



# BUY ANY LIGHT

INVESTMENT PROPOSAL  
OCTOBER 2019  
SERIES A

## LED Light Sourcing, Reinvented

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

# FUND RAISING OVERVIEW



Token Name: **BAL Token**

Ticker: **BAL**

Token Type: **ERC-20**

Blockchain Deployed: **Ethereum**

Total Supply: **55 Million (100%)**

Know Your Customer (KYC): **Yes**

Supply Reserved for Private Round: **5.5 Million (10% of the total supply)**

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

Soft Cap: **4 Million USD**

Hard Cap: **8 Million USD**

Accepts: **BTC, ETH, EUR, USD**

Private Round price: **1BAL = USD 0.2**

IEO token price: **1BAL = USD 0.30303**

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

Private Round date: **October 1st, 2019**

IEO Round token sale date: **December 1st, 2019**

[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 October 2019 at 12:00am (UTC+04:00)

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

## TOKENS RESERVED

10% OF TOTAL SUPPLY  
5.5 Million BAL Tokens

## SPECIAL PRICE FOR PRIVATE SALE

1 Token = \$0.20

VS.

## PUBLIC IEO SALE IN DECEMBER

1 Token = \$0.30303

### Perks you enjoy as a private-round investor:

- Discounted price for tokens
- Future bonuses
- Exclusive advisory committee membership
- Free hardware wallet

