



BUYANYLIGHT

INVESTMENT PROPOSAL
FEBRUARY 2020
SERIES A

LED Light Sourcing, Reinvented

« Enabling smart, low-cost, energy-efficient lighting solutions by harnessing the power of blockchain, AI, and big data »

⦿ Play Video

⦿ Click for Whitepaper

⦿ Click for Yellowpaper

⦿ Click for OnePager

FUND RAISING OVERVIEW

 BAL®

Token Name: BAL Token

Ticker: BAL

Token Type: ERC-20

Blockchain Deployed: Ethereum

Accepts: BTC, ETH, EUR, USD

Total supply: 55 Million (100%)

Private Sale Price: 1BAL = USD 0.2

Pre-IEO Sale Price: 1BAL = USD 0.25

IEO Sale Price: 1 BAL = USD 0.30303

Soft Cap: 4 Million USD

Hard Cap: 8 Million USD

Know Your Customer (KYC): Yes

Supply reserved for Private & Pre-IEO Sale Round combined: 5.5 Million (10% of the total supply)

Supply reserved for IEO: 16.5 Million (30% of the total supply)

Seed Round date: February 1, 2019 (Sold Out)

Private Round date: October 1, 2019

Pre-IEO Starting Date: November 1, 2019

IEO Starting Date: April 7, 2020

 [Click here to view Token Contract on Etherscan](#)

 [Click here to view Token Sale Agreement](#)

PRIVATE ROUND



A lucrative opportunity for institutional and HNI investors.

STARTING DATE: 1st Oct, 2019 at 12:00am (UTC+04:00)

ENDING DATE: 31st Oct, 2019 at 11:59pm (UTC+04:00)

TOKEN RESERVED

10% of Total Supply
i.e. 5.5 Million
(Combined with Private round)

**SPECIAL PRICE FOR
PRIVATE SALE**
1 Token = \$0.20

VS.

**EXCLUSIVE PRICE FOR
PRE-IEO PRICE**
1 Token = \$0.25

VS.

IEO PRICE
1 Token = \$0.3030

[Click here to view live status](#)

PRE-IEO SALE



Allowing all sorts of investors, whether high net-worth individuals or novice traders with lower investment limits to enjoy early discounted pricing.

STARTING DATE: 1st Nov, 2019 at 12:00am (UTC+04:00)

ENDING DATE: 6th Apr, 2020 at 11:59pm (UTC+04:00)

TOKEN RESERVED

10% of Total Supply
i.e. 5.5 Million
(Combined with Pre-IEO Sale)

**SPECIAL PRICE FOR
PRIVATE SALE**
1 Token = \$0.20

VS.

**EXCLUSIVE PRICE FOR
PRE-IEO PRICE**
1 Token = \$0.25

VS.

IEO PRICE
1 Token = \$0.3030

[Click here to view live status](#)

