



# 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 »

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# FUND RAISING OVERVIEW



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: 2 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: October 1, 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:** 30th Sept, 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



## USD 250K PACKAGE

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**

## USD 500K PACKAGE

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

Valuation on IEO Sale: 757.575 USD

**Profit 257.575 USD / +51,515% ROI**

## USD 1 MILLION PACKAGE

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

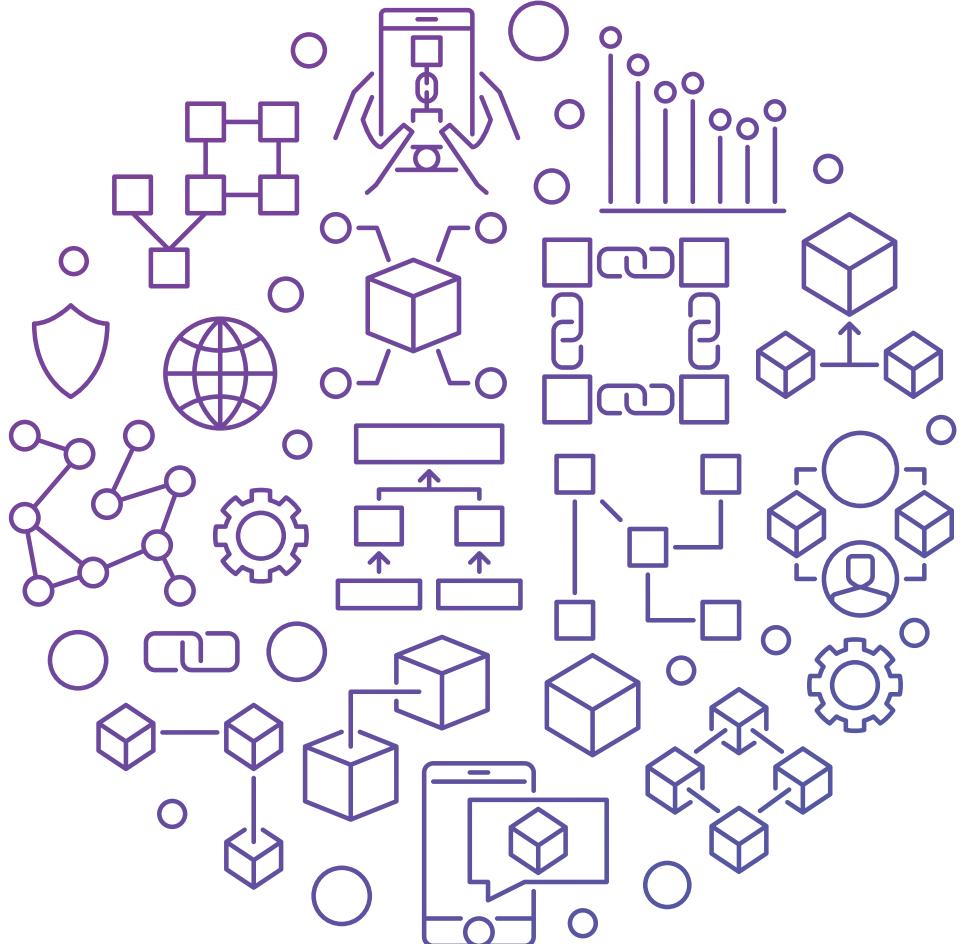
**Accepts:** BTC, ETH, EUR, USD

### BAL EQUITY INVEST

**Minimum** \$1,100,000 USD

**Maximum:** \$6,000,000 USD

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



## WHAT THE FUTURE HOLDS FOR TOKEN BUYERS

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 those 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.