# THE PRIVATE ROUND 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 Investment: \$5,000 USD

Maximum Investment: \$1,100,000 USD

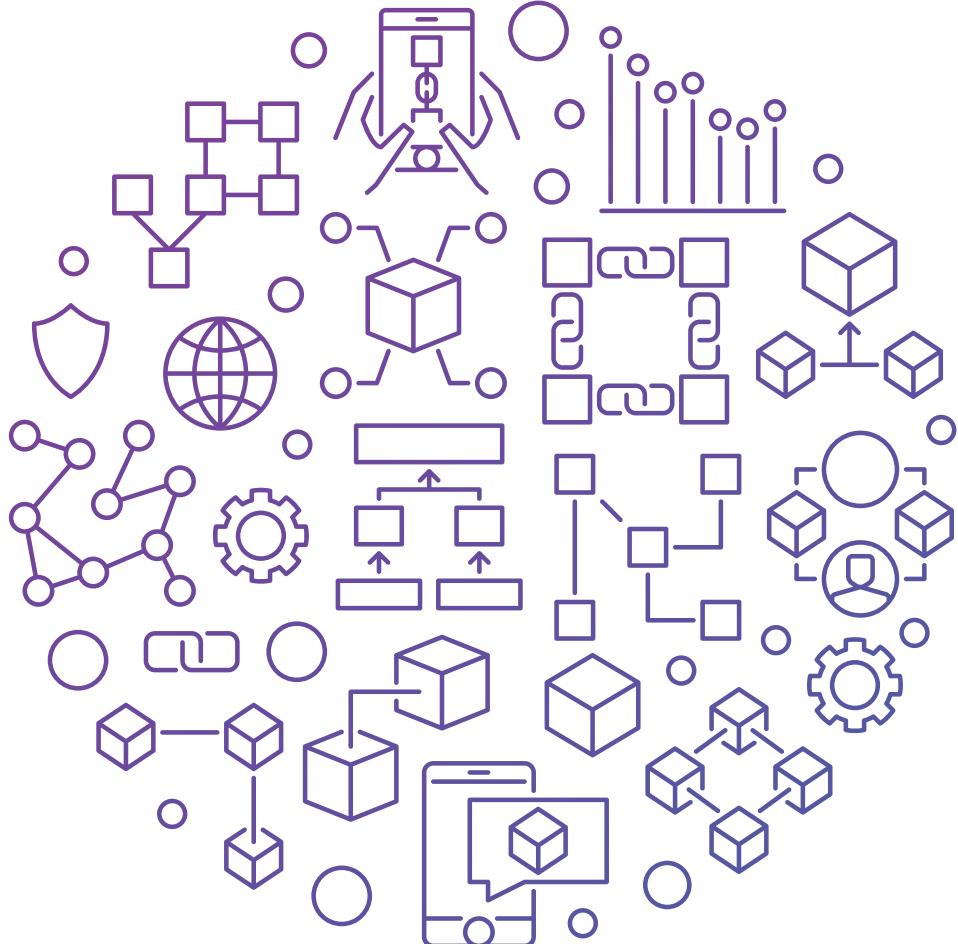
Accepts: BTC, ETH, EUR, USD

## 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](mailto: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.

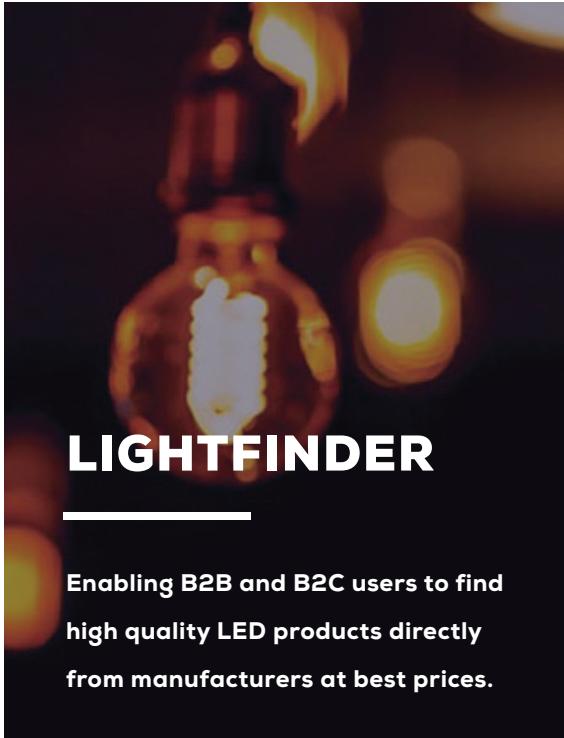
## EXPERT ADVICE

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.

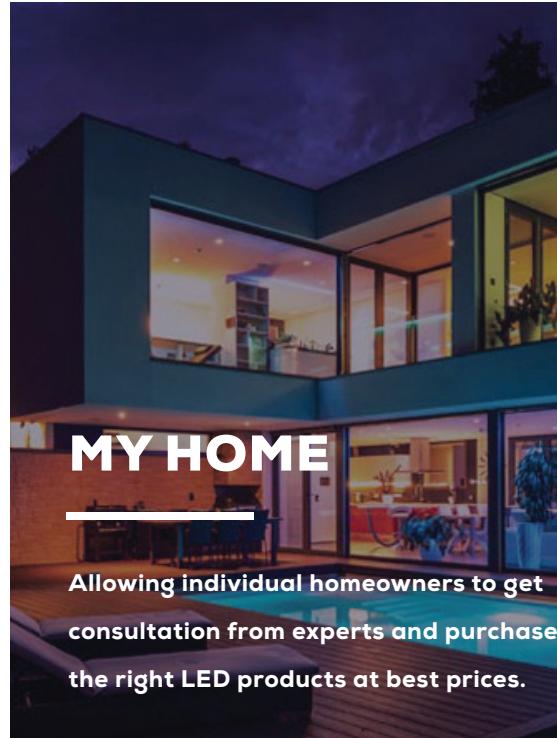
# KEY PRODUCTS



A close-up photograph of several glowing LED lightbulbs, showing their warm, yellowish glow against a dark background.