THE PRIVATE SALE & BAL EQUITY INVEST



INVESTMENT OF 250K USD

BAL Tokens: 250k @ 0.2\$ = 1.250.000 BAL

Valuation on IEO Sale: 378.787,50 USD

Profit 128.787,50 USD / +51,515% ROI

INVESTMENT OF 500K USD

BAL Tokens: 500k @ 0.2\$ = 2.500.000 BAL

Valuation on IEO Sale: 757.575 USD

Profit 257.575 USD / +51,515% ROI

INVESTMENT OF 1Mil USD

BAL Tokens: 1Mil USD @ 0.2\$ = 5.000.000 BAL

Valuation on IEO Sale: 1.515.150 USD

Profit 515.150 USD / +51,515% ROI

PRIVATE ROUND SALE

Minimum \$5,000 USD

Maximum \$1,100,000 USD

Accepts: BTC, ETH, EUR, USD

PRE-IEO SALE

Minimum \$50 USD

Maximum: \$1,000,000 USD

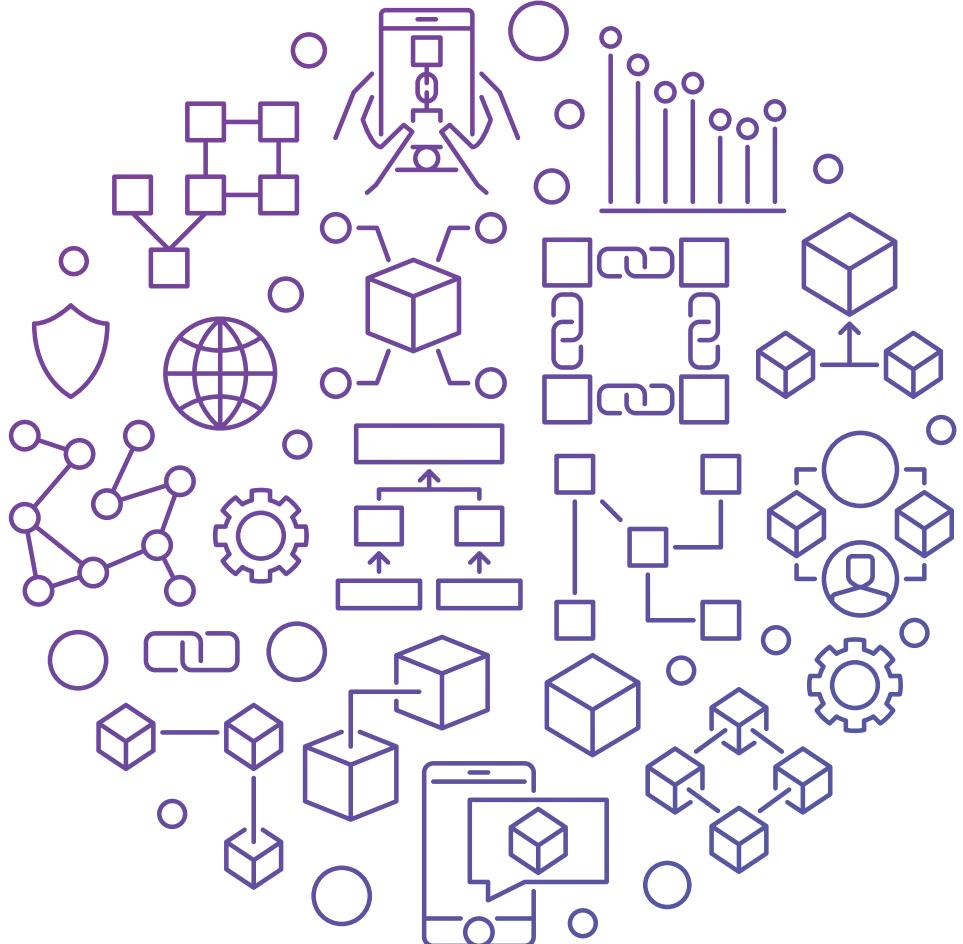
Accepts: BTC, ETH, EUR, USD

BAL EQUITY INVEST

Minimum \$1,100,000 USD

Maximum: \$6,000,000 USD

Accepts: BTC, ETH, EUR, USD



WHAT THE FUTURE HOLDS FOR INVESTORS

The future is bright for BuyAnyLight. We are confident that our Project that harness the power of blockchain, AI, and smart contracts will revolutionize the global LED industry. For investors who want to contribute to this cause we will be happy to discuss financial projections and potential returns on your investment. Contact us today at: invest@buyanylight.com

INDUSTRY PROBLEMS



The problems faced by the LED lighting industry include:

HIGH COSTS

The middlemen, retailers, payment processors, and e-commerce platforms charge hefty fees which add to the overall costs.

TECHNICALLY DIFFICULT

Few buyers understand the technical aspects such as lumens, CRI and IP, which may result in buying the wrong products.

LACK OF TRUST

A trust deficit exists because buyers pay and then receive defective or sub-standard products, or do not receive what they ordered at all.

OUR SOLUTION

We harness the power of blockchain, AI, and smart contracts.

This guarantees that buyers and sellers get the right solutions in a cost-effective way.

FAIR PRICING

The BAL Platform allows fair pricing not only by introducing a decentralized payment method, but also by eliminating the role of middlemen.

