE. We have broad competency in information technology (IT) and software development, which has helped to grow ALMANI.ae into one of the leading UAE based LED suppliers.

Parent company Almani Lighting, despite its success in the field of light sourcing, still has a local lighting store. Considering the market trends and our experience in the industry, we realized there was a strong demand for quality LED lights at a reasonable cost in the global sphere, not just on the local level. We also realized there was no online lighting consultation available, no trusted platform out there where buyers could get a consultancy for their entire project and the lights at reasonable prices as well.

As we explore new dimensions in the LED lighting industry both online and offline, the BAL Platform aims to decentralize the sourcing process through the deployment of transactional activities and payment processing on a distributed ledger, i.e., blockchain. The decentralized BAL Platform will serve as an innovation in its own right. With its variety of sourcing packages, it will enable anyone to source lights at great prices 24/7, 365 days a year.

Inheriting the LED Business from the Pioneers



(From left to right): Heinrich Schumann, Dr. Holger Jürgensen and Dr. Meino Heyen. More information available on <https://www.aixtron.com/en/company/about-aixtron/history>

Dr. Meino Heyen was among the principal creators of light emitting diodes, which lead to the LEDs we know today. The BAL Platform is proud to have the son of Dr. Meino Heyen, Martin Heyen, as a co-founder of Buy-AnyLight. We can proudly claim that the BAL Platform is a heritage transferred from the founding fathers of LED technology to the younger generation of today. This younger generation is destined to take the technology to the next level, whereby everyone regardless of their geography, background, or expertise will have access to quality LED products seamlessly and in a cost-effective manner.

A key objective with the development of decentralized BAL Platform is to create a robust community-driven network where we are introducing a blockchain based payment system and a state-of-the-art revenue model that everyone will benefit from, not just light sellers. As an example, let's suppose you are a manufacturer and have created a quality LED product, but you fear the marketing expenses and other costs needed to launch a new product. You can list yourself as a seller or light supplier on the BAL Platform, and you can seamlessly

apply to a buyer's RFQ without having to pay any bidding or third-party fees. Our system allows you to offer a flexible pricing structure, and provided that your products are good enough, soon you will have a stream of orders coming into your pipeline from potential buyers across the BAL Platform.

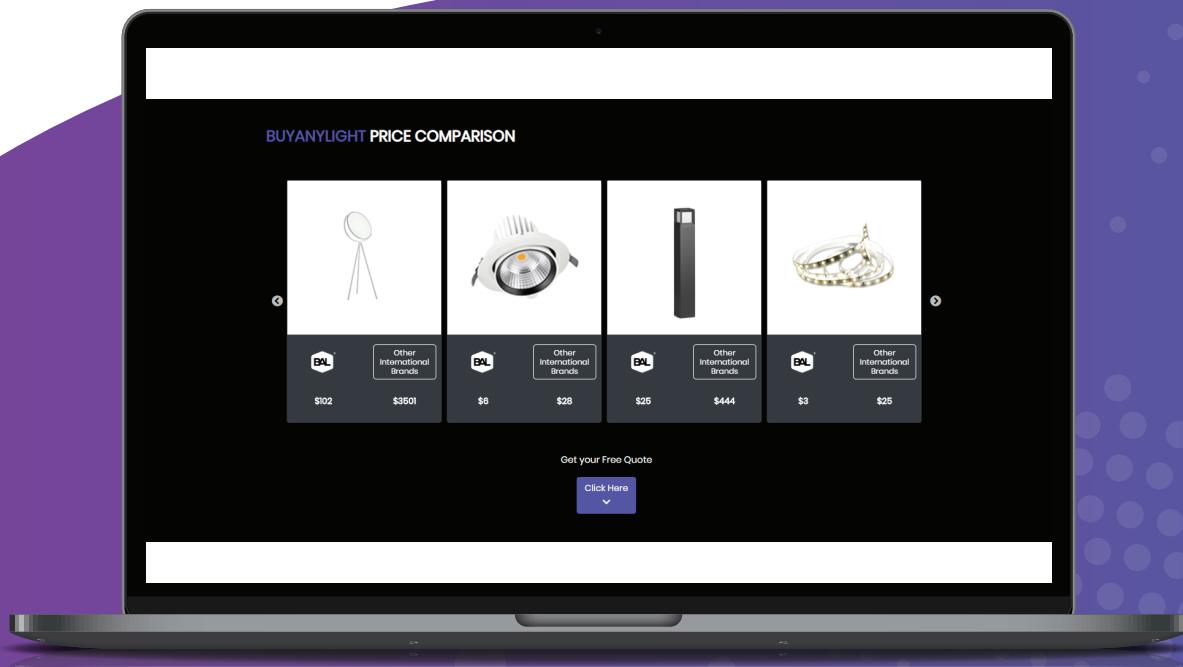
We believe that with ALMANI, we have built a strong supplier network and developed all our knowledge within the LED industry. We now have one of the most significant LED portfolios, and we have put our entire expertise for sourcing LEDs and understanding the needs of a LED buyer into BAL to make this accessible globally level! The BAL Platform can establish itself as a worldwide platform for all sorts of LED lighting needs.

OUR VISION

Our vision is to become the leading global platform for buyers and sellers dealing in LED lighting. Through the BAL Marketplace, we aim to democratize access to the sourcing of lighting products, without the interference of a centralized authority or intermediary.

OUR MISSION

We aim to create a modern platform for lighting products by fully harnessing the technological power offered by blockchain, smart contracts, and cryptographic technology. Principled, honest and focused, we leverage the world's best suppliers and deliver the most significant value LED products, the most exceptional service and advice, and first-rate customer satisfaction – every time.



BACKGROUND

A light-emitting diode is defined as a two-lead semiconductor light source^[3]. As a p-n junction diode, it emits light when activated. Characterized by energy efficiency and improved controllability, the advent of light-emitting diodes (LED) is considered revolutionary. LEDs have witnessed surging demand worldwide due to the advantages they offer over incandescent light sources. By late 2018^[4], LED lighting constituted a substantial share of the global lighting market, a trend that is anticipated to continue over the decade.

LED lighting has numerous advantages compared to other lighting products, such as: lower energy consumption, improved physical robustness, longer lifetime, faster switching, and smaller size. LED devices are extremely energy-efficient, for example, using up to 90%^[5] less power compared to incandescent lights. That allows homeowners to reduce their energy consumption costs, since each LED light uses a fraction of the power of incandescent lights.

Even entry-level LED lights, when compared to high-efficiency incandescent, halogen, or fluorescent lights, can save up to 50% on energy costs^[6]. There is also the lifetime advantage that must be considered with the LED lighting industry. A high-quality LED has an expected lifespan that can reach 100,000 hours. ^[7] Even entry-level LED lights have an expected lifespan of 30,000 hours.

In comparison, the average incandescent bulb lasts for about 1,000 hours. A compact fluorescent can last for up to 10,000 hours.^[7] Moreover, LED lights also work in the cold and are highly resistant to breakage. They turn on with full brightness almost immediately. There are no UV or IR emissions. The fact that LED Products are energy-efficient has also contributed to the rapid expansion of this industry.

LEDs boast different characteristics. Thus, their applications are as diverse as aviation lighting, headlamps, automotive, general lighting, forensic, health care, advertising, signals and signage, lighted wallpapers, camera flashes, mobile devices, and electronic devices. LEDs have emerged as a powerful source for lighting; however, they remain somewhat more expensive and require more precise heat and electricity management than compact fluorescent lamps of similar output.

Despite offering so much, the LED lighting industry still uses conventional and ineffective methods for sourcing, with marketplaces controlled by third-party mediators. This not only adds to the cost, but also makes the process hectic and time consuming. Consequently, suppliers often miss out on contracts. In a similar way, private homeowners who lack the expertise and knowledge about LED products often purchase subpar products at higher prices.

In the section below we discuss some of the significant issues faced by the lighting industry of today, which will be followed by the profound solutions offered by the BAL Platform.

PROBLEMS WE AIM TO SOLVE

Technical expertise required for buying the right lighting products

Considering the applications of LEDs in almost every industry of today, and given the advantages they offer, it can be assumed that almost everyone—whether individuals or businesses—will need to switch to LEDs sooner or later. The problem is that often consumers have issues with changing to LED because they don't know where to buy or what to buy, mainly because a thorough understanding of LEDs is required to buy the right products. Before the era of LEDs, it was easy because there were no CCT (correlated color temperature), Lm (Lumens), CRI (color rendering index) or IP (ingress protection) ratings to consider. There was just one wattage and one light brightness — nothing else. With LEDs this has completely changed, which has confused buyers and often people install the wrong lights in the wrong areas. Hence, a consultation is needed, in almost all cases.

