



BUY ANY LIGHT

PITCH DECK
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

 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: 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 1st, 2019 (Sold Out)

Private Round date: October 1st, 2019

Pre-IEO Starting Date: November 1st, 2019

IEO Starting Date: February 1st, 2020

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

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

PRIVATE ROUND



A lucrative opportunity for institutional and High Net Worth Individuals.

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

PRE-IEO SALE



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

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

ENDING DATE: 31st Jan, 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

BAL EQUITY INVESTMENT OFFERING (for selected buyers only)



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

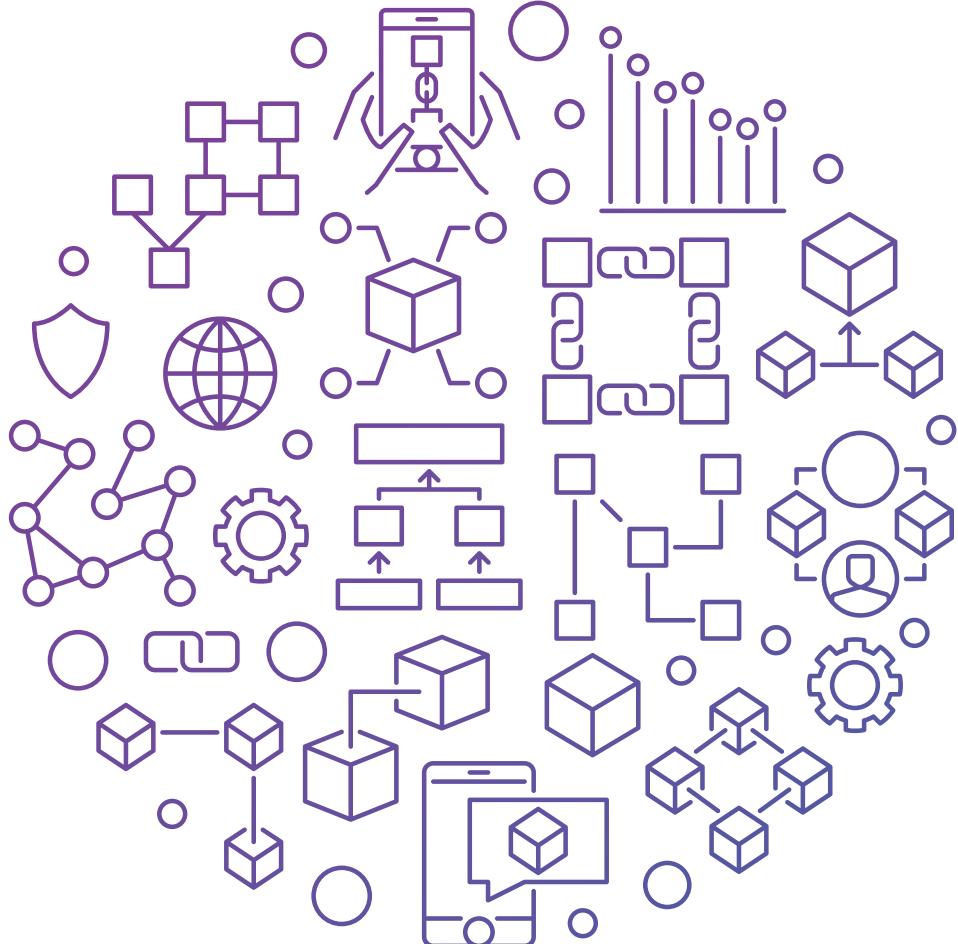
Accepts: BTC, ETH, EUR, USD

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

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.