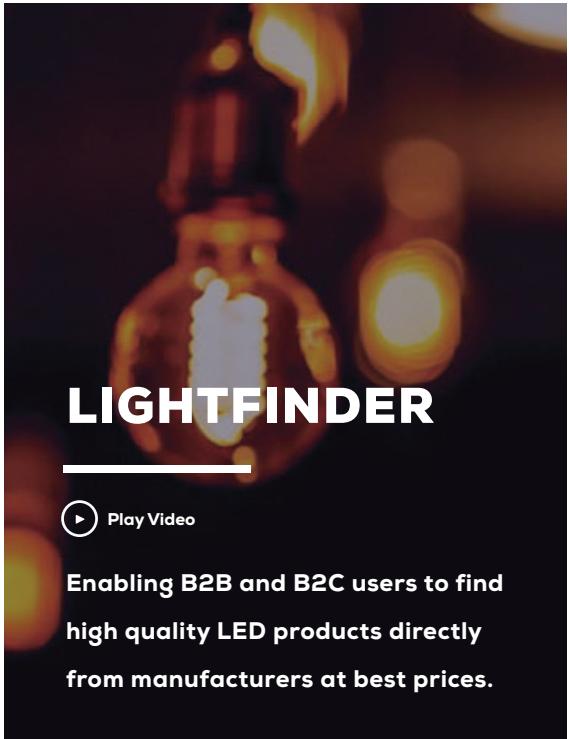
EXPERT ADVICE

Our agents with deep industry expertise select the perfect lighting products especially chosen for your needs.

TRUSTLESS

All transactional activities on the BAL Platform are managed and executed by trustless smart contracts, eliminating the need for middlemen.

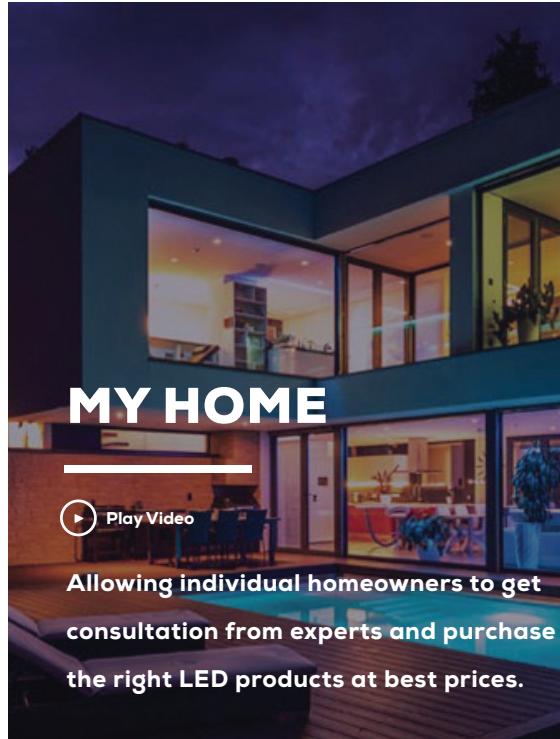
KEY PRODUCTS



LIGHTFINDER

 [Play Video](#)

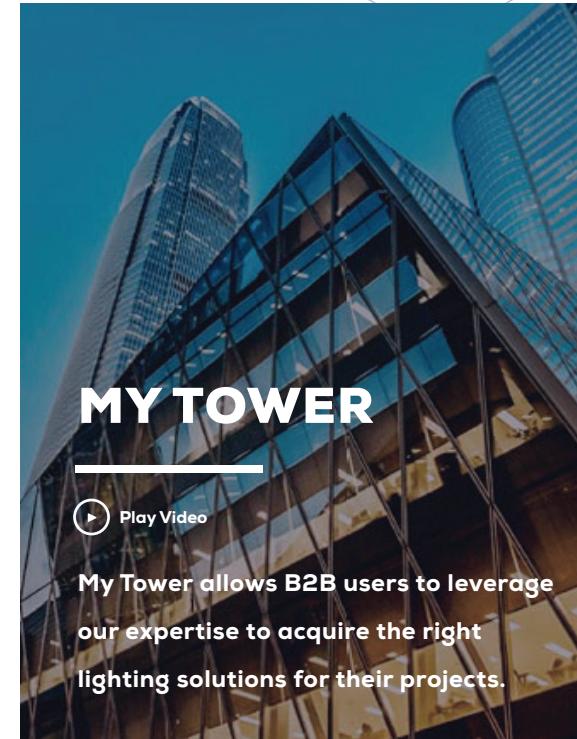
Enabling B2B and B2C users to find high quality LED products directly from manufacturers at best prices.



