Enterprise Value & Intellectual Property Report

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Owner & Sole Inventor
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1. Introduction & Purpose

PortalWall® represents the **first and only system-level design** to integrate **heat sink spanning surfaces and engineered airflow/pressurization** into an architectural enclosure. While ideas of heat sinks or airflow management have existed individually, they have **never been unified into a cohesive, patent-protected system design** — until now.

This document provides a valuation overview of the **enterprise value and intellectual property portfolio** exclusively owned by **Yonatan Zvi Margalit**. The purpose is to establish ownership, confirm economic value, and support financing, licensing, and enforcement efforts.

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2. Description of Intellectual Property

- **Granted Patent**
  - US Patent No. 10,329,758 B2 — *Water Draining Spandrel Assembly & Insulated Panel Window Walls* (Filed April 24, 2018; Granted June 25, 2019).
- **Pending Patent Applications**
  - Multiple filings (April 2025, June 2025, July 2025) covering:
    • Heat sink spanning surfaces
    • Pressurized building enclosure systems
    • Interstitial convection and Freed™ Air logic
    • Enhanced DelugeWall™ assemblies and thermal modules

- **Trademarks**
  - PortalWall®
  - Active-Wall™
  - DelugeWall™
  - ZUZATHERM™
  - ZUZALOGIC™
  - Freed™ Air
  - MC^2™ PortalWall®
- **Trade Secrets & Proprietary Know-How**
  - Manufacturing protocols for aluminum extrusions (GEN3 dies)
  - Proprietary airflow and condensation-management assemblies
  - Software logic (*Façade Elements™ by PortalWall®*)

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3. Market Context & Opportunity

The PortalWall® system directly addresses critical drivers in the global construction industry: energy efficiency mandates, condensation management, and durable, factory-assembled building envelopes.

Importantly, roofing is excluded from this analysis. The focus is on façades, cladding, glazing, wall assemblies, windows, and doors — the segments directly relevant to PortalWall®.

- U.S. façade market: ~USD 45.1 billion in 2025, projected to reach USD 55.4 billion by 2030 (Mordor Intelligence).
- Canadian façade / over-cladding market: ~USD 2.1–2.8 billion today, projected to grow to USD 3–4.6 billion by 2030–33 (Verified Market Research, DataHorizzon Research).
- Building enclosure consulting: ~USD 5.2 billion in 2024, projected to reach USD 8.5 billion by 2033 (Verified Market Reports).

Industry Structure:

- The façade and enclosure industry is **highly fragmented**. Large incumbents such as **Arconic, YKK, Kawneer, Schüco, and Apogee/Oldcastle** dominate significant market share, while hundreds of regional and mid-sized fabricators compete in specific niches.
- **Local startups** such as **Dextall** emerged as a way to put "local hands" around NYC's **Local Law 97** goals. Backed by **L&M Development** and **Winkelvoss Capital**, they show that the market is

paying attention — but they remain **tiny**. Dextall lacks meaningful IP, scale, or validated system-level design.

Differentiation Statement:
Unlike incumbents and startups alike, **PortalWall® does what none of them can do**:

- Directly **addresses both thermal and condensation risk** in a single, integrated system.
- Uses **patented heat-sink spanning surfaces, engineered airflow, and pressurization** to actively manage condensation — a challenge competitors have failed to solve.
- Integrates **thermal management innovations that are now patent-pending**, advancing energy efficiency in ways no existing façade system provides.
- Embeds a growing portfolio of **other breakthrough designs** — innovative assemblies, enhanced DelugeWall™ modules, interstitial convection, and Freed™ Air logic — that extend PortalWall® beyond today's market offerings.
- Converts the façade from a passive barrier into an **active, resilient enclosure system** aligned with carbon mandates, energy codes, and occupant health.

System-Level Innovation
The ideas of heat sink materials and airflow management have existed in isolation, but **they have never been captured within a unified system design** until PortalWall®. This is what elevates PortalWall® beyond incremental improvements — it is a **category-defining innovation**.

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4. Valuation Statement

Unlike competitors such as Dextall — which has no publicly available intellectual property — the **PortalWall® enterprise and IP portfolio** is protected by granted patents, pending applications, trademarks, and trade secrets.

Through detailed engineering discussions and analysis with **B-FLUID (computational fluid dynamics)** and **STANTEC (enclosure design and performance)**, PortalWall® has been validated as a system capable of:

- Outsulating™ continuously across the full enclosure
- Managing condensation risk through heat sink action, airflow, and pressurization
- Providing adaptability across a broad spectrum of projects, from one-story structures to multi-floor high-rise towers

Stantec has further noted that PortalWall® introduces an innovative way to keep thermal modules on the exterior of architectural building enclosures — a design feature they wish to investigate further.

