



URBAN UMBRELLA™

The Future of Public Space

LOUIS VUITTON



827 PARK AVENUE

TAKING SCAFFOLDING INTO THE 21ST CENTURY

Urban Umbrella is the designer, patent holder, and fabricator of the only alternative scaffolding bridge on the market that is approved by The New York Department of Building. The unique product is the first design substitute for traditional scaffolding in over 50 years. In an International design competition with over 260 contestants, Mayor Michael Bloomberg and The DOB's Commissioner (Robert LiMandri) proclaimed Urban Umbrella the new exemplar of scaffolding for NYC. The Urban Umbrella design was chosen to help improve quality of life, reduce construction impacts on businesses, increase pedestrian safety, and increase available space for pedestrians on sidewalks.

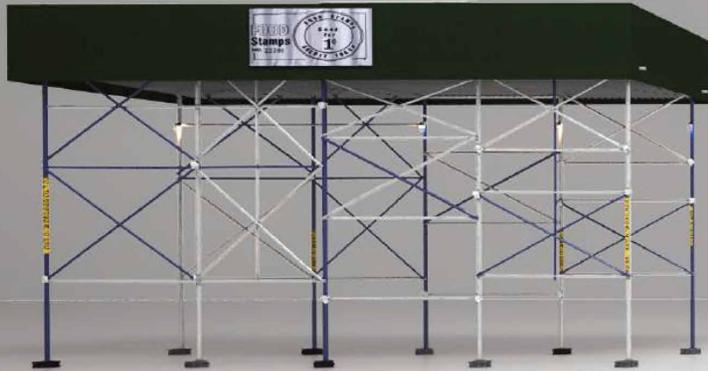


GROUNDBREAKING

Revolutionary and elegantly designed, Urban Umbrella was engineered to protect urban sidewalks from falling construction debris. Made of high recycled steel and translucent plastic panels, the structure resembles a gracefully unfurling umbrella. With arching struts sweeping the structure upwards, the Urban Umbrella is modern and harmonious.

Urban Umbrella fabricates all of its products in-house, at its designated factory. The steel Urban Umbrella uses is superior to anything on the current scaffolding market. Made from both chemical and mechanical properties, the material is commonly produced to be used in the construction of storage tanks, bridges, buildings and other related structural uses.

The Comparison is Clear.



Traditional Scaffolding

RENTAL **\$9** Per/LF/Month

Off The Shelf Aluminum & Wood

- ✗ Adjustable Height
- ✗ Translucent Roof
- ✗ LED Designer Lighting
- ✗ No Cross-Bracing
- ✗ White Finish
- ✗ Custom Signage Option
- ✗ White-Glove Service



RENTAL **\$32** Per/LF/Month

Custom Fabricated & Laser Cut Steel

- ✓ 14' adjustable Height
- ✓ Translucent Roof
- ✓ LED Designer Lighting
- ✓ No Cross-Bracing
- ✓ White Finish
- ✓ Custom Signage Option
- ✓ White-Glove Service