MY HOME

 [Play Video](#)

Allowing individual homeowners to get consultation from experts and purchase the right LED products at best prices.



MY TOWER

 [Play Video](#)

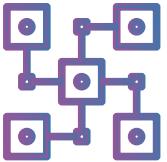
My Tower allows B2B users to leverage our expertise to acquire the right lighting solutions for their projects.

[Click here to view more on our website](#)

HOW WE USE BLOCKCHAIN



Smart contracts enables trustless execution of orders and payments, helping us eliminate the middleman.



We use blockchain technology to improve supply chain transparency and monitor provenance.



BAL works as a decentralized platform where control lies with the community.



Trustless dispute resolution enabled by smart contracts.



[Click here to learn more](#)

THE BAL TOKEN

An ERC-20 based utility token deployed on the Ethereum network that allows users to send, receive, and exchange value in a peer-to-peer, trustless way at reduced costs.



Decentralized



Transparent



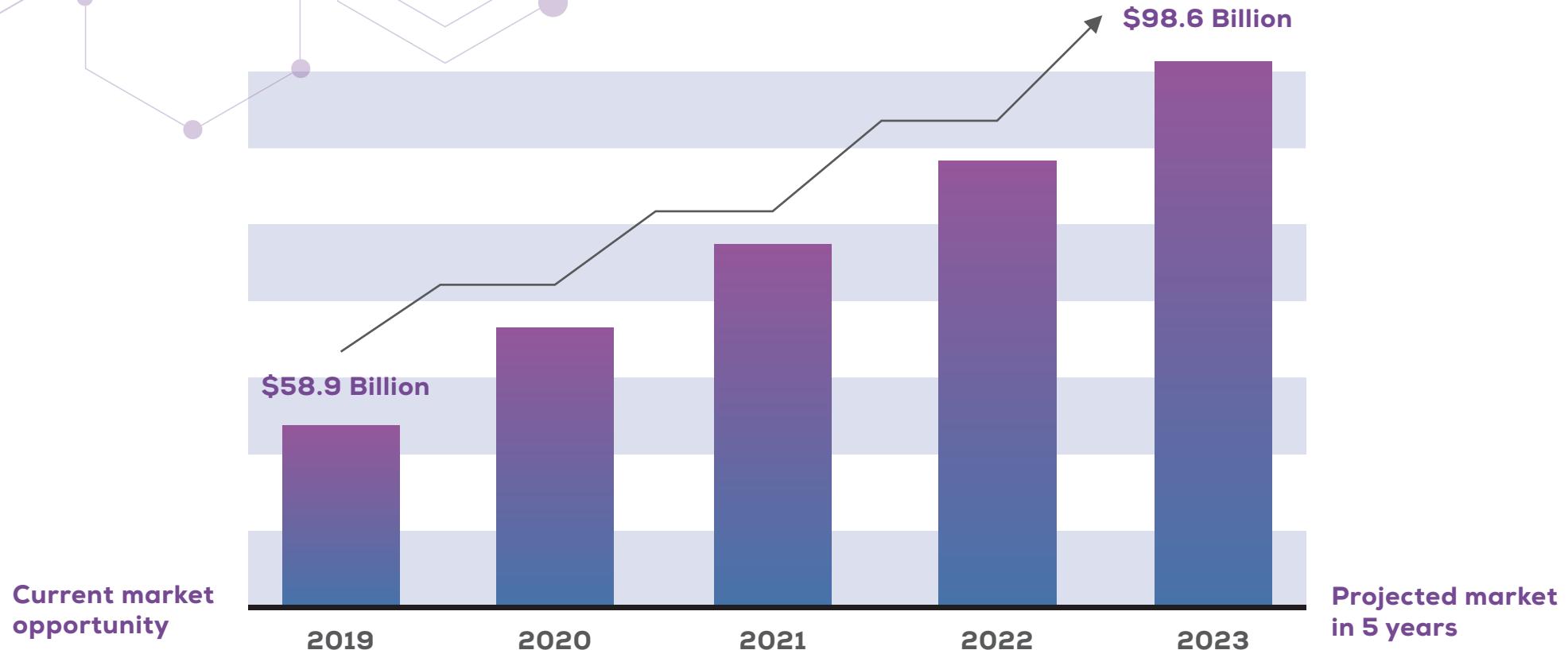
Secure



Portable

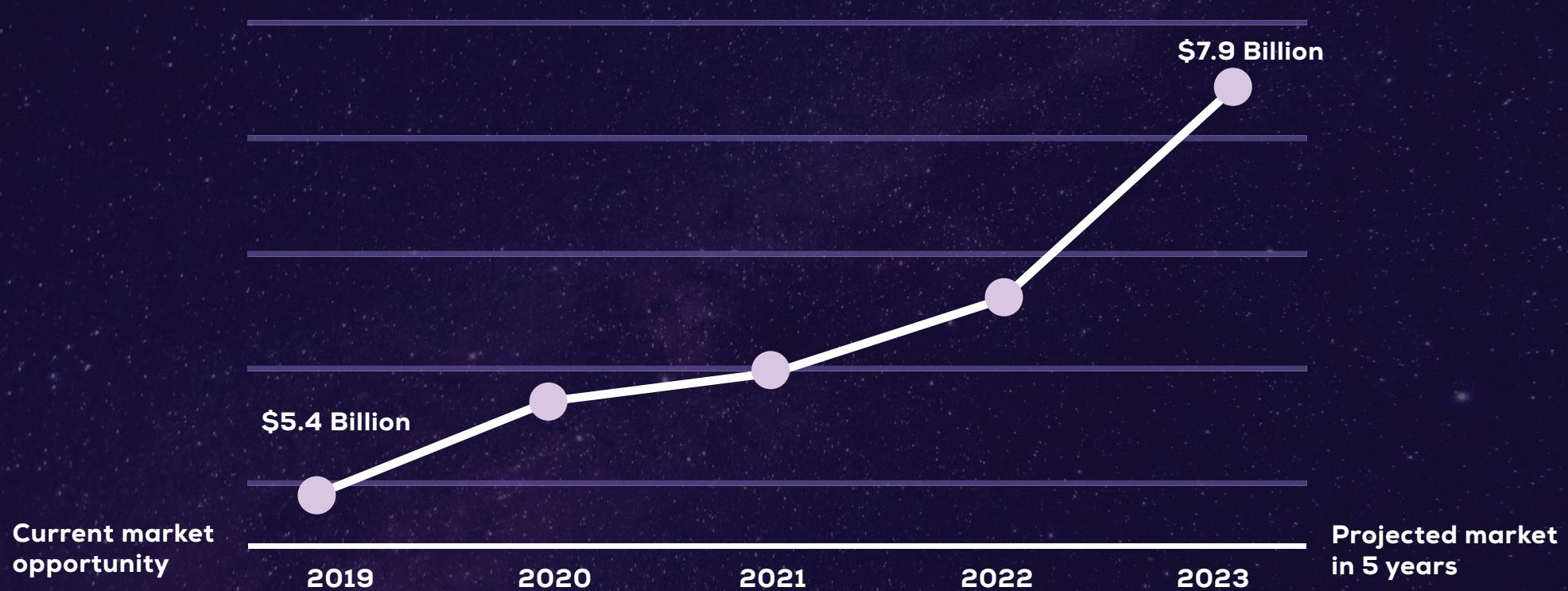
 Click here to learn more

GLOBAL LED MARKET



Source: <https://www.mordorintelligence.com/industry-reports/led-lighting-market>

LED LIGHTING MARKET OPPORTUNITY IN THE MENA REGION



Source: <https://bit.ly/2k5TBHL>



WHY INVEST IN BAL?