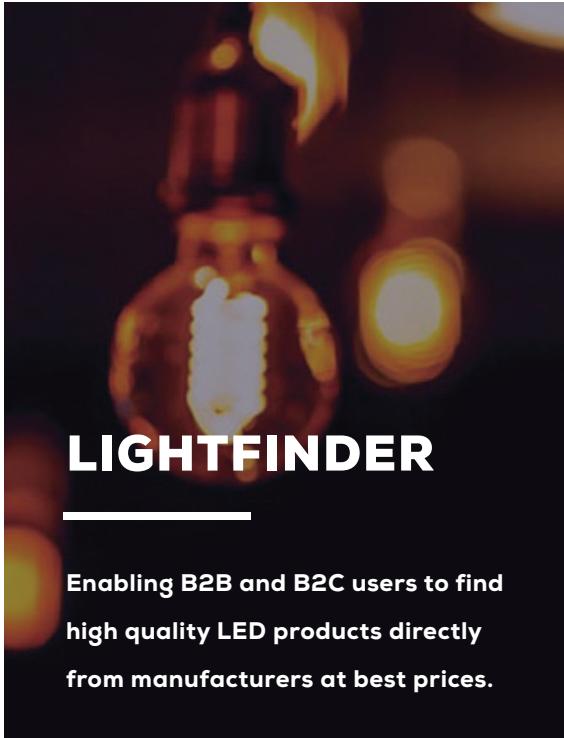
EXPERT ADVICE

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.

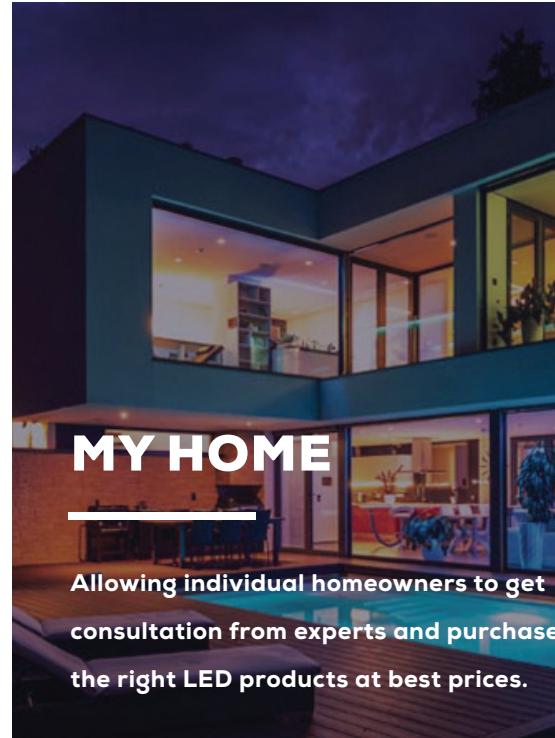
KEY PRODUCTS



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

LIGHTFINDER

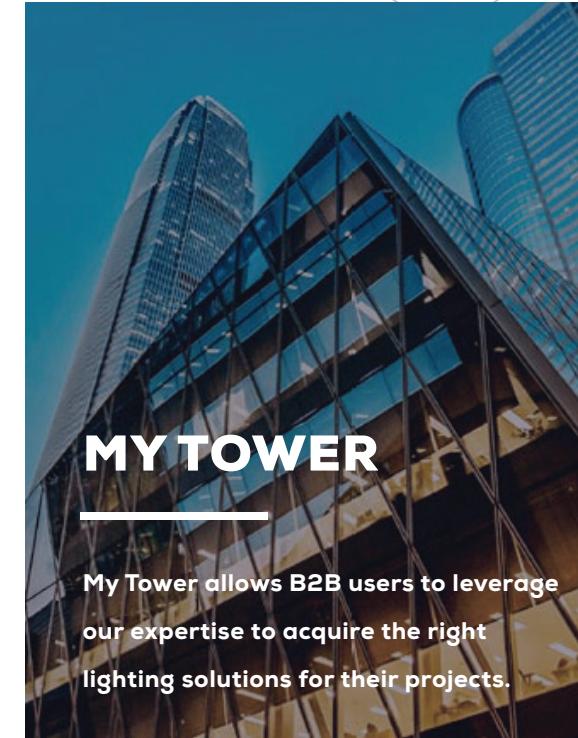
Enabling B2B and B2C users to find high quality LED products directly from manufacturers at best prices.



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.