At BuyAnyLight, our team consists of industry experts with over a decade of experience in the LED industry. These experts ensure that the perfect LEDs solutions are delivered to our clients as per their demands and requirements. In the section below we describe some of the main problems facing the modern LED lighting industry, and how we aim to be the solution.

Finding the right source is difficult, but buying from the wrong seller adds to the cost

LED lights are often expensive. However, they are only overpriced when you buy them at the wrong shops (not from the source), or when you buy the wrong product. Consumers can't buy directly from the source in China because they don't know where and how to do it (Alibaba or Amazon is one option for them, but there are many more lower-priced options not even listed on those platforms), and of course they don't trust the suppliers anyway. They cannot directly pay the supplier because they could easily get scammed, and of course, the typical consumer does not have the knowledge to select the right product.

The BAL Platform provides a state-of-the-art marketplace for buying the right LED solutions directly from the source, ensuring that pricing is kept low, but quality is kept intact. As an example, look at the price comparison chart given below.



In the paragraphs below, we give a brief description of how the BAL Platform enables seamless, transparent, efficient logistics through blockchain.

Freight Tracking

Tracking in-transit freight (freight is goods transported in bulk, i.e., in large quantities using ships and containers) is not new; organizations have been using GPS technology to track freight-hauling assets for decades. Historically, location updates were provided by check calls and the use of fax machines. Later, they were replaced with automated systems such as EDIs and APIs. As the industry faces ever rising customer expectations and retailers increasingly promise same-day or even one-hour delivery services, traditional methodologies won't scale.

Initially, the BAL Platform will use a conventional manual process for freight tracking through APIs; however, we feel the next wave of innovation will come through blockchain, which addresses not only the newer requirements but also existing authenticity issues.

Trust deficit between seller and buyer and third-party mediation

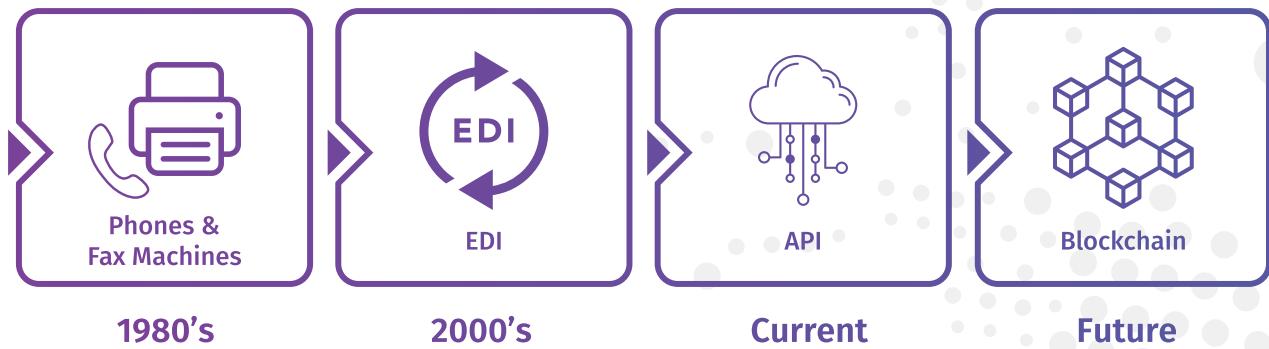
Lack of trust between supplier and buyer is a natural phenomenon. In the lighting industry in particular, where physical goods are involved that need to be shipped from one place to another, the trust deficit is a significant issue. The risk factor increases if you try to buy cheaply. Buying from a local dealer has comparatively lower risks but it also adds to the costs because you pay for security.

As a result, to ensure that any transactional activity happening between the two parties is executed as per the wishes and requirements of both parties, specifically in online platforms, often a third-party mediator or intermediary is introduced whose role is to add trust and ensure that proper execution of the transaction is performed. This significantly adds to the overall costs.

The BAL Platform ensures trustless execution of such transactional activities by providing blockchain-based smart contracts, which unlike traditional centralized contracts are automated and controlled by computational codes, not humans who are prone to bureaucratic manipulations. As a result, the need for a third-party mediator is completely eliminated. This not only adds a trust factor but also saves consumers the hefty fee that is charged by traditional intermediaries.

Logistics and tracking

Often packages, etc., get lost, and tracking can be a real headache, especially if one project has multiple shipments from different locations. The BAL Platform uses blockchain to create an incorruptible visualization of the supply chain process. We use a blockchain network to provide a transparent supply chain so that consumers can see the order flow of the products they buy, helping to increase consumer confidence. In this way we not only enhance the logistics and supply chain process but also make the delivery time shorter. For more details on how the logistics handling process works at BAL, please refer to the Yellow Paper.



Blockchain, through which the entire network contributes to data validation, brings trust to the whole ecosystem. In addition, because the data is stored in a decentralized manner, the integration of data is simplified—all systems connect to a single node to access trusted data.

Improving transparency and traceability in supply chains

The BAL Platform will use blockchain technology to improve supply chain transparency and monitor provenance. This initiative will help us gather data about how goods are made, where they come from, and how they are managed; this information is stored in the blockchain-based system. This means that the data becomes permanent and easily shared, giving our users more comprehensive track-and-trace capabilities than ever before.

This will help us give our buyers and suppliers information to provide proof of legitimacy for products. We believe that traceability and provenance will also deliver consumer benefits – people can find out more about the products they are buying. An example of this is whether a product has been ethically sourced, is an original item, and has been preserved in the correct conditions.

Advantages

- 1.** Trust added
- 2.** Better traceability of goods
- 3.** Better provenance

Smart contracts to cut costs and eliminate middlemen

We believe that smart contracts are one of the most impactful blockchain-enabled features we can utilize in our light sourcing platform. As discussed earlier, smart contracts are necessarily self-executing tasks that are coded through the blockchain and executed when a particular condition is met. To use a basic example, if a company wants to release payment to a shipper when an item reaches its destination, that company can program a smart contract to automatically pay the shipper when the item has reached a specific location. With blockchain, the BAL Platform will make use of smart contracts that could eliminate the need for all of these administrative steps, cutting costs and virtually removing all possibilities for error.

If we consider the fact that administrative costs make up 20% of the overall cost of transportation, the amount of money saved by using smart contracts could be staggering.

Trustless payments enabled through blockchain and smart contracts

With our parent company Almani Lighting LLC, we have substantial experience in delivering full project works. From our experience, we have learned that the contractors or project owners are always cautious about paying upfront; they are reluctant to make a down payment because they don't trust the suppliers -- mainly because of trust deficit.

The BAL Platform provides smart contracts that serve as trustless mediators without charging a hefty fee, and in doing so guarantees that the payment from the contractor, consultant, or project owner is always safe and they will get their lighting products. It ensures that producers or manufacturers can get their down payment and efficiently manage their business operations while buyers enjoy the luxury of getting their desired lighting products without any worry.

Big savings in marketing costs

There is massive competition in the LED business and as a result, a lighting manufacturer, especially one with a low marketing budget, has very few chances for survival. This leads to a situation where these manufacturers have problems finding business.



With the BAL platform, we help excellent suppliers—whether emerging or established—to get continuous global business without the need to do any marketing for themselves. The BAL Platform will handle that for them. Moreover, for the clients using the BAL Platform and BAL Token as a mode of payment, they know that all suppliers will be trustworthy. This is because if they are not they will not receive any money, and also because buyers have the freedom to rate them on an immutable blockchain forever. This way, the BAL Platform can assess their track record, and the incompetent manufacturer or supplier has no room for a poor reputation, because the negative rating and feedback will be available for the BAL Platform to review before assigning any orders to them.

Hefty platform commissions

To protect margins and bring in revenue, traditional platforms take a significant percentage of the total sales revenue from retailers and often charge a per-sale fee as well. These fees vary by platform, but the range is generally 10–50% of the total sale price. Retailers build these costs into their final price, which leads to higher price tags for consumers and less profit for the retailers. It's a lose-lose for everyone except the ecommerce platform.