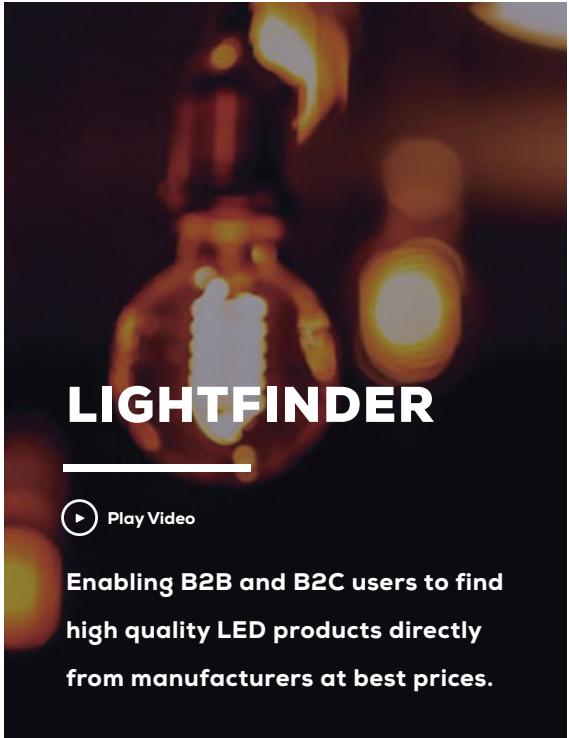
## EXPERT ADVICE

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

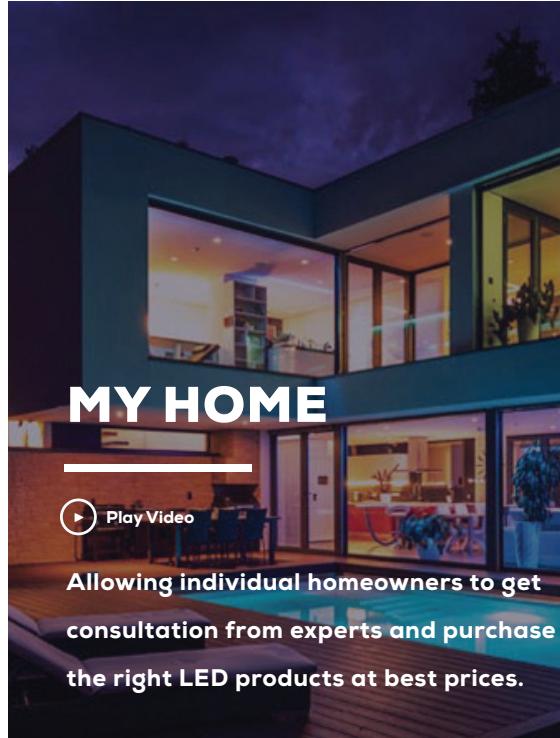


**LIGHTFINDER**

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 [Play Video](#)

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

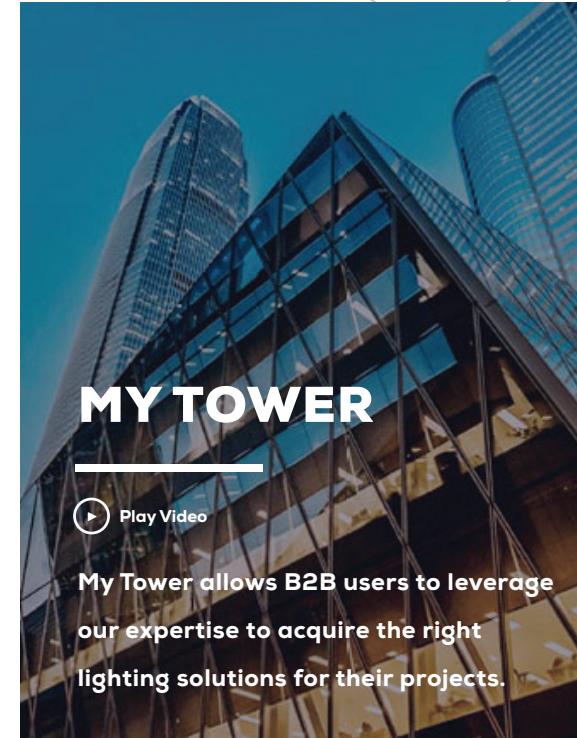


**MY HOME**

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 [Play Video](#)

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



**MY TOWER**

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 [Play Video](#)

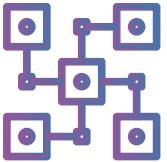
My Tower allows B2B users to leverage our expertise to acquire the right lighting solutions for their projects.