- Ready to use platform
- Powered by blockchain, AI, and big data
- Lucrative gains
- Industry expertise
- Existing infrastructure and technology
- First-to-market-mover advantage
- Founded and funded by industry pioneers
- Seed investment achieved
- Community investment enabled by IEO

TOKENOMICS



FUNDS DISTRIBUTION

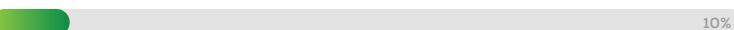
DEVELOPMENT AND GROWTH



MARKETING EXPENSE



HIRING SPECIALISTS AND BUILDING TEAM



PROMOTER EXPENSE



ADMINISTRATIVE CHARGES AND LEGAL ISSUES

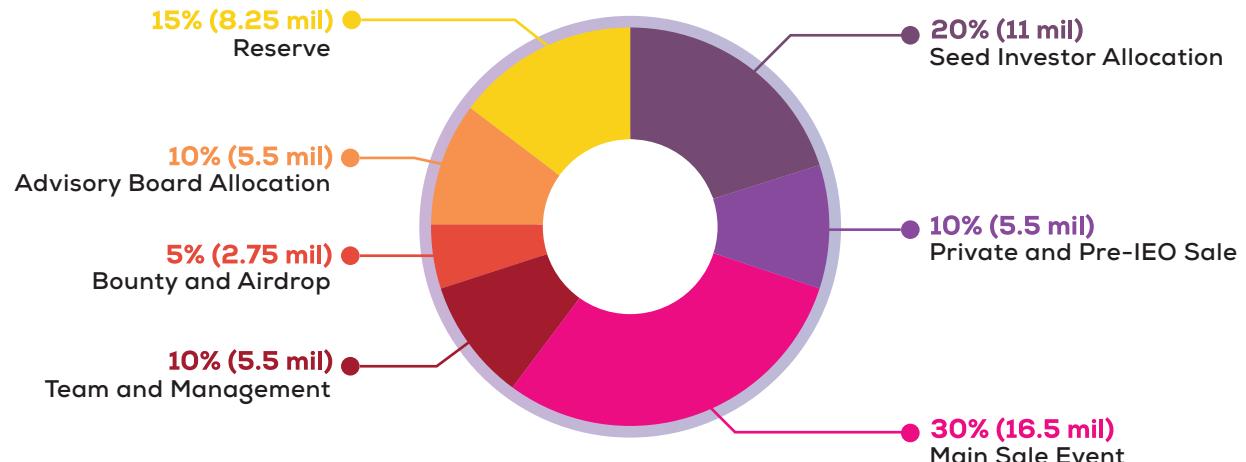


FOUNDING TEAM



This chart explains how the proceeds raised from the token sale will be utilized.

TOKEN DISTRIBUTION



Seed Round Investment completed

Private Round Investors get a discounted price of \$0.20 USD per BAL Token. During our IEO public sale, the starting price per BAL Token will be \$0.30303 USD.

OUR 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
Blockchain & DLT Specialist