The BAL Platform charges minimal transaction fees on any trading activity within its ecosystem. Unlike traditional lighting marketplaces, which charge up to 50% of the respective order activity, BAL offers a multi-tier approach: we charge a one-time project fee of \$949 for the My Home module and \$1949 for My Tower, and 10% as a fee for the total order value only when the buyer accepts the offer.

No huge payment processing fee

There are always fees involved when using traditional payment methods. For example, if a buyer pays a traditional lighting platform to place an order (first time payment processing fee collected), then the platform makes a down payment to the supplier because they won't start production otherwise (second time payment processing fee) and lastly, the platform has to settle on final payment with the supplier (third-time payment processing fee). Also, it always takes two to three days until payment arrives, which may result in unwanted delays.

With blockchain-based crypto payments, the BAL Platform features a dedicated medium of exchange, BAL Token, which ensures faster, cheaper, and safer payment in all these steps, ruling out the unwanted delays and hefty commission fees charged by payment processors.

Cuts out the middleman by decentralizing the process

Traditional ecommerce platforms are owned and operated by centralized companies who often charge a big percentage on the seller's (merchant's) earnings. Moreover, as business models are centralized, they are prone to a biased listing of merchants' products and rankings. Also, while the platform itself serves as the middleman, there are often other intermediaries like a bank or a payment processor, who further add to the cost for retailers.

The BAL Platform works as a decentralized platform where control lies with users, as the infrastructure has been deployed on the blockchain through tokenization and decentralization of the business model. This way, no central authority is reserved with anyone, and ultimate control is given to the community.

Streamlines the payment process for the vendor

The payment process for vendors through traditional payment methods is cumbersome. It consists of several steps involving confirmation of delivery, generating a physical bill from the suppliers in exchange for submission of transport and invoice documents to the affiliated bank for payment. Moreover, the payment system for retailers is often hectic, and the earned amount is released in weeks, if not months. As a result, the retailers must wait for the platform to clear their amount, and only then can they utilize it.

The BAL Platform ensures that a seller doesn't have to wait for weeks to get paid after he has successfully delivered the required products. Payments would be released from the smart contract immediately after an order has been closed; thus, retailers would have the freedom of withdrawing their amount from their respective BAL Wallets, whenever they like.

Trustless dispute resolution

The process of dispute resolution in traditional platforms after a bad consumer experience with a merchant is hectic, time-consuming, and often biased. A consumer has to wait days for customer support to respond, and in the majority of cases the customer's plea for product replacement or order cancellation is rejected. BAL uses a smart contract-based dispute resolution system that ensures products are delivered according to mutually set rules and the amount is released only when these are fulfilled, and the buyer agrees to accept it.

Does away with the expensive and inefficient sourcing process

Companies like Almani Lighting, for example, need to do sourcing continuously throughout the year to stay competitive. However, this is a big challenge, and companies need staff not only for supply and order processing but also to travel to lighting fairs etc., which is time-consuming and expensive. With the BAL Platform, such companies can source efficiently and easily while always getting good prices. Moreover, with the immutable record of seller activities across our platform, buyers know that the supplier will be good because the BAL Platform only works with trusted and dependable suppliers.

No problem with accepting crypto as a payment gateway

Despite being a trending technology in the fintech marketspace for the last few years, the cryptocurrency industry still struggles when it comes to real-life adoption and acceptability. In our quest to facilitate the BAL Platform users with a payment method that has true acceptability, we offer a cross-chain asset transfer-based payment gateway where users are allowed to pay in any major cryptocurrency.

Cross-Chain Asset Transfer: The native BAL payment gateway allows users to make payments directly from any significant cryptocurrency or fiat currency. The integrated smart conversion algorithm automatically converts a buyer's crypto or fiat holdings to BAL Tokens, which are then deposited into the user's wallet. This deposit can be used to make a payment of any sort within the BAL marketplace. Note that all payments made through BAL Tokens would give the buyer a discount of 2% on a particular transactional activity.

FUTURE EXPANSION: BAL AS A BUSINESS

We created the blockchain deployed BAL Platform with a vision of it becoming a truly trustless, profit-driven economy that allows even third party businesses to use our model in their industries to resolve the issues faced by their respective businesses and users.

Therefore, in future, the BAL Platform will include a protocol, which makes it possible for third-party businesses to utilize our technology by deploying their business on our network, or by acquiring a license at a certain fee, and thus enjoy the benefits of decentralizing their businesses in little to no time.

We see huge potential in the features offered by our platform, and we believe that deployment of our business and technical model by third party businesses in their respective areas will provide even greater value to the BAL Platform and its associated features and solutions.

USE CASES

Gold, Diamond and Precious Metal Industry

The gold, diamond, and precious metal industries, despite playing a substantial importance in the world's economy and showing great forecast in the coming years, are still using outdated models from mining to manufacturing, supply chain and distribution phases.

By deploying their businesses on the BAL blockchain platform and harnessing our technology, businesses associated with these industries can resolve the following problems:

- Outdated models for recording data and transactions will be replaced by blockchain based cryptographically secured ledger.
- Slow and Risky supply chain process to be replaced by efficient, traceable, and secure supply chain.
- Outdated and hectic gold trading mechanism will be replaced by peer-to-peer exchange of value enabled by BAL digital asset exchange and custodial platform.
- Data Integrity issues will be resolved through decentralization of data storage .
- Visibility and traceability in the supply chain process will be provided by utilizing IoT devices integrated with blockchain.
- An open explorer for checking authenticity of a metal through associated QR Code.
- Secure digital certifications will be enabled by cryptographically secured encrypted QR codes.
- Tracking of provenance to the origin by providing a dedicated explorer.

Pharma Industry

For Pharma Industry, the BAL Platform and its technology have the capacity to offer solutions for all involved parties i.e. consumers, pharma companies and logistic companies, details of which are given below.

For industry—the pharma companies

Data transparency

All data starting from manufacturing and ingredients being used in a product to supply chain and delivery to end user will be recorded on the blockchain and anyone with the permission can track that information at any time just through click of a button.

Cost effective traceability

The traditional tracking and tracing process for a supply chain is an expensive business proposition. deployment of the supply chain information on a

decentralized Blockchain which is run, maintained and governed by the community will ensure an effective approach to track and trace regulatory compliance.

Adaptability

The BAL Platform will feature solutions to facilitate the existing pharma industry and exist as a bridge between community and pharmaceutical companies. The BAL platform is easily adaptable and would facilitate existing platforms instead of disruption them.

Smart Route Management

The BAL Platform will allow utilize big data, deep learning, artificial intelligence and machine learning, which will enable pharma companies to adopt efficient routes to market. It will have Predictive supply services in respect to providing information on which medicines to supply where, when and the required quantities.

For Supply chain companies

Seamless and Cost effective

Traditional traceability software is too complicated to be installed and used by normal users, considering that professionals are hired only to manage the technical aspects of the software. The BAL Platform will replace all such software and provide an easy to operate, cost effective solution that any non-technical person can use with ease.

Scalable and Adaptable

All BAL Platform protocols and APIs will be created so they can easily integrate with existing supply chain management systems and are designed with the vital factors such as scalability, flexibility, and robustness to handle even the most complex supply chain workflows.

For Consumers

Access to Original Products

For the first time, end users or consumers get the opportunity to verify their pharma products by accessing our easy to operate transparent blockchain. All they need to verify a specific product is to scan the bar code given at the back of a pharmaceutical product or enter its hexa decimal address. BAL Platform will provide an explorer that will allow consumers to track the product to its origin and verify whether the product is original or a locally made clone.

Consumer Confidence

Consumers will purchase all pharma products available under the BAL blockchain ecosystem with full confidence as they will be sure of its authenticity.

Lower Pricing

By using the BAL Platform and associated solutions for traceability and provenance of the Pharma products, pharma companies will be able to reduce their overall costs. This will further enable them to offer their products at lower pricing.

Agriculture Industry

There are still many problems in the global agricultural development, which are mainly reflected in the following aspects: continuous reduction of arable land resources; degraded arable land quality; excessive surplus labor force in agriculture; rising production costs of agricultural products, continuous decline in income; lack of water resources; pollution, etc.

