

BlueStar Announces Launch on Entoro's Platform

Senior Tech Company Partners with Tech-Enabled Broker

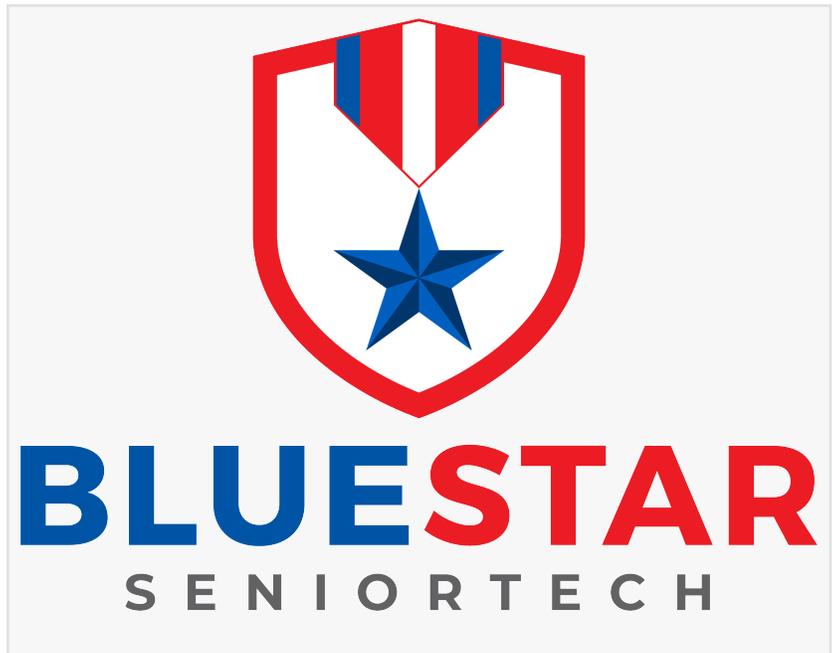
ROCKVILLE, MD, UNITED STATES, September 9, 2020 /EINPresswire.com/ -- Today, [BlueStar SeniorTech](#) launches on the [Entoro](#) Capital investment platform [OfferBoard®](#), as part of its current preferred equity offering. Entoro will act as the broker-dealer for the raise.

As part of the collaboration, BlueStar will use OfferBoard® to automate the offering process. OfferBoard® is Entoro's high-tech, investor portal that provides flexibility, convenience, transparency and security for investors while increasing engagement and streamlining the entire process. OfferBoard® also allows accredited and qualified investors to review multiple project details and investment criteria with confidence after signing a non-disclosure agreement.

Robert Wray, CEO of BlueStar, said, "We're excited about working with Entoro and their OfferBoard® platform—we hope we'll be able to reach a whole new group of potential investors." James C. Row, Managing Partner of Entoro, added, "BlueStar is exactly the kind of company we want to present to our investors—solid management, a huge market, and a real solution for today's COVID-related times."

About BlueStar SeniorTech

Founded in 2013, BlueStar SeniorTech provides technology and services to help seniors stay Safe, Healthy, and Connected in their homes as they age. It has 5000 customers across all 50 states. BlueStar also provides population health programs to help providers care for special needs and high-risk populations, including remote patient monitoring, prescription adherence programs, and COVID-19 monitoring and assessments. BlueStar is veteran-owned and operated, and certified by the Veterans Administration as a service-disabled-veteran-owned small business.



It won the SBA Small Business of the Year Award (Maryland) in 2018. To learn more about BlueStar, visit www.BlueStarSeniorTech.com.

About Entoro Capital

Entoro Capital is an investment bank and advisory group for traditional and digital securities. Entoro uses its proprietary online private securities syndication platform OfferBoard® for accredited investors to analyze and review projects and opportunities. Entoro's strength is in bringing highly vetted projects to investors globally, with maximum efficiency, end-to-end security, and seamless execution, delivering total confidence in each investment. Our investment platform combined with blockchain technology provides issuers and investors access, flexibility, and transparency throughout the investment process. Securities are offered through Entoro Securities, LLC, member FINRA/SIPC. To learn more about Entoro Capital visit www.entoro.com

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