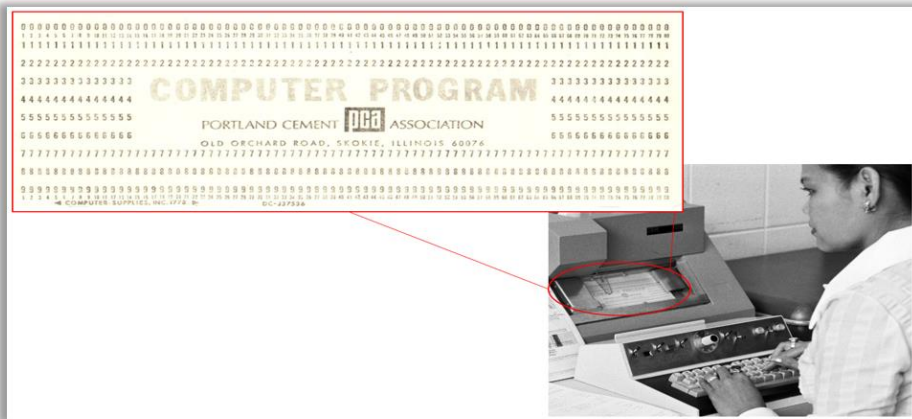




PCA to StructurePoint – Historical Perspectives

StructurePoint originated as the Engineering Software Group of the Portland Cement Association (PCA) in 1957. The group created software to provide design aids and automatic calculations for Structural Engineers to analyze and design reinforced concrete structures. The software was offered as a free tool to facilitate the use of cement and concrete based structures and supporting cement utilization as per the primary goal of the PCA. Over time, software progressed from a tool to facilitate building to the essential science of the structural engineering profession.



With the ambitious management of trusted PCA employee, Dr. Alsamsam who believed in the certain success and profitability of the software, the group forged ahead. By remaining technically focused, customer oriented and entrenched in PCA's historically research-driven legacy, the group quickly gained profit and trust within the industry. However, operating in a small and increasingly competitive niche market of structural design software for reinforced concrete, the group had to start generating enough revenues to support itself. Significant investment was needed to pursue better aesthetics, faster development, and skilled employees to sustain operations. Given that PCA's focus and core mission was not software development and demand for this type of software became widespread in the industry, the existence of the software group was taken into consideration.

In 2007, under the direction of Dr. Alsamsam, StructurePoint was incorporated in Illinois, becoming an independent corporate entity with the full support of its legacy organization, PCA. After nearly crash landing, the software group

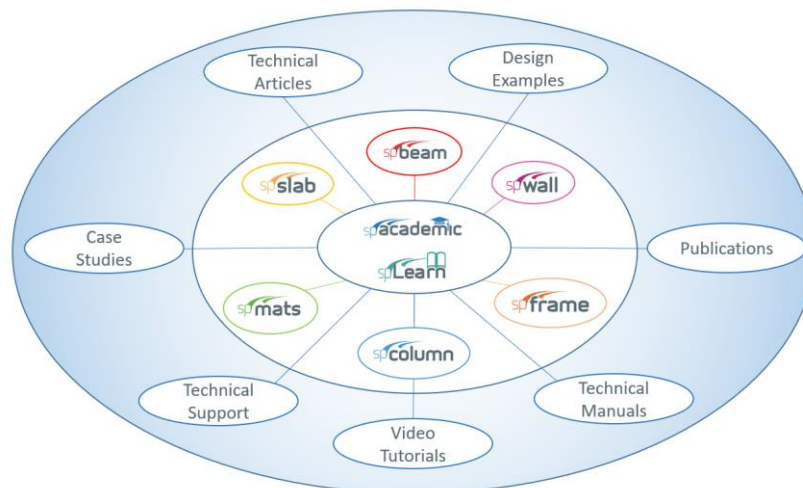


took off again as StructurePoint towards additional success, improvement, and profitability, gaining new customers worldwide and maintaining the trust of established users. Today, the revenue doesn't simply support the operation, it allows for an integrated and diverse team of professionals who work towards common goals and a shared, prolific vision each day.



Dr. Alsamsam pursued an unpopular vision which was not guaranteed to be profitable or successful. However, he and his group knew that the success was already built into the fabric of the software itself. The intellectual architecture created in 1957 was so well thought out and universally constructed that it remains the lucrative, state-of-the-art essential. The ongoing operations of current-day StructurePoint are focused on the continuous improvement and development around this same core.

As an independent corporate entity since 2007, StructurePoint is more trusted and profitable than ever in sales of the sophisticated software suite for analysis and design of concrete structures. Additionally, and most importantly, StructurePoint serves as a reliable asset and gateway for Structural Engineers to the entire cement and concrete industry.





Instead of expanding in quantity, StructurePoint delves deeper into quality to remain ahead in technical development, service, and resources. When serving an account, it is served in a multitude of ways, allowing the structural engineers to feel valued and welcome. While on the phone or via email, our team tends to make friends as well as customers.

Founder and President, Dr. Alsamsam says, “I hope they feel important, cared for, that they’re willing to share their work in the industry with us. I hope they feel that they are speaking to an equal, not to a server or vendor. Customers tell me they trust our software with their most important projects.” Even for younger engineers, the company becomes a resource to fill in the gaps of theoretical knowledge they obtained at a university. Our team may sell software, but sales are only the beginning of the relationships forged.

StructurePoint’s primary vision is to achieve a world of safe, sustainable, and durable reinforced concrete structures by providing fool-proof software as the essential tool for structural engineers. Our team values Accuracy, Simplicity, Improvement, Service and Legacy as we pursue a shared, prolific vision for the company’s global possibilities and continued progress.

