



BAAL

WHITE PAPERS



BAAL

Abstract

- According to the U.S. Bureau of Labour Statistics Prices of groceries shot up 13.5% over the past year, while the cost of eating out is 8% up as restaurants hike prices to pay for their own rising food costs.
- According to “The Guardian” Inflation in the UK will hit 18% early next year. Last time it reached at 18% in 1976.
- In Europe, the gas price according to TTF benchmark rose more than 10%.
- According to Zee Business India, The Real GDP Growth Rate that stood at 8.1 per cent in 2021 may go down to 6.1 per cent in 2023, as per the bulletin. On October 12, 2022, India's NSO released the CPI data for September 2022 which turned out the be at a 5-month high of 7.41 per cent.
- According to CNBC, Consumer prices in China hit a two year high.
- The shrinking value of the currencies of most developing economies is driving up food and fuel prices in ways that could deepen the food and energy crises that many of them already face, according to the World Bank’s latest Commodity Markets Outlook report.

Prices of everything have skyrocketed around the globe and it is likely to go worse in next year. It’s getting harder and harder for a common person to survive in this financial chaos. The situation of global economics gave birth to an urge of helping people somehow to support them financially. That urge to help people transformed into an idea which we named as **Baal**.

Introduction

Baal is a payment solution app which will allow users to pay for anything same as normal debit card. A unique discount feature has been introduced in Baal which you can’t find in any other payment systems. Anyone with smartphone will be able to use it. Whether you want to pay online or in person, it will work same as your bank card. App users will be able to get discount on everything paid by Baal for example fuel, gas & electricity bills, restaurants, online shopping, groceries etc.

Token

BAAL token will be used as a deposit currency for app users. Capital raised from token sale will be used in app development, administrative expenses, marketing & advertising.

Opportunities of Earnings

We have divided the opportunities of earning through Baal project into four categories:

Investors:

Investor can buy and hold tokens to earn interest. 0.5 % of every transaction will go to existing token holders. We expect a very high long-term increase in the assets of token investors due to following reasons:

- Baal app works worldwide which means anyone from anywhere can use the app and its discount features which will lead to mass adoption by the public.
- Initial budget of 12.5M has been set for PR, Marketing & Advertising only to create brand awareness in public. This is the pre-launch budget for the app just for Q2 of 2023. There will be more marketing campaigns after the launch of Baal app.
- Total circulating supply of BAAL token is 300M and it's a deflationary token which makes it scarcer than most of high-priced tokens.
- In Summary high budget Aggressive marketing campaigns, Worldwide usability of app, Discount feature of Baal, Scarcity of circulating tokens, Continuous income from holding tokens..... all these factors make the value of BAAL token to be increased in long term.

Referrals:

For social media influencers, affiliate marketers or anyone wishing to earn tokens through referring others can earn 10% from the total sales generated by their referrals.

Author Contest:

Write an article about us on different crypto websites and earn by winning author contest. Winners can earn 1k-10k BAAL tokens. Please see FAQ's Below for details.

App users:

Pay by Baal and get 5% discount. Yes! The 5% discount will be applied to anything you pay through Baal. whether it's online shopping, gaming, utility bills or in person by phone users will get 5% discount. This is a

starting discount. App users will enjoy higher discounts through our app loyalty program which will be announced on day of app launch.

Roadmap

Q4 2022

- Business and Legal Consultations.
- Formulation of Business Plan.
- Website Launch.
- Marketing Partnerships.
- Pre-Sale Launch.

Q1 2023

- Meetings with technical team.
- BAAL App prototype development.
- Public Token Sale Launch.

Q2 2023

- BAAL App development.
- Aggressive PR campaign.
- Seminars for App Awareness.
- Marketing and Advertising.

Q3 2023

- BAAL app launch.

TOKENOMICS

Token Name: Baal.

Symbol: BAAL.

Type: Fungible.