The BAL Platform can be used by agriculture industry for solving problems in these ways:

Procurement Tracking

One major challenge for the agriculture sector is to track and pay for the delivery of foods. Currently, the process depends on a third-party for coordinating the goods delivery. The sellers usually have an agent who ensures the goods are delivered safely and buyers have an agent to recommend payment and audit the delivery. The involvement of multiple agents add high costs to the system and makes the entire process time consuming.

By implementing BAL based logistic model deployed on blockchain, the whole process can be simplified to a single distributed ledger. It will enable commodity buyers to directly interact with the supplier, and that speeds up the process and reduces the time to settle a payment. Also, companies can save on additional agent fees and farmers can receive a larger share of sales directly with a blockchain-based solution.

Land Title Registering

Registration for the sale and purchase of land is a very cumbersome process and is most susceptible to fraud. The BAL Platform, distributed ledger, and smart contracts have a use case in Land Title registering by allowing bookkeeping and trustless escrow management and dispute resolution.

Marketplace for Agricultural and Food Products

Agricultural businesses can white label the existing BAL Marketplace and enable their consumers to get agricultural products in a trustless, secure and cost-effective manner.

Reduced costs in transaction and order processing

By enabling peer-to-peer payments through cryptocurrencies, the BAL Platform and BAL token can be used by farmers and distributors for making seamless and cost-effective payments while minimizing role of the middleman and third party payment processors.

Food Industry

The supply Chain in the food industry is surprisingly complex and involves multiple changing of hands. Most problems occur in two areas: food processing and distribution. In unregulated environments such as rural areas, unscrupulous suppliers are known to take shortcuts such as adding adulterants to be more cost-competitive as well as create more appealing products. The mishandling of food during distribution is another area of concern, including temperature discrepancies during transportation and poor hygiene practices.

The BAL Platform can be used in combination with IoT to empower these consumers and provide them with the ability to track and understand the provenance of their food by providing the following abilities:

- Creates an audit trail of transactions from farmers and food processing firms to consumers.
- Provide transparency and visibility in the farming, handling and distribution process.
- Collect previously untapped data to carry out analytics to improve farming methods.
- Smart contract enforces contractual terms and accountability among parties involved.
- Food producers who actively promote the provenance of their produce are giving themselves a competitive edge and validating a price premium over similar products. By weaving technology into their production, it enhances their credibility of social elements such as organic or free-range and builds reputation and brand loyalty among consumers.

We believe that introduction of the technology offered by the BAL Platform within the above-mentioned industries will bring disintermediation i.e., removal of third parties and adding transparency to the supply chain which will allow us to identify and remove bad actors and poor processes. This will help them save money, time, and labor.

TECHNICAL ARCHITECTURE

Overview

The BAL Platform will utilize Ethereum blockchain technology to tokenize its business and enhance its services to consumers, sellers, and merchants in the initial stages as per our roadmap. Usage of a decentralized mode of payment that is public and transparent allows a level of transparency that was previously unrealized.

BAL Token and technology

The BAL Platform will generate a token smart contract for the creation of its ERC20 BAL token. Tokens will be allocated to investors through a well-devised, predetermined structure. There will be two planned stages of purchase: a presale for private round investors, and a crowd sale called IEO, for the public. The limited presale will be used to generate initial funds for crowd sale preparation and development. The crowd sale will allow for maximum user adoption and token distribution.

The BAL Token will be used in phase one of the BAL Platform explorer ecosystem, and will be used for storing transaction signatures and metadata as signatures for encrypted storage on the blockchain and data server platforms. This is done as a proof of concept. Current members, sales portal, and object information are stored using our own databases in this phase. Data storage of pictures and extended data are too expensive in terms of gas on the Ethereum platform at the present time. Therefore, all-important data recording, other than transactional that is for payment and transactional purposes is done and recorded on our centralized servers for the time being. However, as per our roadmap, we will be exploring ways to include all data on our blockchain later through off-chain or scaling solutions.

The BAL Platform will operate its own native dedicated encrypted wallet, which will also support cross-chain asset conversion and a dedicated payment gateway for enabling even fiat payments within the marketplace. It will also give users the ease of mind to opt to utilize existing wallet platforms and blockchain explorer APIs to maintain a current balance of user tokens. As this smart contract system evolves, the infrastructure will need to be modified to keep pace with emergent upgrades to the blockchain protocol. From the standpoint of data storage, our platform is blockchain-neutral, and calls it makes to write to the platform are not married to any given coin ecosystem.

The BAL Platform API, at the current stage, is platform-agnostic, and the data can be stored on any blockchain or server; the key here is that the proof of concept is complete, and BAL Platform engineering is focusing on keeping costs low and throughput high for users during the benchmarking phase of the deployment.

Advanced BAL Platform features and integration with blockchain

The commercial activity ledger is the backbone of the BAL Platform financial ecosystem, and provides the decentralized capability of validating customer and vendor activity. The activity ledger facilitates trust in sales, BAL Platform products physical stores around the world, BAL Platform virtual stores, and third-party lighting stores across many different domains. Any party who can attest to activities by an individual user or merchant organization — whether through item sales or some other activity— can contribute validation data to the ledger, and any party who can access the ledger entries can potentially get value from the data, in accordance with the data-sharing terms specified by the smart contract-based agreement between participants.

BAL Platform transactions will be done on the blockchain. Each block added onto the blockchain from the BAL Platform will contain anonymized information about an organization, product, or individual. The data encryption is done in a way that allows only specific groups of authorized parties to pull data relevant for their own use. For all other parties, the data will be untraceable to particular individuals but still valuable for statistical and data aggregation purposes. This gives everyone control over what data can be created, shared, and accessed, all using the Ethereum blockchain and smart contracts.

[8] <https://financialplanning24.com/led-lighting-market-is-expected-to-grow-at-a-cagr-of-13-75-during-the-forecast-period-of-2019-2024-360-market-updates/>

Blockchain integrations

Initially, all transactional activities happening within the BAL Platform's ecosystem will be recorded and done via an Ethereum based distributed ledger that in the later stage will be migrated to our patented blockchain. All rules set and agreed by both parties will be recorded permanently on the blockchain, which can never be altered, corrupted, or hacked.

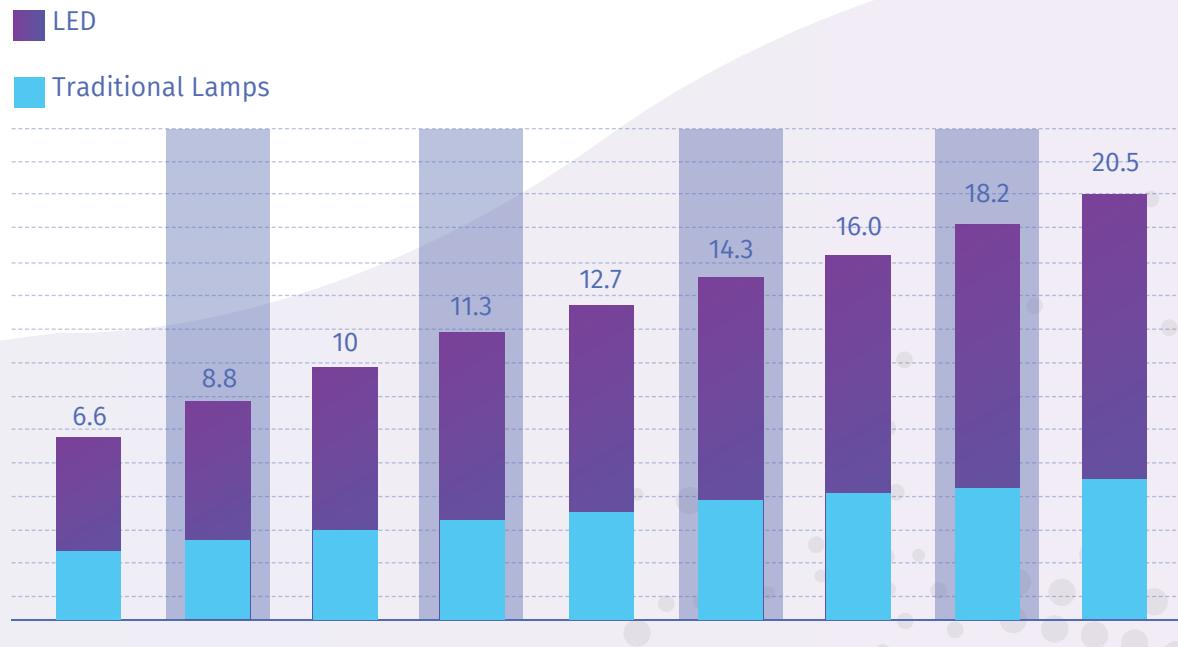
A specific amount paid by the buyer would be reserved within the smart account, which will serve as an escrow account shared only between the buyer and the seller. Once the particular product order or service is delivered and both parties agree, the amount would be released in the form of BAL tokens and added into the seller or manufacturer wallet.