URBAN UMBRELLA™
Sales Video



URBAN UMBRELLA™
Production Video



URBAN UMBRELLA™
Louis Vuitton Video



URBAN UMBRELLA™
Drone Video



URBAN UMBRELLA™
Soho, NYC, Madison
Avenue Video



URBAN UMBRELLA™
6th Avenue,
NYC Video



URBAN UMBRELLA™
Yale Club Video



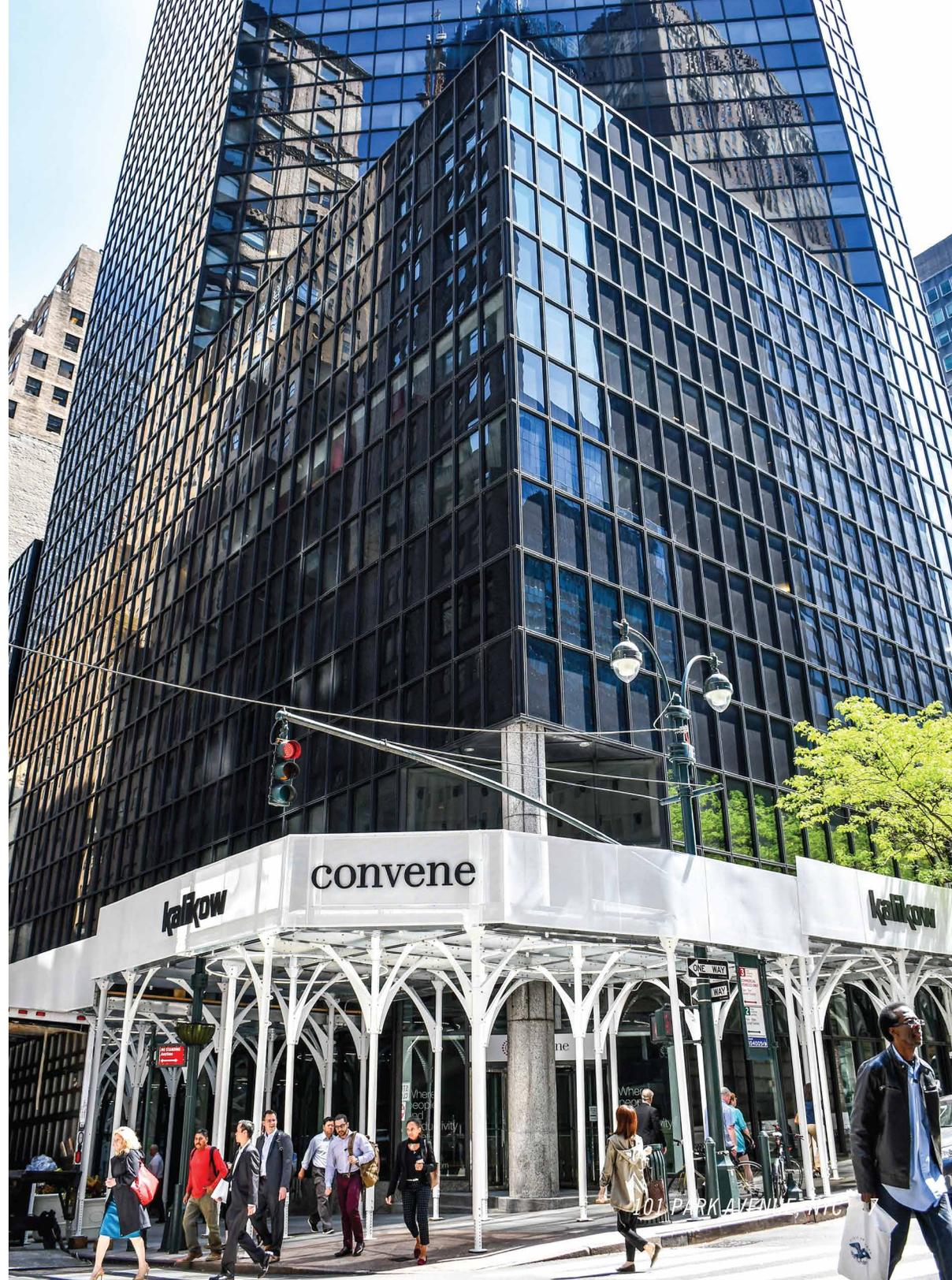
STRUCTURAL PROPERTIES

Urban Umbrella qualifies as a New York City Heavy Duty Shed, with a capacity to sustain a 300psf dynamic impact load. The 300psf rating is the most stringent in North America, and thus the Urban Umbrella system is able to be deployed in all cities on the continent. Urban Umbrella is capable of supporting pipe scaffolding, is suitable for demolition work, complies with New York City's Local Law 11 regulations, and is appropriate for both new development work and facade restoration/maintenance scopes.