[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**



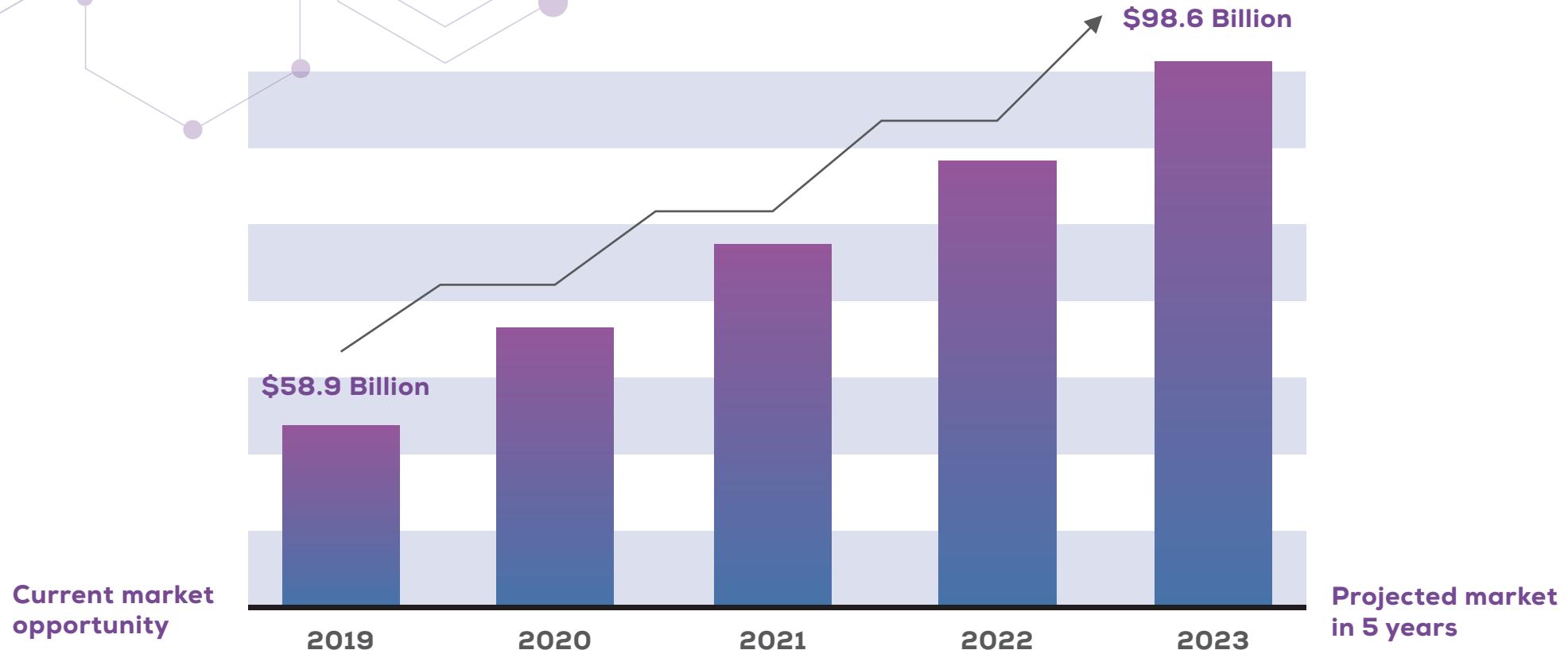
**Secure**



**Portable**

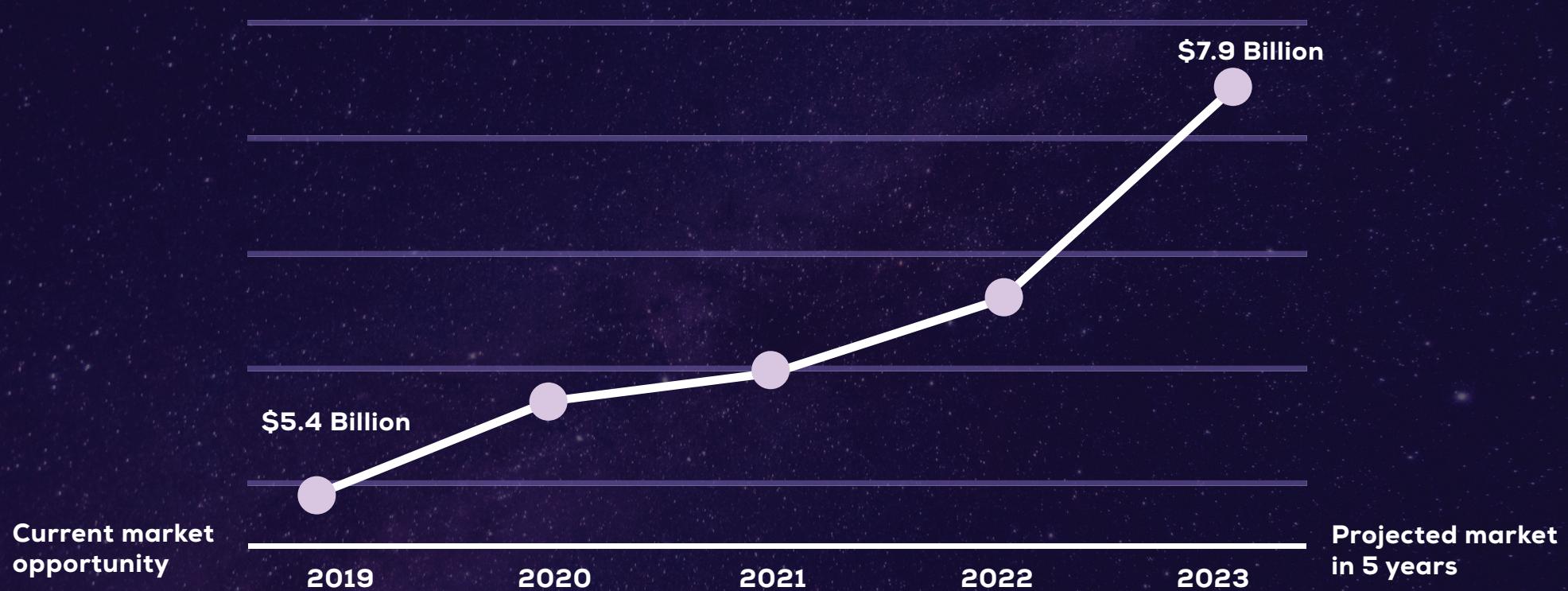
 Click here to learn more

# 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 CHOOSE 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

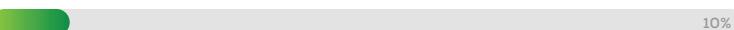
### DEVELOPMENT AND GROWTH



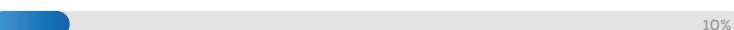
