

# TOKEN SALE

- Total Supply: 55 Million
- For IEO Sale: 30%
- Soft Cap: USD 2 Million
- Hard Cap: USD 8 Million
- Raised Seed Round: USD 2 Million
- Accepted Currencies: USD, BTC, ETH, BNB
- Token Price: USD 0.3030
- Private Round Price: 50% for private round
- Private Round Sale: Oct 1 2019 - Oct 31 2019
- IEO Round Sale: Feb 1 2020 - Feb 29 2020

## CORE TEAM



**Johannes Eidens**  
CEO & Founder



**Martin Heyen**  
Co-Founder and CFO



**Leo Vicente**  
Chief Technical Officer



**Muhammad Younas**  
Chief Operating Office



**Rene Dela Rama**  
Director of Blockchain Integration



**Rizvi Iqbal**  
Blockchain & DLT Specialist



**Zain Ul Abdin**  
Senior Architect



**Ryan Matthew Quines**  
Design Lead



**Maria Carron Igloso**  
Investor relations and Public Relations Manager

Meet all inventors >

▶ Watch the IEO video

▶ Watch IEO vs. ICO video

Click here to read our Whitepaper



info@buyanylight.com



## BuyAnyLight Initial Exchange Offering (IEO)

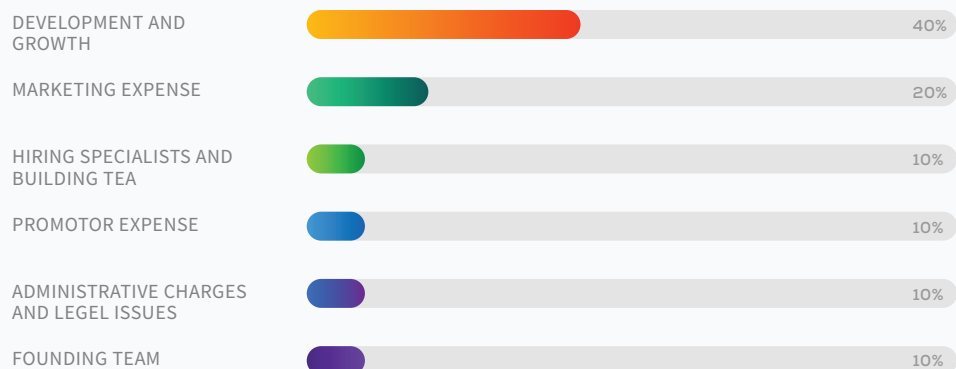
### Project Introduction

BuyAnyLight (BAL) is a revolutionary global marketplace for quality LED lighting. Our innovative platform uses the power of technology offered by blockchain, smart contracts, AI and Big Data to make the LED lights sourcing process seamless and super-fast! With BAL, you also get a dedicated LED expert at hand who help you choose the perfect LED lighting products for all of your needs whether personal, commercial or industrial.

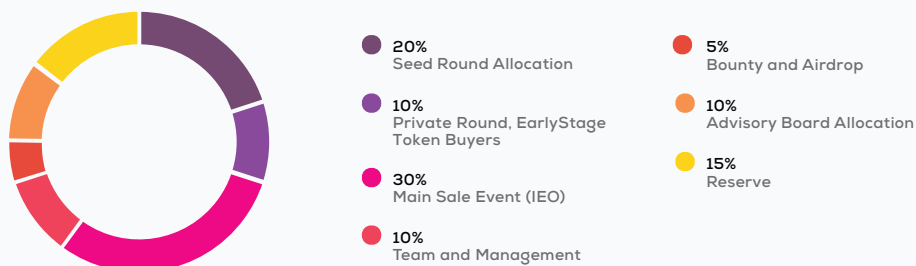
### Our Vision

Our vision is to become the leading global platform of choice for buyers and sellers dealing in LED lighting. We aim to democratize the access to sourcing of lighting products while eliminating the role of intermediaries.

### Fund Distribution Plan



### Token Distribution



### The Problem

- Technical expertise required for buying the right lighting products
- Trust deficit between seller and buyer
- Centralization of business model
- Handling logistics
- Massive marketing costs for manufacturer and retailers
- Hefty platform commissions
- Huge payment processing fee
- Middleman adds to the cost

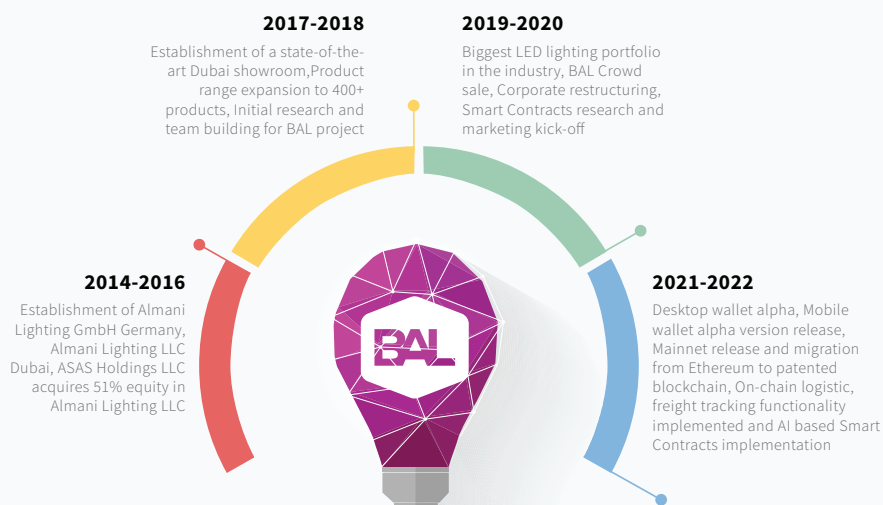
### Our Solution

- Our experienced consultants assist you to buy the right product
- Trustless payments enabled by smart contracts
- Decentralization through tokenization
- Transparency and traceability through blockchain
- We market while you focus on delivery
- Nominal platform costs
- Near to zero transactional costs
- Trustless transactions through smart contracts

### Why Choose BAL?

1. Already operational platform
2. Unique and futuristic business model
3. Team expertise
4. Efficient self-sustainable operations enabled by blockchain
5. Transparency through decentralization
6. Product logistics and quality control
7. Agile marketing and go-to market strategy

### Roadmap



Click here to visit our IEO page