Artem Gordadze
Marketing Specialist



Nantha Kumar
Sales Director



Marc Vasquez
Sourcing, Production &
Investors Relations



Ryan Matthew Quines
Design Lead



Zain Ul Abdin
Senior Architect



Shajudeen Yousf
Lighting Design Architect



Ammar Mohamed
Lighting Design Architect



Muhammad Younas
Content Lead



Chad Hanson
Social Media,
Community Manager



Maria Carron Igloso
Investor relations and Public
Relations Manager



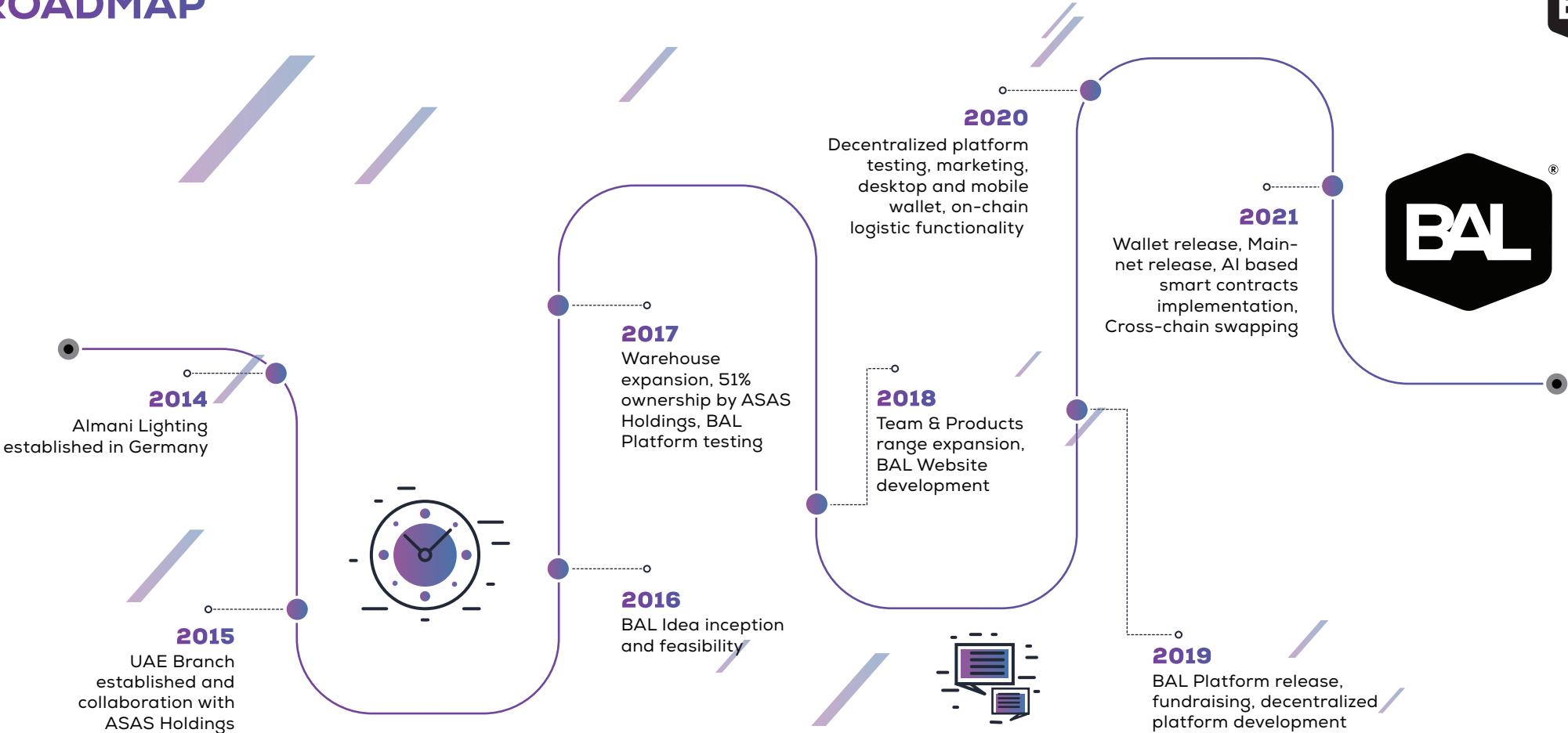
Tiffany Anggot
Director Of Strategic
Partnerships



Juliane Schreilechner
Training Consultant

Please visit our website to meet the entire team.

ROADMAP



👉 The full roadmap can be accessed on our IEO website and Whitepaper



THANK YOU!

Join us in our mission of revolutionizing the LED sourcing industry
while creating guaranteed returns on your investment.



BuyAnyLight.com

Dubai Investment Park 1,
Opp. Green Community East,
Showroom 10, P.O. BOX 3219
Dubai, United Arab Emirates



+971 4 887 3265



ieo@buyanlyight.com

info@buyanlyight.com

invest@buyanlyight.com

Call or email and let's get talking!



www.buyanlyight.com/ieo

⦿ **Play Video**

⦿ **Click for Whitepaper**

⦿ **Click for Yellowpaper**

⦿ **Click for OnePager**