PATENTED STRUCTURAL ROOFING SYSTEM

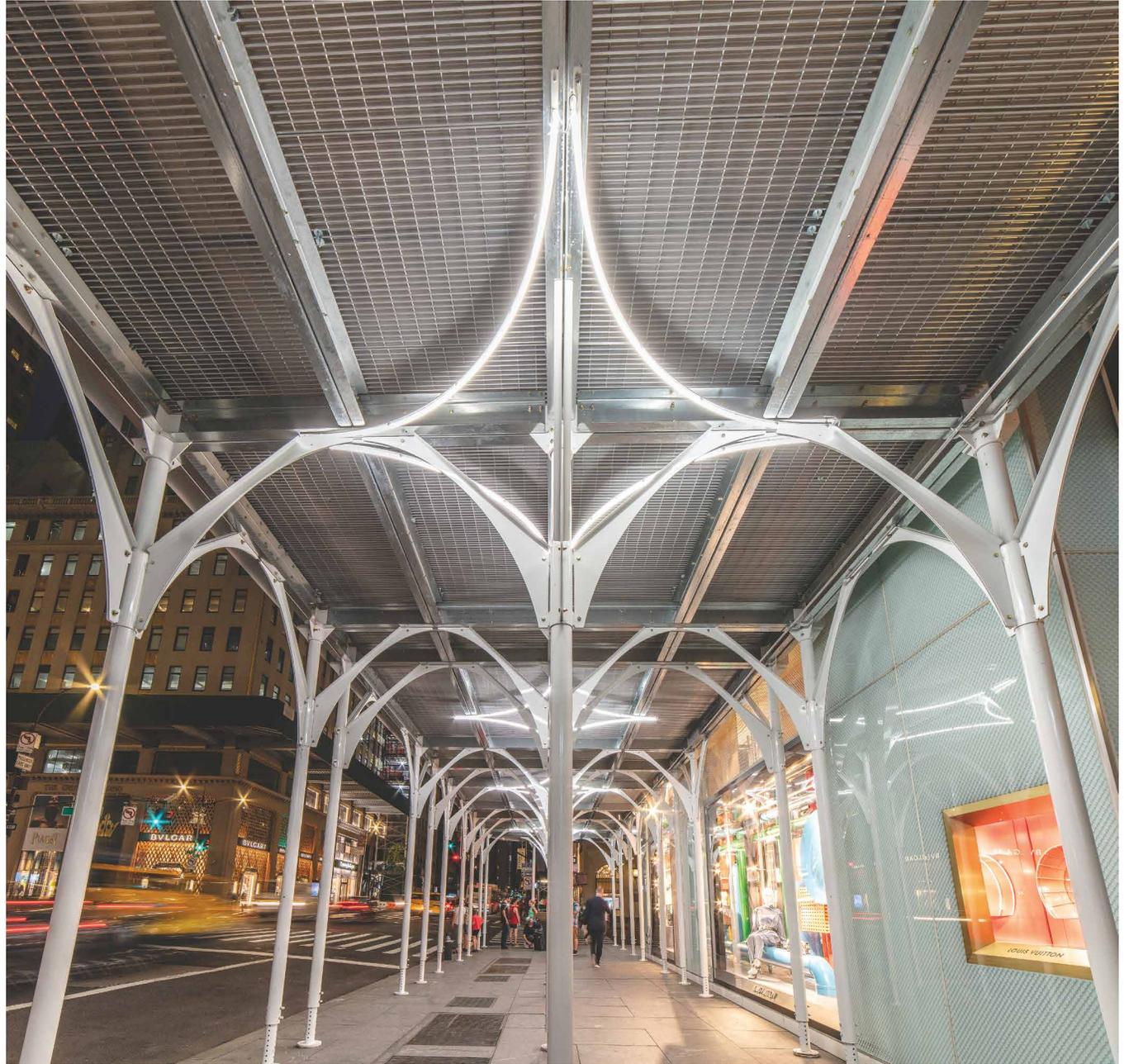
Urban Umbrella's proprietary translucent structural roofing system allows natural daylight to be distributed evenly over the course of the day. Made of crisp, clear polymer resin, the patented Urban Umbrella panels allow for 90% light transmission. This means sweeping skyward views, incredible amounts of sunlight and an airy feeling for pedestrians. Designed and tested for the most extreme environments and applications, the panels exhibit the highest performance of any engineered resin. The roof is contractor friendly, slip-free and balanced for working and pipe-scaffolding support.