## LIGHTFINDER

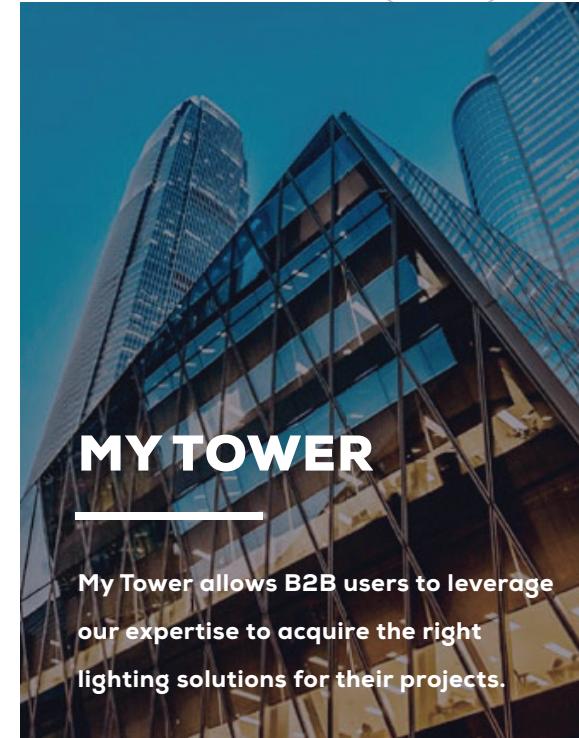
Enabling B2B and B2C users to find high quality LED products directly from manufacturers at best prices.



A photograph of a modern, two-story house at night. The large windows are illuminated from within, showing a brightly lit interior. The text "MY HOME" is overlaid in white.

## MY HOME

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



A photograph of a modern skyscraper with a glass and steel facade. The text "MY TOWER" is overlaid in white.

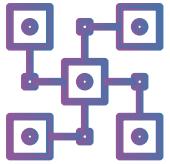
## MY TOWER

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

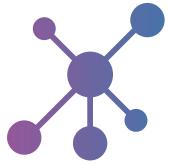
# HOW WE USE BLOCKCHAIN



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.