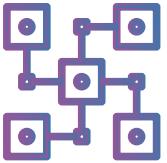
MY TOWER

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

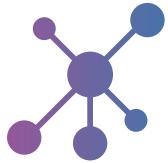
HOW WE USE BLOCKCHAIN



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

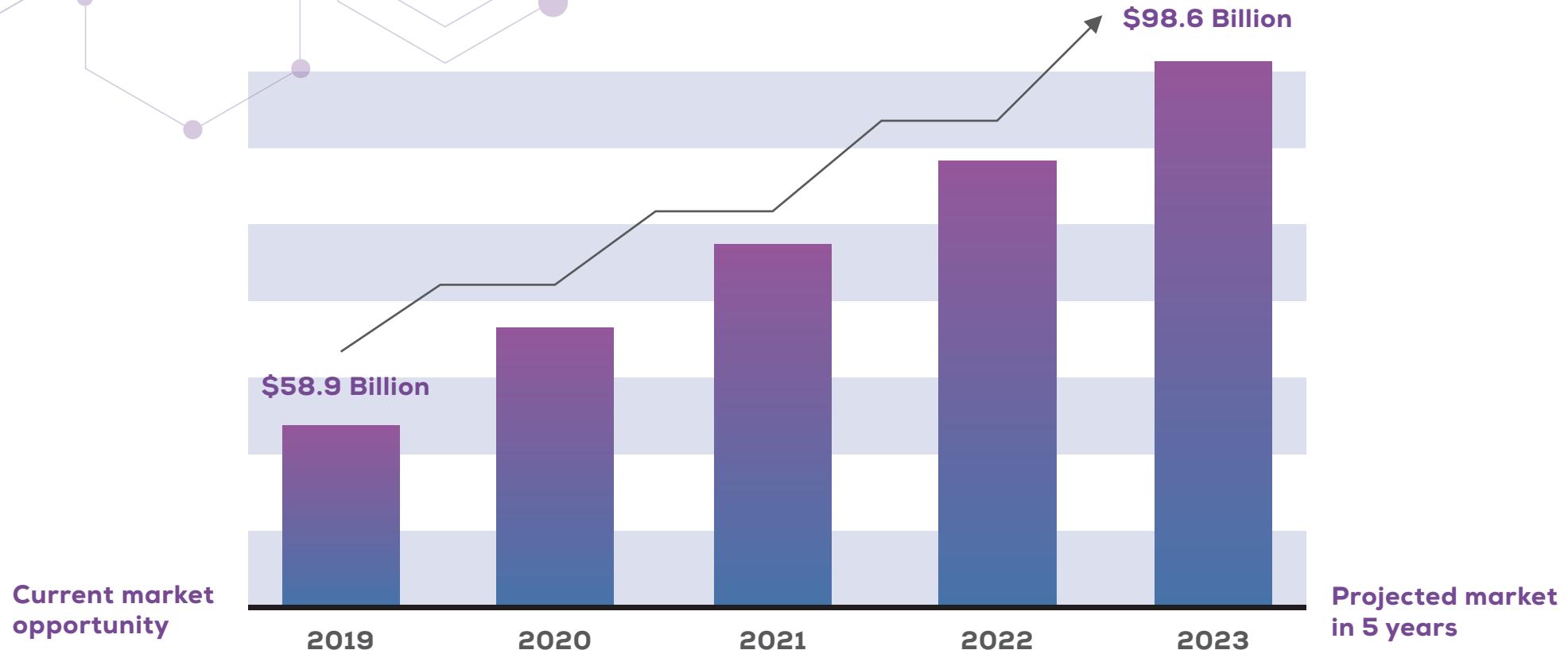


Portable



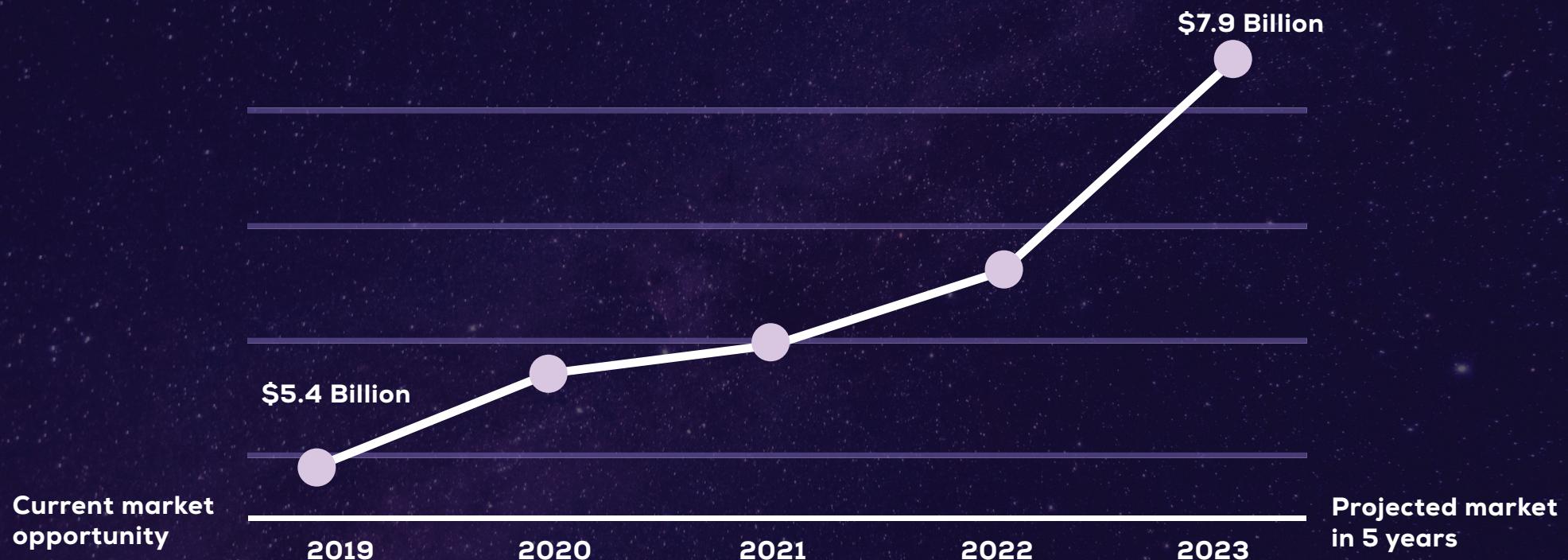
Secure

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 CHOOSE BAL?

- Ready to use platform
- Powered by blockchain, AI, and big data
- Early Discounts
- Industry expertise
- Existing infrastructure and technology
- First-to-market-mover advantage
- Founded and funded by industry pioneers
- Seed Round Allocation successfully completed
- Community participation enabled by IEO