In case of any conflict or arbitration, any party can request dispute resolution. A jury will be selected of members from the BAL administration, advisory board, reputable sellers, and buyers, all with a high rating and a good reputation in the area in which the service or products have been delivered. The jury will decide according to the smart contracts..

MARKET OPPORTUNITY

The global LED lighting market was valued at USD 51.79 billion in 2018 and is expected to reach USD 112.15 billion by 2024, with a CAGR of 13.75% during the forecast period (2019 - 2024)^[8]. By transitioning to energy-efficient LEDs, an estimated savings of USD 18 billion in electricity costs can be achieved. Further, more than 160 million tons of carbon dioxide emissions can be avoided every year.

U.S. LED lighting market, size, by design, 2015 - 2025 (USD BILLION)



Source: <https://grandviewresearch.com>

The lighting industry has been developing very dynamically in recent years. The driving forces in the industry are trends related to technological development, including LED technology and intelligent lighting management systems. Regulatory factors also play an important role.

For example, in the United States, all electrically controlled devices including LED light bulbs must meet minimum safety standards. The regulations regarding these safety standards are covered in the United States by laws, such as the Occupational Safety and Health Act (OSHA), Code of Federal Regulations (CFR), and standards, such as the National Electric Code (NEC). Similarly, improving energy efficiency is one of the main goals of the European Union's energy policy. "Europe 2020" – a strategy adopted to stimulate the development of the EU economy – has a goal of achieving a 20% increase in the effective use of energy, which requires the implementation of changes in the scope of energy consumption, which includes lighting.

In the coming years we can expect further growth of the lighting market, which will primarily relate to energy saving and digitization. Along with government mandates for energy efficiency, growing consumer awareness about the environment and the durability of these lights are the drivers for the growing adoption of LEDs. Smart lighting is expected to be the future of LED lighting, with various companies like Philips, Magiclight, and Xiaomi investing in the technology. Philips is one of the market leaders with its product offering, Philips Hue, which can be integrated with voice assistants.

Energy-efficient LED lighting

LED technology has revolutionized the lighting industry. Currently, the value of the global LED market accounts for most of the total global lighting market, and according to forecasts, by 2025 LED technology will gain up to 95% share in the lighting market.^[9]

The growing popularity of LED lighting is caused by several factors:

- technological progress allows higher luminous efficiency of LED luminaires,
- LED lighting is a part of the global trend of energy efficiency,
- LED technology, despite initial investments, allows optimization of costs,
- wide access to LED solutions and increased competition result in price drops that encourage purchases,
- the functionality of LED luminaires is also important – e.g. the possibility of personalization and central control, convenience, and additional functions provided by the luminaires.

Key Market Trends

Commercial Segment Expected to Witness Significant Growth Rate

The commercial floor lighting segment has evolved with LED lights now being offered from 4000 lumens to more than 60,000 lumens. LED lights are manufactured with integrated LEDs instead of traditional bulbs. This method of manufacturing eliminates the need for frequent replacements. These lighting solutions have a longer life span, outlasting the HID and halogen fixtures. Here are some reasons for the growth in this sector.

- Energy savings, high efficiency, reliability, and longer life span have been the driving factors for LED adoption in commercial buildings. Also, building energy codes are spurring adoption by requiring more advanced control strategies in commercial spaces.
- LED lights provide a consistent light, improving the overall visibility and providing added security for commercial locations. They can also be paired with motion sensors, photocells, and timers to offer a lighting control system for efficient usage.
- Regulatory adherence and safety testing required for new products are expected to delay their availability in the commercial lighting market. Also, countries that implement the regulations in a harmonized manner will reduce trade barriers and provide new opportunities.

Incorporating trends and innovations into the growth strategy

Trends in the lighting industry have a significant impact on both B2B and B2C segments. Many companies can benefit from the implementation of modern lighting solutions, such as Smart Lighting, HCL and LiFi. That is why more and more producers and distributors in the lighting industry are considering investing in technological innovation.

Regional insights

Asia Pacific accounts for the largest market share of 41.3% in 2018^[10] and is likely to continue its dominance in terms of both usage and manufacturing over the forecast period. Taiwan, Japan, and China are the key contributors to regional growth owing to initiatives undertaken by their respective governments for embracing light emitting diodes (LED) coupled with the existence of a large number of market players.

The debt crisis in Europe adversely impacted demand for LED, since their production requires vast capital investments. In recent times, Europe and North American markets have witnessed a boom because of government support and growing usage of ultra-modern lighting in some industries. Furthermore, from the Chinese suppliers' side the European manufacturers are getting priority over American manufacturers due to the increasing trade-war between the U.S. and China, which led to sanction of tariffs that caused an increase in import duties and eventually overall product price.

A strong dollar policy is likely to help the U.S. become a major growth driver for overall demand for LED illumination. The country has also been a strong advocate of light emitting diode lighting. In recent years, the U.S. has announced new policies and guidelines regarding the use of light emitting diode technology, invested in R&D of energy-efficient lighting solutions, expanded use in commercial, industrial, and residential applications, and participated in public-private partnerships to boost local markets.

Competitive Landscape

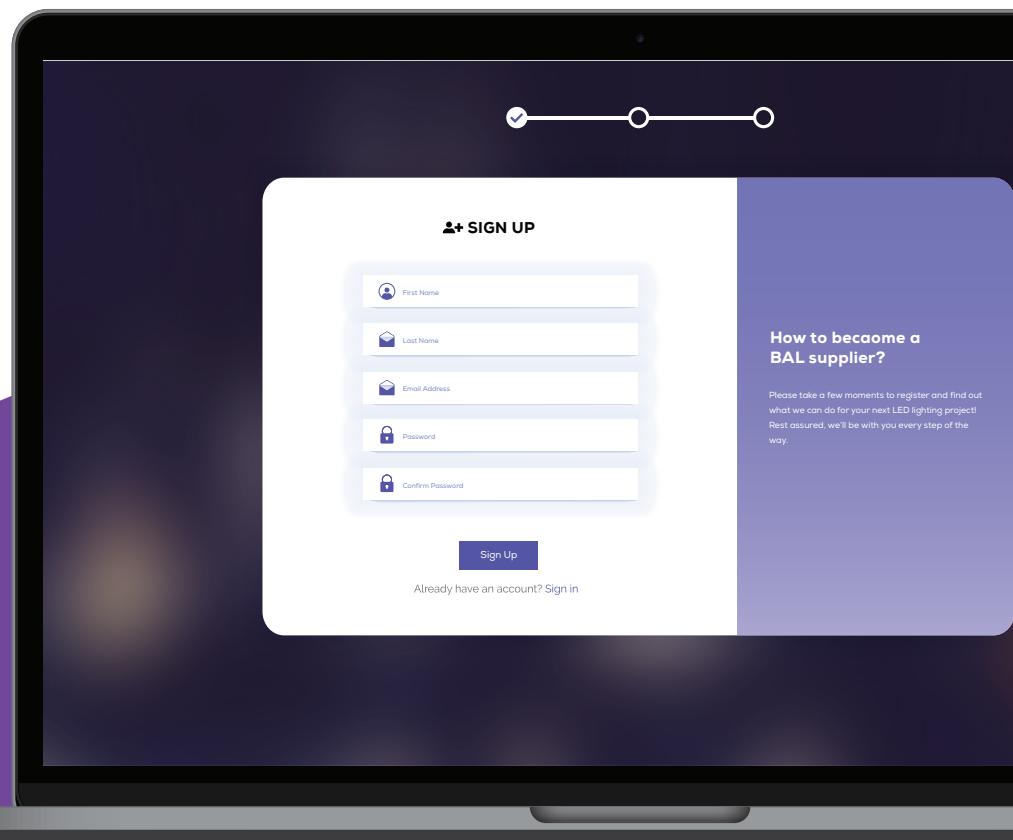
The global LED lighting market is highly fragmented due to the presence of a large number of regional and international players across the globe. Due to the fragmented nature of the market, the competition among the players is high. The major companies in the LED lighting market are launching new products to improve their position in the market. Here are some highlights.

