



STORY

empowering data to ignite action
inspiring best practices, better results and continuous improvement

SRG Technology (SRGT) was founded in 2007 by CEO Neil Sterling. Sterling's ability to find solutions to needs in the marketplace; assemble a strong team; and establish an ambitious, collaborative culture drives SRG Technology's success.

Sterling's career began when he took over his grandfather's men's store in downtown Fort Lauderdale in 1976. Sterling became a community activist and quickly realized he would need to be the change he sought. Sterling was elected to the Broward County School Board — the sixth largest School District in the nation — where he served the community for seven years.

In 1998, Sterling created a highly successful sales and marketing firm, Sterling Resources Group. While working with an education technology company, Sterling became convinced that there were vast possibilities to improve education with technology. Sterling founded SRG Technology in 2007 as a reseller of IT education solutions.

In the education marketplace, Sterling consistently heard complaints that the available technology was often too burdensome, and the end results were not useful. Education technology was doing an adequate job of collecting and storing data, but an inadequate job of connecting and utilizing data. The bottom line — technology was not advancing teaching and learning.

In 2009, Sterling took a bold step in addressing the void in the marketplace. He assembled (and funded) a team of highly talented technology and education professionals to create a best-in-class solution. By reaching out and listening carefully to teachers, administrators and other key stakeholders, the SRGT team understood what was needed to improve education outcomes.

Soon thereafter, the idea of Blender™ was born. Blender™ was designed as a software application suite in a configurable, flexible portal framework to drive meaningful performance improvements through enhanced data collection and analysis; personalized recommendations; and individualized action plans. Blender™ inspires better results, best practices and continuous improvement.



In the education field, Blender™ produced BlenderLearn™, an eco-system of innovative modular learning applications designed to drive student, teacher and school improvements by facilitating and promoting personalized learning. The six applications consist of: individual learner profiles, instructional content management system, virtual learning center, effectiveness scorecard, early warning system, and an assessment data management system. Each targets specific problems or needs and is also scalable and configurable to provide a comprehensive system.

In 2011, the federal government began to mandate the collection and use of healthcare data. The SRGT team was sure there was a correlation between improving education outcomes and improving healthcare outcomes. They believed Blender™ could have a similar effect for hospitals, doctors and patients as it did for schools, teachers and students. They were right.

In fall 2012, Massachusetts General Hospital's Laboratory of Computer Science (MGH-LCS) began collaboration with SRGT, and together, they built the gold standard of Population Health Management: TopCare powered by Blender™. A Population Health management system shifts healthcare delivery from a fee-for-service prioritized system to a delivery system that prioritizes qualitative and preventative care. TopCare has proven time and time again to do exactly that.

By 2013, Blender™ started some risky business. BlenderRM™ is a global, geo-positional Risk Management solution that collects vast amounts of data; analyzes it; then filters and organizes it into meaningful, timely and relevant alerts and information to better align, avoid and manage risks. BlenderRM™ mines, tracks and monitors data for the following risks: weather; travel; road and navigation hazards; medical epidemics and emergencies; civil unrest; and port and terminal information.

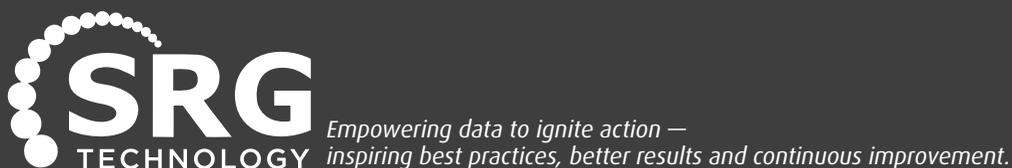


SRGT was exhibiting at one of the top Education trade shows in the summer of 2014 when BlenderLearn™ caught the attention of an education content company based out of Atlanta that had just begun an exciting project to promote the health and education of pregnant mothers and children up to age five. The project, Parentivity™, was a pilot initiated by the Iowa Department of Public Health to expand the reach, value and content of the home visitor program. The Parentivity project lead to the development of BlenderConnect™, an exciting addition to the SRGT product portfolio and SRGT's first direct-to-consumer Blender™ application. BlenderConnect™ is a web-based engagement solution designed to connect people with resources, content and support, based on user-identified and personally relevant needs. The potential uses, and users, for BlenderConnect are endless: customer personalization and engagement; case management and social service expansion; membership tracking and engagement; patient engagement and parent engagement are just a few.

With a multi-market strategy, it became evident that SRGT needed additional resources to move forward and keep up with the intense marketplace interest. In 2014, a total of \$12.35 million was raised from a group of sophisticated, professional and accredited investors via two private placements, an accomplishment that demonstrated the excitement and confidence surrounding Blender™.

SRG Technology has two growing offices — Fort Lauderdale, Florida and Marietta, Georgia. A third SRGT office, located in Boston, is scheduled to open soon.

SRG Technology is setting the benchmark for innovative, disruptive technology solutions that elevate performance, increase productivity and make a difference in our daily lives.



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