## 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**

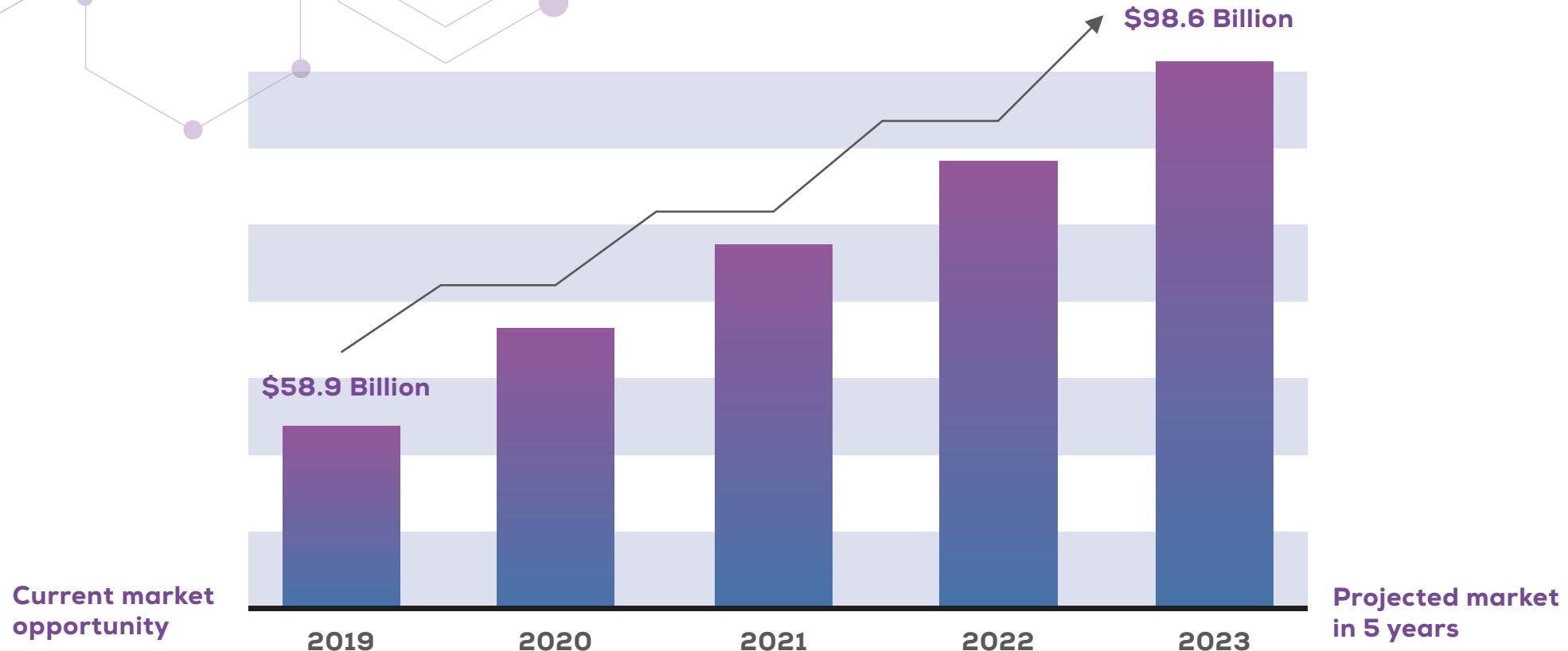


**Portable**



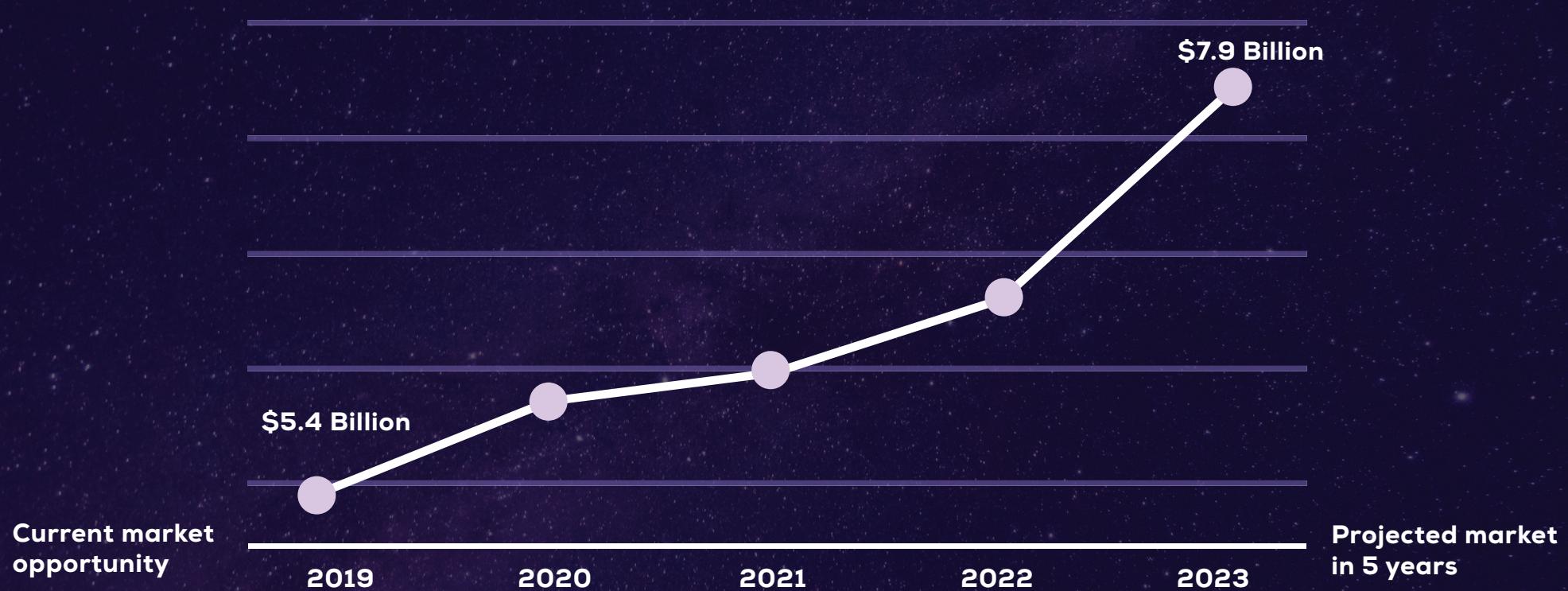
**Secure**

# 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
- Guaranteed ROI
- Industry expertise
- Existing infrastructure and technology
- First-to-market-mover advantage
- Founded and funded by industry pioneers
- Seed investment target already achieved
- Community investment enabled by IEO

