

SMALL BUSINESS WINNER

SOFTWARE TECHNOLOGY GROUP



SUBMITTED PHOTO

Jell-O shot maker gets party started

When Software Technology Group president and majority owner Jay Abramovitz founded his company in 1992, he probably never imagined that it would create components for a machine that dispenses Jell-O shots.

After all, the Houston native's diverse background includes time at NASA, aerospace and flight simulation, flight weapons computers, lasers, robotics, drone development and all kinds of medical devices.

"We specialize in getting to know our clients," Abramovitz said. "We do project-oriented software consulting in all realms of development. One thing we lack at Software Technology Group is focus – we are all over the map." The Beaverton-based company sold some assets to Boeing Corp. in 2009, downsizing from 35 to its

current staff of 15.

About a year ago, Software Technology Group received a proposal from Food & Beverage Innovations, which had a prototype for a Jell-O shot maker from another company that had failed. Abramovitz and his team studied various demonstration models and began developing their own variation.

Software Technology Group designed the hardware board, firmware control and communications interfaces, including control of the solid-state chillers, pumps, valves, heaters, chillers and fans. It also created the system

user interface and the Internet of Things-enabled web portal.

"What we needed to do was make Jell-O shots in minutes after pressing a button on the screen," Abramovitz said.

The Jevo features an alcohol

reservoir, flavor pods, an illuminated bottle display, various advertising display screens and a chilling area. The machine produces 20 ready-to-eat gelatin shots at a time using proprietary technology.

"It really is a complex piece of machinery. People think, 'Oh, it's just a device that makes Jell-O.' But when you try to create Jell-O, that's basically a four-hour process. You decide what your flavor is going to be, then you fill up your reservoir with alcohol and press a button on a screen and in minutes later, you've got your 20 chilled, ready-to-eat Jell-O shots," Abramovitz said.

Bars that invest in a Jevo Maker will be able to save on labor, control liquor costs, expand revenue and not have to deal with the time-consuming process of making shots manually. Jevo will soon be launched worldwide.

"We've done these incredible biomed technical projects, but I wasn't a hero to my son until I did Jell-O shots," Abramovitz said.

– Gail O'Hara

COMPANY:

Software Technology Group

CITY:

Beaverton

OF NOTE:

Jevo is the Keurig of Jell-O shots

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softwaretechnology.com
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