- In March 2018, Samsung Electronics Co. Ltd. announced the launch of H inFlux, a linear module that uses the company's LED chip package LM301B. H inFlux is specially designed for lighting applications in factories, warehouses, and covered parking lots. The product comes with different luminous flux levels, offering a variety of footprints and color temperatures (such as 3000K, 3500K, 4000K and 5000K).^[11]
- In January 2018, Sharp Corporation and Universal Display Corporation entered into an extended and updated evaluation agreement. Under the agreement, Universal Display will supply its proprietary Universal PHOLED phosphorescent OLED materials and technology to the Sharp Corporation for usage in the Company's OLED displays.
- In May 2018, Cree expanded its SmartCast intelligence platform to include various capabilities such as wireless enabling smart building solutions that cater to the rising demand from the internet of things (IoT). This is likely to boost its presence and foster financial growth.

REVENUE MODEL

The BAL Platform will be a self-sustainable business with several multiple revenue in-streams, including but not limited to:

- a. A percentage of the total order amount from any transactional activity from suppliers.
- b. A monthly or yearly subscription fee for the packages offered under the LightFinder module.
- c. A one-time project fee (My Home and My Tower) – see package details given on our website.
- d. Add-on sales like Lighting Consultation, Lux Calculation and 3D Designs.
- e. Revenue from appreciation in the value of the token. As we have reserved a specific number of tokens for future developments, any appreciation of value recorded within the BAL Token value would be monetized as instream income for future reserves.



MARKETING STRATEGY

We believe that marketing plays a significant role in the success of a public project. Planning a strategy to market our platform and its fundraising process is essential, and we are taking a multi-faceted approach that maximizes limited resources and utilizes different conventional and non-conventional marketing channels.

Some of the strategies are:

Word of mouth marketing

This is when someone recommends you a particular project whom you have direct interaction with, and you can trust directly. The BAL Platform will offer bonus and referral campaigns to our investors for referrals to our platform, and they will get direct incentives in the form of bonus BAL Tokens.

Affiliate marketing

Using the established connections we have made through Almani Lighting and the accumulated experience of our partners and team members, we will build partnerships with affiliate networks to generate leads with the help of their network.

Attracting merchants

One of the most important aspects for a cryptocurrency is marketing, in order that its users have a place to spend it. As a lighting marketplace we have a massive advantage because our token has inherent utility within the BAL Marketplace. Moreover, we are also aiming to collaborate with various merchandise, ecommerce platforms, and merchants all across the world by offering them incentives for accepting BAL Token as a payment method.

Crypto expos

To spread our message to potential investors, we will create awareness campaigns worldwide and participate in crypto expos. We will sponsor mega-events, and our highly professional marketing team will take an active role in these expos, ensuring maximum conversion of the BAL Token.

Strategic alliances

We will partner with key merchandisers around the globe, which will be beneficial for both parties and enhance the acceptability of the BAL Token.

Celebrity endorsements

For ensuring maximum outreach to the public, we will conduct events and advertisements where celebrities from the music and film industry endorse our BAL Token.

Online advertising and CPM

We will also use online advertising such as Google Ads and Facebook based ads etc.

Air dropping and affiliate marketing policy

We also aim to conduct an AirDrop campaign to expand our community and ensure that our message is spread to the maximum number of people. In this campaign, participants from all across the globe will have to perform certain actions such as our social channels, etc. and in turn will get rewarded for their contribution.

Press releases and media coverage

The BAL Platform marketing team will release fortnightly press releases, news, and media letters. We will also strive for coverage of the BAL Platform and its fundraising activity in leading media channels, social platforms, and cryptocurrency news sites.

Email marketing

The main purpose of email in our strategy is to increase the conversion rate of other marketing channels. We plan to collect email addresses of potential players using display advertising or affiliate marketing and build email communication with users.

SWOT ANALYSIS

Strengths

The strength of the BAL Platform is that it already features an existing platform that is compatible for both personal and business usage, allowing its consumers to find quality LED lighting products at market competitive rates.

Another strength of the BAL Platform is its solid background, because it is part of Almani Lighting LLC, a Dubai based Lighting company that has strong ties with Axitron, a pioneer within the LED Industry. Its strength also lies in the team which has a vast experience in the lighting, finance and information technology industry.

Some of the key aspects that provide strength to the BAL Project include:

- Compatible for both personal and business usage
- Affordable lighting products for home owners, contractors and suppliers
- Powered by blockchain technology
- 1st to market mover advantage
- One stop shopping solution for all lighting needs
- All global lighting sellers in one place
- No time spent on creating a listing
- BAL Brand: Focus on LED lighting only
- Fair and competitive market prices
- Ease of use for consumers and businesses
- Fast & safe order processing

Weaknesses

The BAL Platform is a potential project initiated and developed by an experienced team with a solid financial background, but it is entering a very tight market of fundraising through cryptocurrency. However, despite cryptocurrency being a tight market, the BAL Platform has no known direct competitor.

We believe that offering a ready to use marketplace for lighting products at market competitive rates gives the BAL Project the potential to penetrate both the regional and the international markets, but this

may require us to do extensive marketing campaigns, which can eat up initial budgets. Moreover, because of governmental restrictions in the past, getting attention and trust will be a time consuming process that can be covered within the marketing campaign.

Product Risk

For a business like the BAL Platform that deals in sourcing LED lights and consultancy the product risk is minimal, since the LED lighting business is trending, and statistics show high growth projections for the coming years.

Market Risk

The BAL Platform offers its services to a broad range of consumers ranging from typical homeowners to businesses, suppliers, and retailers. It therefore has a diverse market, as the target audience is not just local, but a global one as well.

Finance Risk

While BuyAnyLight already has the established infrastructure required for the centralized platform, it still requires funding for blockchain implementation, conducting public crowdfunding, listing on crypto exchanges, and achieving future milestones as planned in the roadmap. Because BAL offers a ready to use platform unlike traditional projects that offer beta or alpha products, and because of the potential offered by tokenization and the blockchain industry, the BAL Platform has a massive opportunity to attract both private and public round investors.

Team Risk

Since it is an existing company, the BuyAnyLight platform has almost no risk when it comes to team development. It is associated with Almani Lighting, which has already established its footprint in the Middle Eastern and German markets in particular, which gives BAL the leverage among its competitors. However, management still must hire and build a team of professionals for achieving the blockchain based features.

Opportunities

The global LED Lighting market is predicted to reach USD \$105 Billion by 2025.^{[1][12]} In a similar way, the LED marketing within the Middle East is also expected to surpass USD \$8 Billion by 2025.^[13]

Despite a growing number of retailers providing these products, there is still a huge opportunity for the BAL Platform because of its unique business model, and because of considering the fact that it can provide services to both manufacturers and consumers.

At BAL Platform, we foresee the following opportunities to contribute to the success of the BAL Project.

- Trending business with potential growth forecasted in the next few decades
- Business tokenization will open a gateway to the world of cryptocurrency
- Greener environment initiatives by governments across the world
- Rapid urbanization

- Huge opportunity for growth in developing markets
- Positive construction and urbanization development forecast

Threats

The BAL Platform is aiming to enable buying and selling of quality LED products at market competitive rates, through a business model which is relatively new. Moreover, it is also using IEO which is a relatively newer fundraising method.

However, we believe that while establishing new factors and gaining user base can be challenging, the BAL Platform will pave the way for many innovative solutions in the market. Any first mover naturally faces initial difficulties as they are paving the path. But being the first to bring such levels of security and convenience to crypto will be an extremely rewarding venture for the BAL Platform.

OUR PACKAGES

We welcome everyone to use our platform. Take a look at the groups below and see which one is right for you. If you have any queries, don't hesitate to get in touch.

Free Trial

To start finding out about all the benefits you can enjoy with us, simply register for the free trial. This enables you to explore many of BAL's tools and functions before choosing the right subscription package for you or your organisation. It's also useful if you want to make an enquiry and receive quotes quickly and simply. You may subscribe to one of the LightFinder packages to request for samples or confirm an order.

[Register Now →](#)

LightFinder



[Play video](#)

Introduction

Finest quality, lowest prices, no stress!