# TOKENOMICS

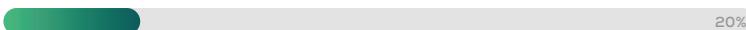


## FUNDS DISTRIBUTION

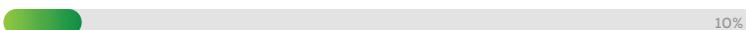
### DEVELOPMENT AND GROWTH



### MARKETING EXPENSE



### HIRING SPECIALISTS AND BUILDING TEAM



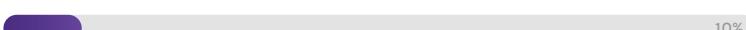
### PROMOTER EXPENSE



### ADMINISTRATIVE CHARGES AND LEGAL ISSUES

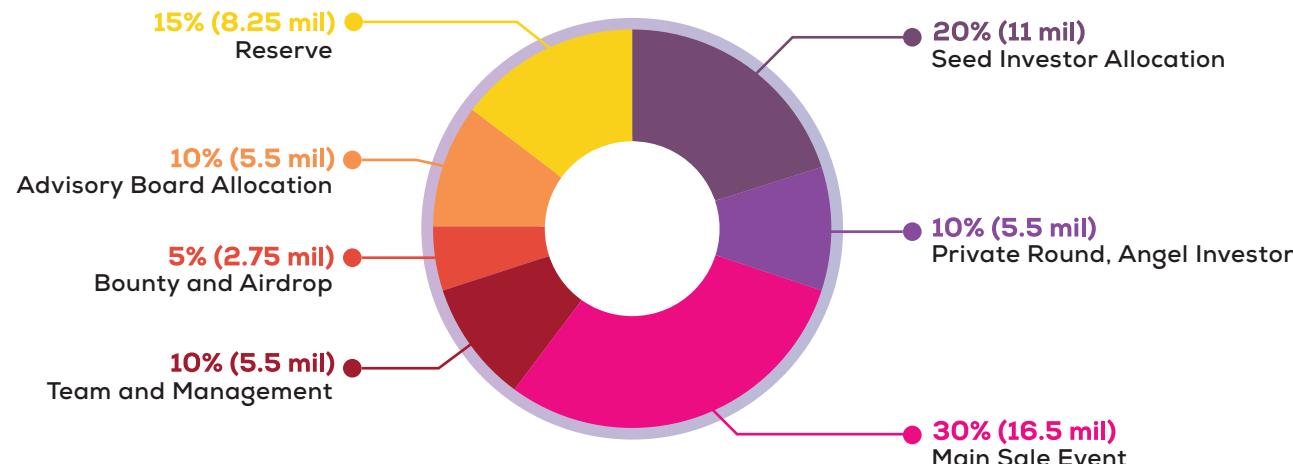


### FOUNDING TEAM



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**  
Senior Blockchain Engineer