Chain: Binance

Circulating Supply: 300 Mil.

Vesting:

For Team: 4 Years Locked.

For Pre-sale Investors: 25% tokens will be unlocked every week from the day of launch.

Pricing:

First Phase:

Pre-Sale-Round 1: \$ 0.80

Pre-Sale-Round 2: \$ 0.92

Pre-Sale-Round 3: \$ 1.10

Second Phase:

Launchpad: \$ 2.10

Allocations:

Pre-Sale: 10%

Public Sale: 10%

Transaction Fees: 1%

Marketing Allocation: 20%

Legal Expenses: 4%

Liquidity: 50%

Development: 3%

Team Allocation: 2% with 4 years vesting period

FAQ'S

How did you come up with the idea of BAAL App?

An idea comes to give a solution for a particular problem. The biggest problem we all are facing is the rising prices of everything. Hyperinflation has hit us bad and it's getting worse day by day. Most of us are struggling to pay for our routine expenses. Observing the world through financial eyes we thought that it would be awesome if someone or something could give us all a little support in our financial situation.

This thought transformed into an idea of having an app which gives discount on almost everything. An app which can help people through their financial struggle. A support which we all wish for. Later we started working on that idea and now here we are.

Can I make money with Baal?

Yes! There are many ways you can make money with Baal.

- As an app user you can get discount on anything you pay through app.
- As an investor you can buy BAAL token and earn interest.

- As a crypto trader you can buy/sell tokens once it's listed on crypto exchanges.
- You can earn token through referrals by our affiliate marketing program.
- You can earn by writing and publishing articles about us crypto sites.

Why Baal token price is likely to increase in future?

Most attractive feature of Baal is that app users can get discounts on anything a person normally pay by traditional debit card for example utility bills, Car fuel, Online shopping, groceries, etc. This means Baal have a great potential of getting mass adoptability in future.

The app uses BAAL tokens for payments due to which demand of BAAL token is likely to increase. However, BAAL is a deflationary token with limited max supply. All these factors combined leads to price appreciation of token.

Where to buy BAAL tokens?

Visit our website <https://www.baalcoin.org>

How to earn though Referrals?

1. Visit <https://www.baalcoin.org> and go to referrals section and click on “Get referral link”.
2. Submit your wallet address to receive payments and copy referral link.
3. Save referral link and share on your website/blog/videos etc.
4. Whenever someone will click the link and buy BAAL tokens you will get 10% tokens in your wallet.

How author contest work?

To enter the contest, follow the following steps:

- Write an article about us on any crypto related website.
- Submit your article link and wallet address to receive payment if you win the contest via email at contest@baal.org.

On what basis a winner will be selected?

Author contest winners will be selected on the following basis:

1. Originality of article. Plagiarized articles will be disqualified.
2. Ranking of Publishing website.

How much can I earn through author contest?

15 writers will be selected every week in which top five will earn 10K BAAL tokens per article. Rest of the winners will get 1k-8k BAAL token per article.

What will you do with the money raised in ico?

Capital raised in ico will be used on app development, management, and marketing.

Who exactly is your ideal customer?

Anyone who has a smartphone and looking to get discounts on day-to-day expenses is our ideal customer. That makes our target market pretty much the whole world.

How are you marketing your product?

we are building community relationships via social media. As it is a starting phase, we are working in partnerships with only 800 social media influencers to create brand awareness. But our main massive marketing campaign will start during the final stages of Baal app development. For marketing and advertising, we have planned the budget of \$12.5M which will include PR campaigns, Brand awareness seminars, Celebrities endorsements and mainstream ads. After the launch of Baal app there will be continuous marketing campaigns as well.

What do you expect from an investor besides money?

We expect and encourage our investors not to just invest money but also become a part of this journey. It's not just about the money, we are interested in your time, your feedback, your criticism, so we all can grow together as a community. We expect our investors to get involve physically by spreading the word about this revolutionary project.

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