LightFinder level that works for you!

Pricing

[Register Now →](#) [Brochure →](#)

My Home



[Play video](#)

Introduction

Perfect for homeowners

The next step

Pricing

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My Tower



[Play video](#)

Introduction

How does BAL save you money?

The next step

Pricing

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TOKEN UTILITY

Platform Access

The BAL Token enables access for buyers, sellers, suppliers, and contractors to tools and features available within the BAL Marketplace. For example, it allows them to buy LED lighting products directly, without converting the token to any other currency.

Subscription Services

- Token holders get access to different sorts of subscriptions and paid packages across the BAL Platform, e.g. My Home, My Tower, LightFinder, etc.
- Token holders can book the services of lighting design specialists for projects.
- The BAL Token acts as a peer-to-peer transfer and exchange of value within the BAL financial ecosystem.
- The BAL Token will serve as a mode of payment within the BAL Lighting marketplace.

BAL FUNDRAISING

In order to provide a completely decentralized marketplace for lighting products the BAL Platform will conduct a fundraising campaign that will issue BAL Tokens. Initially, the BAL Token would be launched as an ERC 20 token—one of the Ethereum developed technological trends. The BAL Token would serve as a utility token providing access to the BAL Platform.

In order to execute our fund raising, BAL Platform management will be adopting a two-step process whereby a percentage of the total supply would be distributed to private round investors at a comparatively discounted price. This will help us gather the initial funds required for successful listing of our token on leading launch pads and exchanges, e.g. Binance Launch Pad. After completion of the private round offering, the BAL Token will be available through our Initial Exchange Offering (IEO), and details will be available on our website. Please check the BAL Platform website (<https://buyanylight.com/ieo>) for the latest information.

Furthermore, it is important to note that the IEO and post IEO development is governed by the industry's best practices in good governance for the project, team, and technology. We are also offering discounted offers for early adopters, especially those joining the pre-sale round. Please visit our website <https://buyanylight.com/ieo> for more information.

PRE IEO SALE—THE PRIVATE OFFERING

The Pre-IEO will commence on Date 1.10.2019 and will last for 31 days. A total of 5.5 million, or 10% of the total supply of BAL Tokens, will be available for investors at rate of USD 0.20 per BAL Token.

BAL MAIN IEO

In this phase, we will provide the community with the option to participate in our main crowd offering through a list exchange. Prospective investors can buy tokens from respective trading pairs, e.g. Binance Coin (BNB) for Binance Launchpad, which is required as per an exchange policy to buy BAL Tokens. A specific date will be announced both by the exchange and on our website. Once someone has successfully purchased the tokens, they will be distributed into the person's exchange wallet as per the schedule on the exchange and our website.

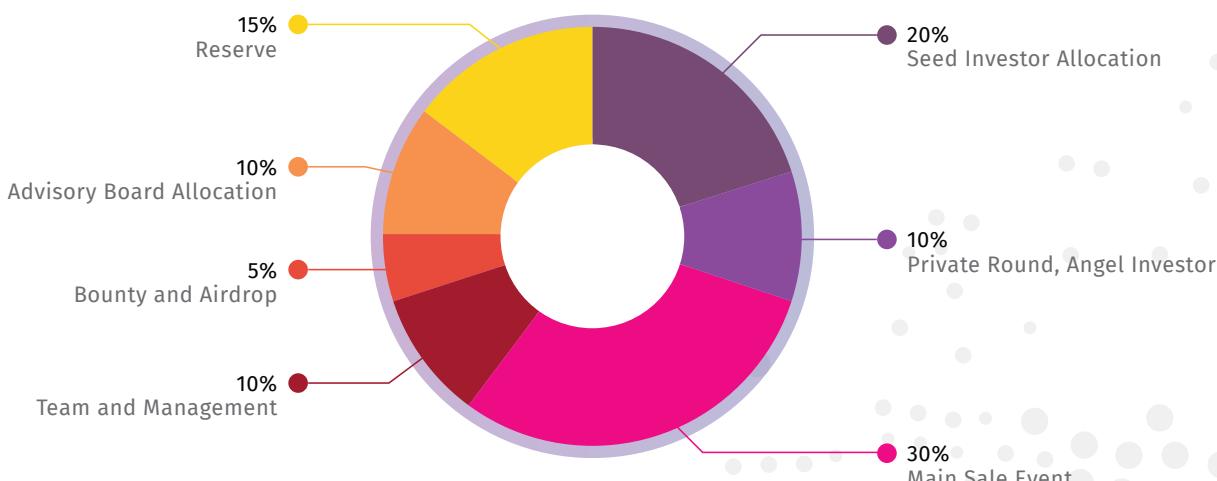
Key Crowd Sale Information

Token Name:	BAL Token	Soft Cap:	4 Million USD
Ticker:	BAL	Hard Cap:	8 Million USD
Token Type:	ERC-20	Accepts:	BTC, ETH, EUR, USD
Blockchain Deployed:	Ethereum	Know Your Customer (KYC):	Yes
Total Supply:	55 Million (100%)	IEO token price:	1 BAL = USD 0.30303
Supply Reserved for Seed Round:	11 Million (20% of the total supply)	Seed Round Date:	February 1st, 2019 (Sold Out)
Supply Reserved for Private Round:	5.5 Million (10% of the total supply)	Private Round Date:	October 1st, 2019
Supply Reserved for IEO:	16.5 Million (30% of the total supply)	IEO Round token sale date:	December 1st, 2019

TOKENOMICS

Token Allocation

Token Distribution



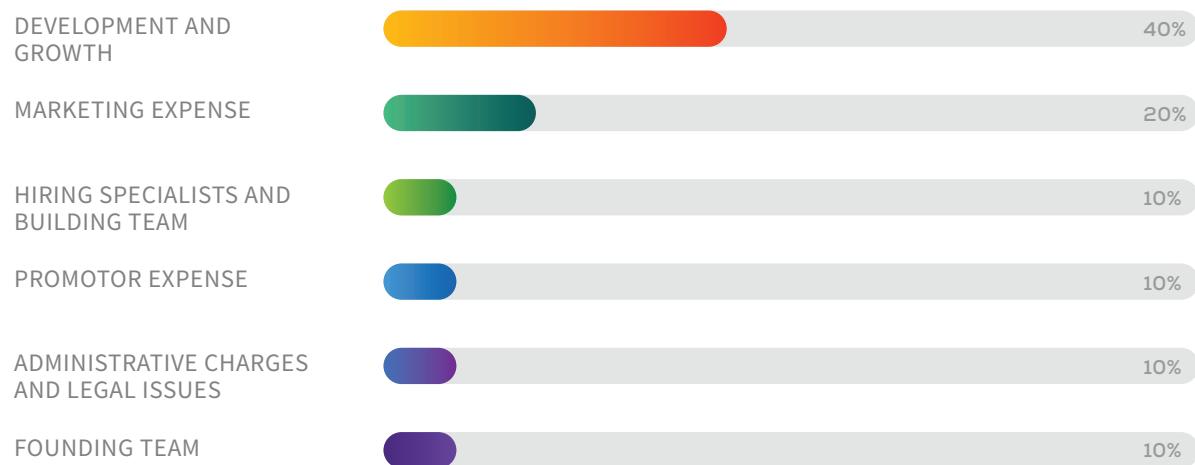
Total Supply:	55 Million	Reserved for Private Sale:	10% at the price of 0.20 Per BAL Token
Reserved for IEO:	30% at the price of 0.30303 Per BAL Token	Reserved for Seed Round:	20% (completed)

Use of IEO Proceeds

Our goal is to make the BAL Marketplace the leading light products marketplace in the world, and we have devised a plan that will give our dream a practical implementation. The proceeds from the token sale will fund the product launch, continued platform development, and user acquisition:

Fund Distribution Plan

We are aiming to make BAL Platform the leading marketplace for sourcing light products across the globe and have devised a proper plan that would give our dream a practical implementation. The proceeds from the token sale will fund the decentralized platform launch, continued platform development, user acquisition and marketing:



ROADMAP

2014

- Establishment of Almani Lighting GmbH, Germany
- In depth analysis and visits to the world's best LED manufacturer

2015

- Establishment of the Almani Lighting LLC, Dubai, UAE Branch
- Cooperation with ASAS Holdings, Dubai, UAE
- A range of 50 products in architectural and residential lighting