LED LIGHTING FOR ENHANCED VISIBILITY DURING CONSTRUCTION

Urban Umbrella's proprietary LED lighting system offers enhanced visibility during construction. Gleaming LED illumination gives Urban Umbrella unmistakable presence by day or night. With long life and low energy consumption, the arched lighting adds a distinctive elegant styling touch while creating a safer environment for pedestrians at night, illuminating a storefront, and deterring crime, squatting and loitering.





LOUIS VUITTON

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THE YALE CLUB



NEW YORK CITY



The Osborne

URBAN UMBRELLA
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205 WEST 57

LOUIS VUITTON



LOUIS VUITTON



LOUIS VUITTON

1 EAST 57TH STREET 13



109 MERCER STREET

CUSTOMIZED BRANDING

Urban Umbrella is the first scaffolding company to offer a full menu of Urban Design customizations. With Urban Umbrella you now are creating a marketing opportunity, not a burden. Work with our Marketing team to turn a construction project into a highly effective marketing opportunity.



CUSTOM LED LIGHTING DESIGNS

MIRROR ROOF

[Click link below to more Urban Umbrella Design options.](#)

[URBAN UMBRELLA DESIGN CATALOG](#)



URBAN UMBRELLA™



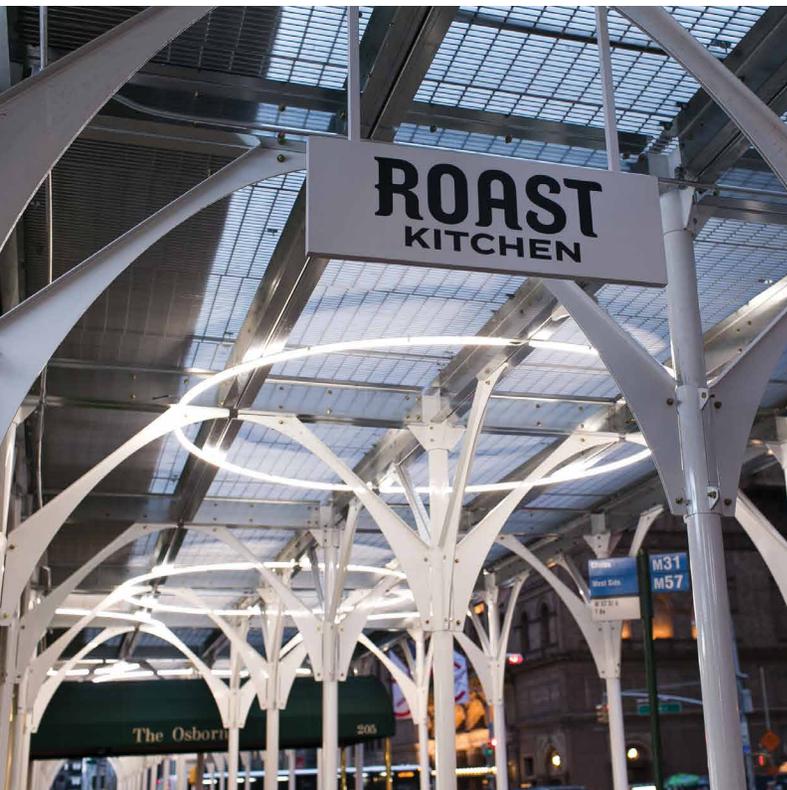
BACK-LIT LED SIGNAGE

HANGING SIGN



BACK-LIT LED SIGNAGE

UNDER-DECKING BRANDING





LOUIS VUITTON

CUSTOM LEG BRANDING



DEVIALET

CUSTOM COLOR LED LIGHTING



ABS
PARTNERS
REAL ESTATE, LLC

ABS
PARTNERS
REAL ESTATE, LLC

ABS
PARTNERS
REAL ESTATE, LLC

BOQUERIA

260
W 40TH ST

AC HOTEL TIMES SQUARE



CAFÉ ALTRO PARADISO

NO PARKING
8am - 6pm
Except Sunday

On all sides
of building
Lunch
12:30 - 2:30

SELECT CURRENT AND PAST CLIENTS

**Brown
Harris
Stevens**

Hines
REAL ESTATE INVESTMENTS

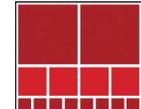
*Charles H.
Greenthal & Co.*

MKI


HOTEL HUGO
SOHO

 **HALSTEAD**
REAL ESTATE


Marriott
HOTELS · RESORTS · SUITES


SAVANNA

LV

 **SINVIN**
COMMERCIAL REAL ESTATE & ADVISORY

ABS
PARTNERS
REAL ESTATE, LLC

EXTELL

**DHS
FRA
CO**

 **Douglas Elliman**
EST. 1918
REAL ESTATE

 **westbank**

IRONSTATE



GREYSTAR

 **PIZZAROTTI**
SINCE 1910

ROSE TERRA
MANAGEMENT

kalikow

