



The Bank for Industries & Manufacturing

Press release - Octobre 2022

Launch of the BIM

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Bank for Industries & Manufacturing

« For Industry, France and the Planet »

A liquid tool to finance the **#relocalization** and **#decarbonization** of the economy
Protecting the largest number of people from #inflation

You may be familiar with the project to create a cryptocurrency to serve the real economy that was featured on the show Qui veut être mon associé ?

Nearly a year later, what had generated a lot of interest at the time has finally arrived: a sovereign crypto-currency serving the real economy: the \$BIM digital token.

Why create a crypto-currency to serve the real economy?

The \$BIM digital token is a payment method using the POLYGON blockchain, carbon neutral and with infinitesimal transaction fees allowing it to be widely deployed for everyday purchases.

Thus, compared to Bitcoin (BTC) which has high transaction fees, long transactions (several minutes), and high energy consumption, the \$BIM digital token has infinitesimal transaction fees, very low energy consumption, uses a carbon-neutral blockchain (POLYGON), and is compatible with a very large number of WEB 3.0 applications

Using a cryptocurrency (Token) as a means of payment combines the advantages of cash and electronic money: the same ease of use as electronic money (contactless payment, virtual card) and the anonymity of cash that comes from the anonymity of the blockchain. BIM thus introduces two important innovations for merchants and e-merchants: the anonymity of electronic payments (\$BIM cashier) and instant and free account-to-account payments (\$BIM wallet to \$BIM wallet).

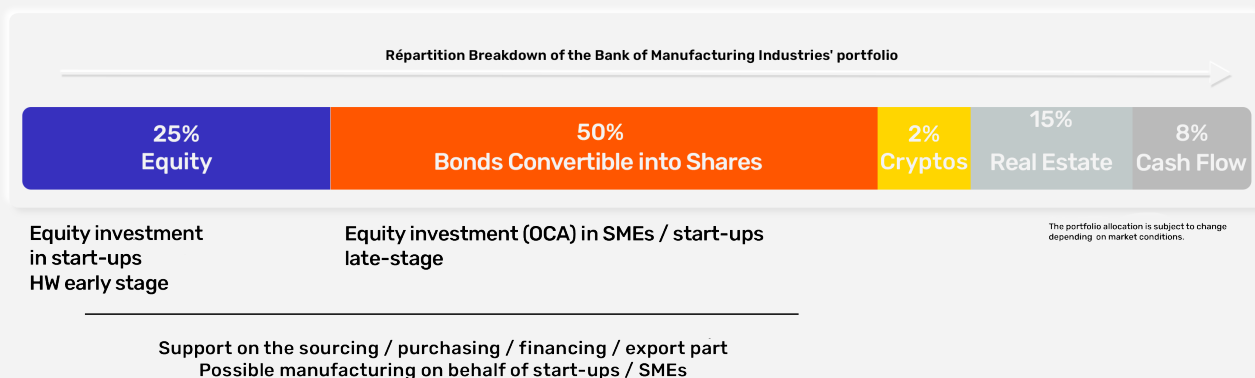
BIM allows you to pay directly for your purchases on the internet with the \$BIM digital token using the BIM Pay solution. To do so, you must first exchange your euros or crypto-currencies for \$BIM digital tokens. Paying in \$BIM will allow you to obtain a cash-back (discount) proportional to the positive impact of your purchases (made in France, carbon footprint).

Why does the \$BIM provide protection against inflation?

One of the major limitations of fiat currencies is the absence of collateral, which has been the case since the end of the Bretton Woods agreements in 1971. Deposit holders are therefore directly exposed to the erosion of the value of money, as shown by the gap between the rate of the Livret A (2%) and inflation (5%). In other words, €200 today will only be worth €100 in 15 years.

With the fiduciary money (euros) collected through the sale of \$BIM digital tokens, the BIM invests in companies in the real economy that manufacture physical, mass-produced consumer products in France, with a view to reducing their carbon footprint. The BIM's mission is to contribute to the relocation of activities in France, with the ambition that in the long term there will be a made in France offer for all everyday products.

BIM's holdings in real economy companies are the collateral (intrinsic value) of the \$BIM digital tokens. The BIM's holdings are made up of one-third equity and two-thirds bonds, which allow entrepreneurs to retain control of their businesses in return for interest payments. With the interest earned on its bonds, BIM buys back \$BIM digital tokens on the secondary market. This is done with at least 5% of the flows generated. The \$BIM digital token will be listed on the secondary market through a decentralized exchange starting at the end of Q1 2023.



In addition to the appreciation of the \$BIM digital token resulting from the redemption of \$BIM tokens on the secondary market, BIM will offer users the possibility of placing their \$BIM tokens («stacker») in a 5% per annum Impact Savings Account (in \$BIM), allowing them to protect themselves against inflation, with immediate liquidity since it will be possible to sell one's \$BIM tokens at any time on the secondary market.

What are the services offered by BIM?

BIM offers a range of payment solutions (BIM Pay) in partnership with [La Carte Française](#), equity and quasi-equity financing solutions (BIM Finance), and assistance with relocation and industrialization for supported projects (BIM Direct).

One of BIM's first investments is [Lizia](#), a 3-in-1 reading lamp made in France. BIM also intends to develop direct solutions, such as the manufacture of keyboards and mice made in France, the manufacture of robotic lawnmowers, etc., and maintains a 40% stake in [Daan Tech](#), the company behind the Bob dishwasher, available for private sale at the preferential price of \$199 BIM.

<https://damianpy.business/produit/bob-le-mini-lave-vaisselle>

For more details on the entire BIM roadmap, refer to its white paper and our website available at the link :

White paper : https://www.bim.finance/theme/en/document/White_Paper_BIM_EN.pdf

Our website : <https://www.bim.finance>

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