**Artem Gordadze**  
Exchange Listings Specialist,  
IEO Negotiations



**Nantha Kumar**  
Sales Director



**Marc Vasquez**  
Sourcing, Production &  
Investors Relations



**Ryan Matthew Quines**  
UI/ UX Visuals



**Zain Ul Abdin**  
Senior Architect



**Ammar Mohamed**  
Lighting Design Architect



**Shajudeen Yousf**  
Lighting Design Architect



**Muhammad Younas**  
Social Media,  
Community Manager



**Chad Hanson**  
Social Media,  
Community Manager



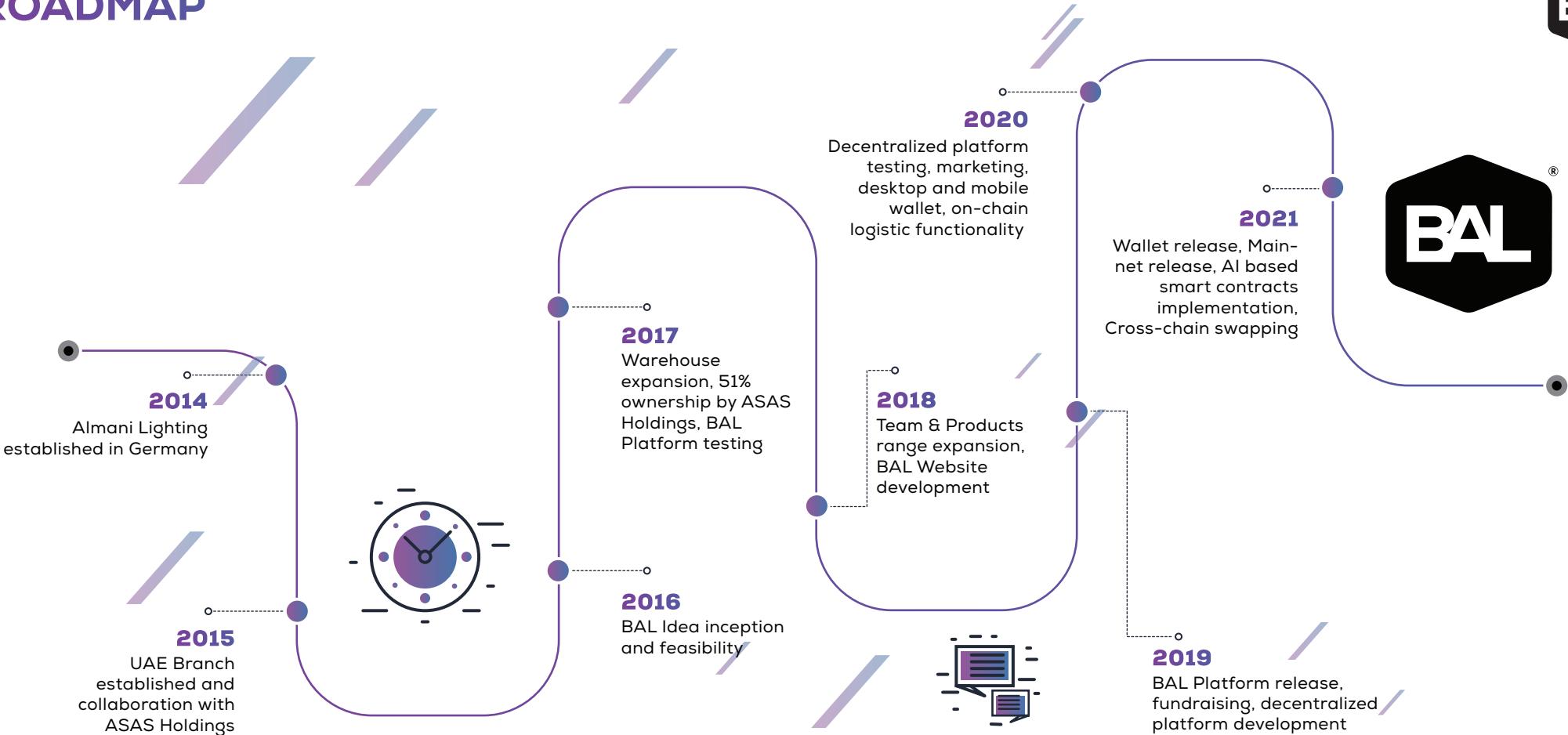
**Maria Carron Igloso**  
Community Manager



**Tiffany Anggot**  
Cryptography Researcher

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](http://BuyAnyLight.com)

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Call or email and let's get talking!



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