 *Charles H. Greenthal Management Corp.*

CAYUGA CAPITAL MANAGEMENT LLC

CMA

WHAT OUR CLIENTS ARE SAYING

"Sidewalk sheds are a part of New York life, reflecting the face of a city that is constantly changing – yet the sheds themselves haven't evolved at all during the past four decades and it's time to bring them into the 21st century. The Urban Umbrella will complement the city's architectural beauty rather than take away from it."

_Mr. Michael Bloomberg (Former NYC Mayor)

"Without the use of Urban Umbrella at my Soho ground retail space, I would not have filled the vacant tenant as quickly as I did. Urban Umbrella saved me six figures. All my tenants appreciated the exposure it gave to their brand. I would recommend the use of Urban Umbrella for any building owner in New York City."

_Global Property Holdings LLC, 237 Lafayette Street, NYC

"It wouldn't have been good for the Marriott brand or for us to open with a green plywood shed in front."

_Mr. Chris Lewis (OTO Development)

"I was skeptical at first in 2018, Benjamin had to really convince me to pay the premium, my budget really didn't really allow me to spend more on scaffolding. After nine months of having an Urban Umbrella, I can honestly say it was one of the smarter decisions I have made as a building owner. I have retained all of my ground-floor tenants, I was covered by local press and praised by the local community board. I was considered a first mover in an industry that is difficult to innovate in. Benjamin and his entire team are first class, a great partner for years to come with my other buildings."

**_Building Owner,
135 West 29th Street, NYC**

"Urban Umbrella allowed us to keep our outdoor restaurant seating open during construction, otherwise who is eating dinner under traditional scaffolding?"

_Mr. Ignacio Mattos (Chef and Owner of Café Altro Paradiso)

"We don't have a choice but to provide our flagship tenant with the best scaffolding alternative on the market. We simply could not afford to lose the tenant or have their revenue impacted during construction."

_Ownership Group (Charles H Greenthal Management)

"It looks like a work of art."

_Mr. Robert Finkelstein (ABS Partners Real Estate)