TOKENOMICS



FUNDS DISTRIBUTION

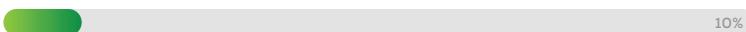
DEVELOPMENT AND GROWTH



MARKETING EXPENSE



HIRING SPECIALISTS AND BUILDING TEAM



PROMOTER EXPENSE



ADMINISTRATIVE CHARGES AND LEGAL ISSUES

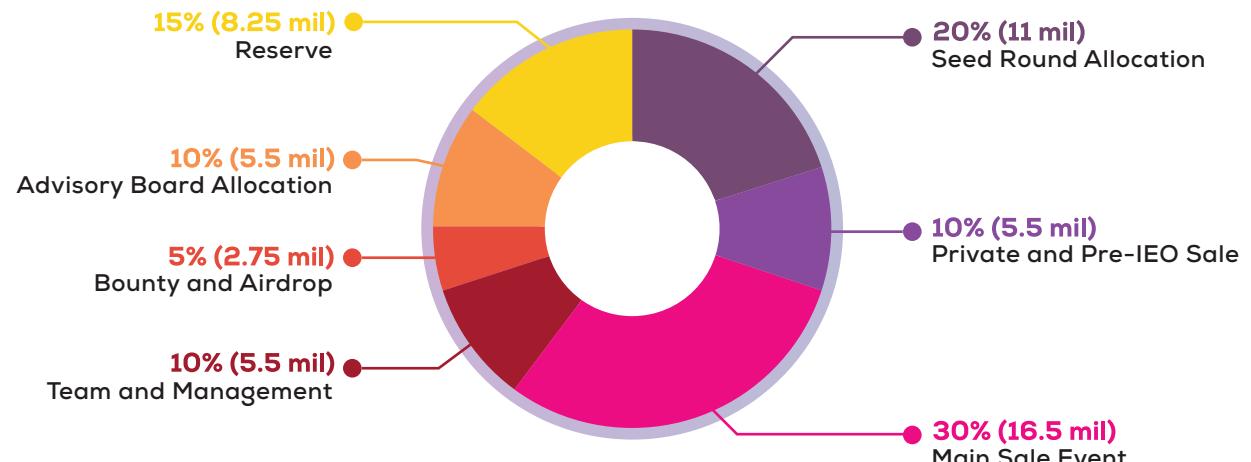


FOUNDING TEAM



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

TOKEN DISTRIBUTION



Seed Round completed

Private Round Buyers 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



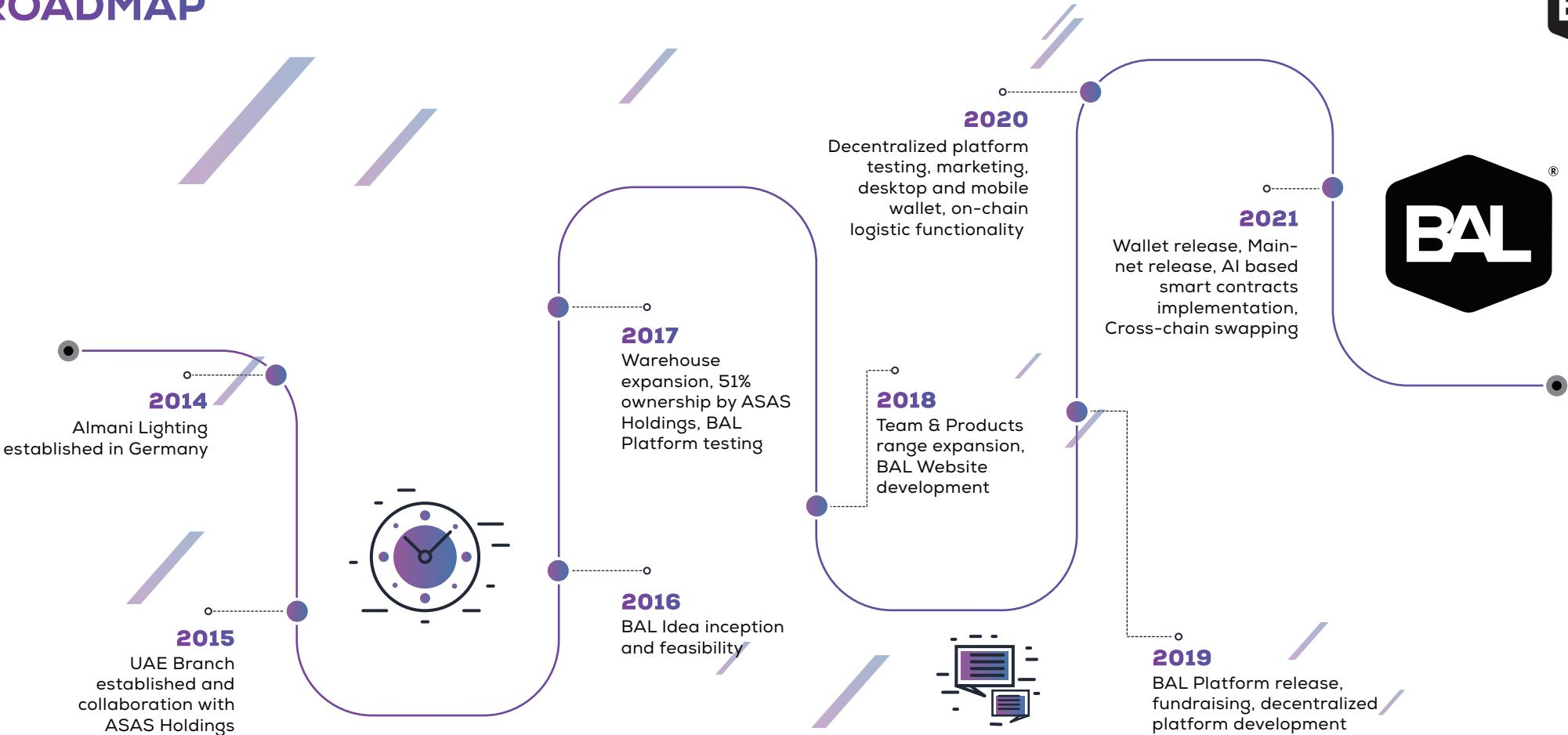
Tiffany Anggot
Director Of Strategic Partnerships



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 lucrative growth opportunities on your token
purchase.



BuyAnyLight.com

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Call or email and let's get talking!



www.buyanylight.com/ieo

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