### MARKETING EXPENSE



### HIRING SPECIALISTS AND BUILDING TEAM



### PROMOTER EXPENSE



### ADMINISTRATIVE CHARGES AND LEGAL ISSUES

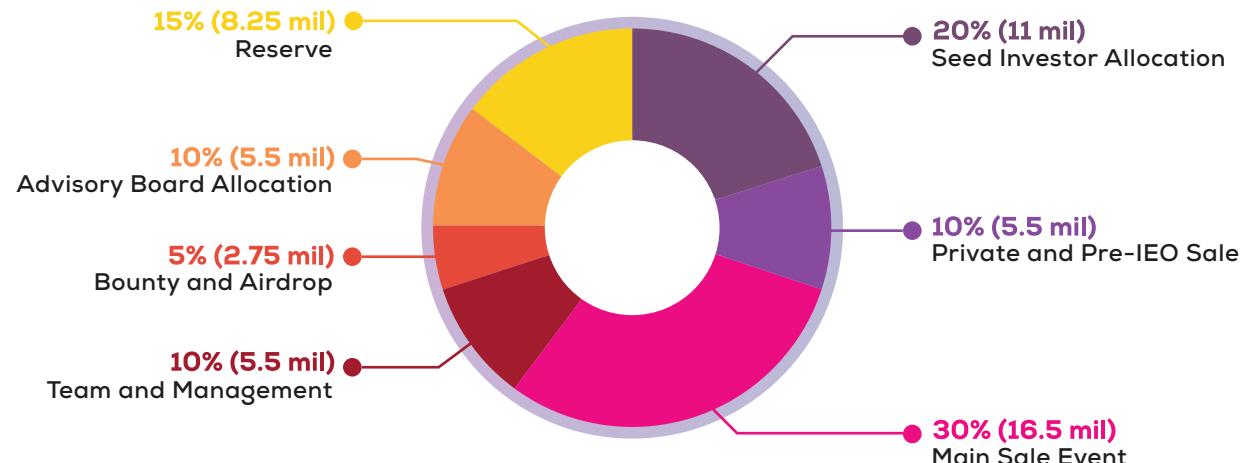


### FOUNDING TEAM



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



**Muhammad Younas**  
Chief Operating 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



**Chad Hanson**  
Social Media, Community Manager



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



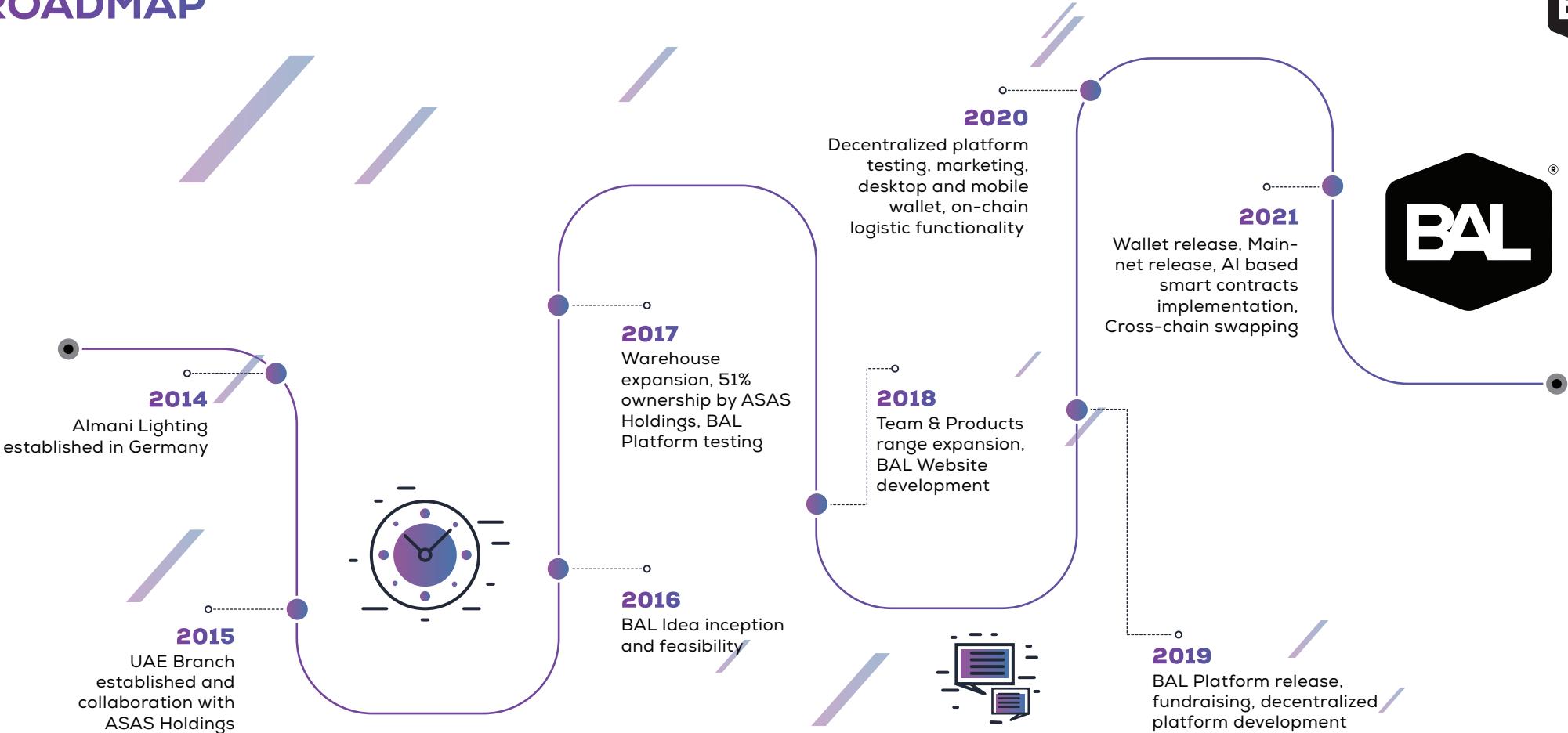
**Tiffany Anggot**  
Director Of Strategic Partnerships



**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**

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Opp. Green Community East,  
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Dubai, United Arab Emirates



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**invest@buyanlyight.com**

Call or email and let's get talking!



**www.buyanlyight.com/ieo**

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