2016

- Inception of the idea for the BAL Platform
- Initial research and feasibility
- Recruitment of technical team for BAL Platform development
- Platform development initiated
- Product range covering 100 products in architectural, residential, commercial and decorative lighting

2017

- ASAS Holdings invests in Almani Lighting LLC and acquires 51% ownership
- Establishment of a state-of-the-art Dubai showroom
- Warehouse expansion
- Several prestigious projects in UAE completed
- Product range covering 250 products in architectural, residential, commercial and decorative lighting
- BAL LightFinder and My Home Features Testing

2018

Q1 - Q2

- Team Expansion
- New two-story office in Dubai Investment Park
- Product range covering 600 products in architectural, residential, commercial, decorative, industrial and outdoor lighting
- Completion of two Sheikh palaces for the ruler of Sharjah emirate

■ Q3 - Q4

- BAL website development
- BAL My Tower testing and implementation
- Collaboration with Fiat Partner

■ 2019

January - March

- BAL Online Platform release
- Biggest LED lighting portfolio within the LED industry for a single brand (Almani)
- Cooperation with 100+ high quality LED lighting manufacturer
- BAL backend development Phase 2

■ April - June

- White Paper drafting for the BAL Platform
- Centralized platform development completed and ready for community and manufacturers review
- Token generation event
- Seed Round Sale
- Seed Round successfully completed and raised USD \$2 Million
- IEO planning and meetings with the most reputable crypto exchanges

■ July - September

- Marketing Campaign Kick-off
- My Home, My Tower, LightFinder brochure development
- Private funding initiatives
- Release of yellow paper (Technical Paper)
- Exchange listing and public sale i.e., Initial Exchange Offering (IEO)
- BAL nominated at Light Middle East for the most exciting startup, and its founders for "Personality of the Year"

----- ■ October - December

- Hiring blockchain developers and corporate restructuring
- Smart Contracts research and implementation
- Smart Contracts and Blockchain Architecture development started
- Participation in Roadshows
- Sponsorship of German embassy for Dubai Roadshow

----- ■ 2020

January - March

- Desktop wallet development started with Crosschain asset transfer functionality
- Marketing expansion
- Blockchain testing and improvement
- Participation in EXPO2020 projects

----- ■ April - June

- Team expansion for hiring AI and Machine Learning specialists
- Research on artificial intelligence, machine learning, big data, and predictive analytics and their application within the BAL platform
- Mobile wallet application development started

----- ■ July - September

- Business expansion into Scandinavian and Indian markets
- Blockchain Integration on Testnet

----- ■ October - December

- Participation in roadshows and world business summits
- Desktop wallet beta version release, a non-custodial multi-currency light wallet allowing users to send, receive, and eventually exchange of funds over Lightning Network without needing to download full blockchains.
- Release of a mobile version of the BAL wallet. This application will be compatible on all devices and allow users to access our wallet and its features directly from their mobile device.
- On-chain logistic, freight tracking functionality development initiated. This will enable blockchain based traceability of logistics and freight activities happening within our ecosystem



2021

Q1-Q2

- Develop first reference implementation of the BAL network using the blockchain framework Substrate and provide a public testnet. The network will be reviewable by the community.
- Desktop wallet alpha version launched with the functionality of Crosschain Swapping. This will allow users to transact multiple currencies directly, without converting via third-party-exchange
- Mobile wallet alpha version release

Q3-Q4

- Mainnet release
- Migration from Ethereum to patented blockchain
- Optional API development to enable better decision-making and more efficient energy usage.
- Business expansion to American markets

2022

- On-chain logistic, freight tracking functionality implemented
- AI based Smart Contracts implementation
- Development of BAL Exchange for enabling digital asset trading
- Development of BAL Custodial Platform

2023-2024

- Development of BAL Tokenization platform

MEET THE LEADERSHIP TEAM



Johannes Eidens
CEO & Founder



Martin Heyen
Co-Founder & CFO



Leo Vicente
Chief Technical Officer



Rene Rowell dela Rama
Director of Blockchain Integration



Rizvi Iqbal
Senior Blockchain Engineer



Artem Gordadze
Exchange Listings Specialist,
IEO Negotiations



Nantha Kumar
Sales Director



Marc Vasquez
Sourcing, Production &
Investors Relations



Ryan Quines
UI/UX Visuals



Zain Ul Abdin
Senior Architect



Ammar Mohamed
Lighting Design Architect



Shajudeen Yousf
Lighting Design Architect



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Chad Hanson
Social Media,
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Maria Carron Igloso
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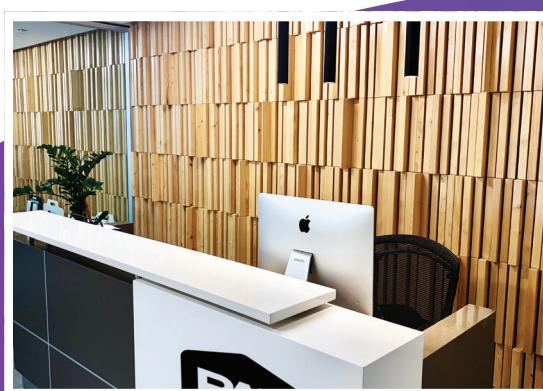


PARTNERS



EXISTING INFRASTRUCTURE

Unlike traditional crypto projects that rely purely on the fundraising process for their infrastructure development, the BAL Platform is an established business with a ready to use platform and technical infrastructure. In the section below, we give some images showing the existing infrastructure, i.e., our office and showroom in Dubai and Germany.



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Given that BAL tokens are based on the Ethereum protocol, any malfunction, breakdown, or abandonment of the Ethereum protocol may have a material adverse effect on BAL tokens. Moreover, advances in cryptography or technical advances, such as the development of quantum computing, could present risks to BAL tokens and the BAL Platform, including the utility of BAL Token by rendering ineffective the cryptographic consensus mechanism that underpins the Ethereum protocol. As with other decentralized cryptographic tokens based on the Ethereum protocol, BAL Tokens are susceptible to attacks by miners in the course of validating BAL Token transactions on the Ethereum blockchain, including, but not limited to, double-spend attacks, majority mining power attacks, and selfish-mining attacks present a risk to the BAL Platform and BAL Tokens, including but not

limited to, accurate execution and recording of transactions involving BAL tokens.

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Representation and Warranties

By participating in the token sale, the purchaser agrees to the above and in particular, they represent and warrant that they:

- Have read carefully the terms and conditions attached to the White Paper; agree to their full contents and accept to be legally bound by them;
- Are above 18 years old or have reached the age in which are qualified to enter into a contractual relationship in their country of residence;
- Have full authorization to act on behalf of the legal entity which will purchase the BAL tokens, if acting on behalf of a legal entity;
- Live in a jurisdiction which allows Buy AnyLight Platform to sell the BAL tokens through a token sale without requiring any local authorization;

- Will not use the token sale for any illegal activity, including but not limited to money laundering and the financing of terrorism; have sufficient knowledge about the nature of the cryptographic Tokens and have significant experience with, and functional understanding of, the usage and intricacies of dealing with cryptographic Tokens and currencies and blockchain-based systems and services;
- Are familiar with all related regulations in the specific jurisdiction in which s/he/it is based in and that purchasing cryptographic Tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind; (Participants cannot contribute to the IEO if there are applicable legal restrictions in their country of residence. It is the responsibility of each participant to know these laws and take them into consideration before their participation in the BAL IEO.)
- Purchase BAL because s/he/it wish to have access to BAL Crowdsale and to use their various functionality and/or because s/he/it wish to support the further development and marketing of BuyAnyLight Project and/or because s/he/it wish to facilitate development, testing, deployment and operation of blockchain-based or related applications;
- Are not purchasing BAL Tokens for the purpose of speculative investment or usage; waive the right to participate in a class action lawsuit or a class-wide arbitration against BuyAnyLight Platform and its Affiliate Parties.

All disputes and/or controversy arising from or under the token sale shall be resolved by arbitration in accordance with United Arab Emirates Law in force on the date when the Notice of Arbitration is submitted in accordance with these Rules. The arbitration panel shall consist of one arbitrator only. The seat of the arbitration shall be Dubai, UAE. The arbitral proceedings shall be conducted in English.

CONTACT US



REGISTER NOW!



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