Benjamin Krall
FOUNDER



Melissa Schwartz
COO



Craig Strawbridge
CFO



Ashley Feldman
DIRECTOR OF OPERATIONS
& PROJECT MANAGEMENT



Aram Muraydan, Esq
GENERAL COUNSEL



Spencer Beattie
PRODUCT & BUSINESS DEVELOPMENT



Graham Barnard
PRODUCT & DESIGN



Paul Defeo
ENGINEERING & PRODUCT



Nicole Jodoin
CHIEF OF STAFF



Matthew Lowenthal
CHIEF LOGISTICS OFFICER



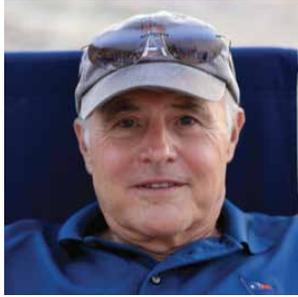
David Dick
HEAD OF FABRICATION



Erin Leonard
CONTROLLER

TEAM MEMBERS





Jeffrey Parker

Board Chairman

Jeff has an extensive history of success as a serial entrepreneur, CEO and an active investor over the past 30 years. Jeff has been involved with dozens of investment transactions, companies he has either created or helped build with a combined value of over half a billion dollars.

In 1980, Jeff founded Technical Data Corporation, a provider of financial analytic services for the institutional investor community. In 1983, he founded First Call Corporation, which quickly became one of the financial community's leading providers of real-time broker-sourced research, earnings estimates, equity and fixed income ownership information, insider trading information and corporate news releases. In 1986, Jeff sold both these businesses to the Canadian publishing giant International Thomson, now Thomson Reuters, and became Chairman and CEO of Thomson Financial, its financial services subsidiary. In 1997, Jeff co-founded CCBN.com (Corporate Communications Broadcast Network), a leader in enabling direct communications between public companies and the investment community as well as the developer of StreetEvents, the industry leader at the time of corporate event information, which he also sold to Thomson Reuters in 2004.

Jeff is a Trustee Emeritus of Cornell University where he founded the Parker Center for Investment Research at the Johnson School. An alumnus of Cornell, he earned a Bachelor of Engineering degree in 1965, Master of Engineering degree in 1966 and an MBA degree in 1970.



John Livingston

Board Member

John is the former CEO of AECOM Capital, a subsidiary of AECOM, the parent company. While at AECOM, John was responsible for deal development and execution as well as managing the fund and optimizing investments during the construction and operational phases of each project. Previously, John had a successful tenure at Tishman Realty & Construction, including being named the president of Tishman Urban Development Corporation, and later, president of Tishman Construction Corporation. Tishman Construction merged with AECOM in 2010, and John was named chief executive of AECOM's construction services business line. John is also an adjunct professor for Columbia University's School of Business and for its master's in real estate program.



Michael Vellano

Board Member

Michael Vellano is the Chief Executive Officer and founder of Vortex Companies, a distinguished industrial infrastructure, civil infrastructure, and construction robotics company. The Vortex Companies provide a much-needed solution for the nation's crumbling underground storm drain and sewer systems utilizing its trenchless rehabilitation technologies to avoid the traditional, time-consuming and extremely cost-prohibitive approach of digging up and replacing infrastructure. As a result, this saves municipalities and corporations millions of dollars on any given project. To achieve this the Vortex Companies deliver advanced trenchless solutions and turnkey services to cost-effectively renew water, sewer and industrial infrastructure.

The Vortex Companies' portfolio includes dozens of acquired infrastructure companies and employs 400 people.

Michael has over twenty years of experience building installation teams, facilitating construction insurance policies, and growing vendor relationships.



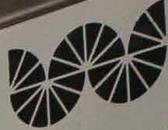
Benjamin Krall

Board Member

Benjamin Krall is the Chief Executive Officer and Co-Founder of Urban Umbrella. Before Umbrella, Benjamin spent seven years specializing in early-stage investing and fundraising for venture capital firms and family offices in NYC and Boston. Benjamin was a Partner at NYC Venture Capital firm, Metamorphic Ventures (Now Compound Ventures) from 2013 to 2016, raising over \$150M while investing in over 100 early-stage companies. Prior to his investing career, Benjamin ran business development at various New York-based ad-tech companies including Leadspend, which successfully exited in 2013. He launched his first venture, an international textbook exchange platform in 2010.

Prior to receiving his JD & MBA in 2012, Benjamin enjoyed a successful career as a semi-professional hockey. After his playing career, he worked as a scout for the Tampa Bay Lightning in the NHL. Benjamin grew up in Maine and now resides in NYC with his wife Deanna.





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