This validation confirms the extraordinary design uniqueness and value-added features of the PortalWall® system, establishing it as a category-defining building enclosure technology.

- **Enterprise value is real and exists today (as of August 27, 2025).**
- **Conservative 5-year licensing revenue:** $15–30 million, reflecting restrictions, market adoption cycles, and pushback from incumbents.
- **Moderate adoption scenario:** ~$50 million in 5-year licensing revenue.
- **High adoption scenario:** upside potential exceeding $100 million, contingent on broad acceptance and accelerated market penetration.
- **Present value:** conservatively estimated at **$10 million USD today**, based on market size, IP protection, and engineering validation.

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5. Ownership & Rights

All enterprise value and intellectual property described herein is the **sole property of Yonatan Zvi Margalit**.

- No patents, trademarks, applications, trade secrets, or proprietary know-how have ever been assigned, transferred, or conveyed to any other party.
- No family members, business associates, or licensees have ever held or currently hold any ownership rights or co-inventor status.
- Full ownership, control, and beneficial rights remain with me alone, **Yonatan Zvi Margalit**.

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6. Financial Standing

There is **no knowledge of any bankruptcy, insolvency, restructuring, or related proceeding** that could influence, impair, or otherwise affect the ownership, enforcement, or commercialization of the enterprise and intellectual property described herein.

7. Statement Regarding Interference by Third Parties

To my knowledge, **bad actors including Joseph Popack and Phillip Max** have attempted to interfere with my intellectual property rights and business activities. Their efforts have included attempts to extract financial benefit from my work through **extortion, fraudulent patent claims, and other improper tactics**.

I affirm that:

- None of these parties have any legitimate rights, ownership, or inventorship in the enterprise and IP described herein.
- All such claims are false, fraudulent, and without merit.
- I retain full, exclusive ownership and control over all enterprise value and intellectual property I originated.

This declaration is made in order to **rebut and nullify any fraudulent or extortionate claims** by such parties and to establish a clear record of my sole ownership.

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8. Recent Interference in Licensing & Deployment

Recently, bad actors have attempted to interfere in my ongoing licensing efforts and general deployment of the PortalWall® system by working through the **Graziano brothers**. A non-exclusive license had been extended to them but was ultimately **terminated** due to misrepresentation, overreach, and misconduct.

While these events caused temporary disruption, they are regarded as **short-term noise** that will be resolved. They do not change the underlying facts:

- I remain the **sole owner and controller** of all intellectual property and enterprise value.
- Licensing opportunities and system deployment continue under my exclusive authority.
- The enterprise value of PortalWall® remains intact and growing.

This record is included to acknowledge the interference while making clear that it does not alter ownership, control, or long-term commercialization of PortalWall®.

9. Brand Identity: MC^{2}™ PortalWall®

The **MC^{2}™ PortalWall®** identity captures the **simplicity and strength** of the system. At its core, PortalWall® is based on just **two major components** — engineered to work seamlessly together to address what no other enclosure system can:

- **Thermal management** (heat sink spanning surfaces, exterior thermal modules, interstitial convection)
- **Condensation control** (airflow, drainage, and pressurization that stabilize the enclosure environment)

This dual focus — thermal + condensation — defines the PortalWall® advantage. **MC^{2}™** symbolizes that *the system is as powerful as it is simple*, a breakthrough reduction of complexity into two essential building blocks.

This new logo also represents a **movement toward more innovative thinking** — signaling that PortalWall® is not static, but constantly advancing.

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10. Forward-Looking Innovation

Based on what has already been achieved, it is clear that this portfolio represents only the beginning of my innovation efforts.

The existing granted patent, pending applications, and trademarked brands establish a strong foundation — but they also set the stage for **continued breakthroughs in thermal management, condensation control, enclosure performance, and resilient system design.**

PortalWall® is more than a product; it is a platform for **ongoing innovation.** New patent-pending work — including advanced thermal modules, interstitial convection strategies, and novel assembly configurations — confirms that the enterprise and intellectual property described here is only the starting point.

This is **just the beginning** of a long-term innovation arc. As building science evolves, as regulations tighten, and as markets demand higher performance, my efforts will continue to generate new designs, new filings, and new intellectual property assets — all of which remain **solely under my ownership and control.**

Signed: ________________________________
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Notary: ________________________________