Study Groups Launches the Edge Insight Ecosystem, Evolving 41 Years of Peer Intelligence

BELLINGHAM, WA, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Study Groups Launches the Edge Insight Ecosystem, Evolving 41 Years of Peer Intelligence Into a Fully Integrated Growth Platform



Study Groups Logo

Study Groups, which has spent 41 years connecting independent operators across energy, construction, and convenience distribution, today announced the formal launch of Study Groups Edge, its fully integrated Insight Ecosystem platform. The platform brings together every membership benefit in one place: confidential peer groups, proprietary benchmarking, education, curated vendor access, and member-driven product innovation.

> “We built this platform because owners told us they needed more than a peer group. They needed the benchmarks, the education, the vendor relationships, the product tools, all working together.”
>
> *Dr. Jed Brewer, CEO, Study Groups*

The launch formalizes four decades of work into a named, structured platform built around one premise: operators who benchmark against real peers, hold each other accountable, and share what they know build better businesses than those who go it alone.

THE PLATFORM: FIVE TOOLS, ONE ECOSYSTEM

Study Groups membership connects firms to the Edge Insight Ecosystem's peer learning and innovation tools. Signature memberships unlock benchmarking insights that surface performance gaps and opportunities. The five tools work together, not in isolation.

SG Pulse delivers monthly performance benchmarking reports across all verticals. Members receive proprietary data no individual firm could produce on its own, updated monthly and built around the metrics that matter in their exact industry.

SG Insights is an education content series built around industry-relevant topics: deep analysis

drawn from what members are working through right now. Topics are identified by the member community, so every session addresses a real operational problem.

SG Confidential Peer Network provides 365-day access to non-competing industry peers in the same vertical and a different geography. Members are never grouped with a direct competitor, and every conversation stays inside the group.

SG Voices connects members with vendors and industry voices vetted through the member community. Not sponsored content. Every relationship has been evaluated by peers who have faced the same problems the audience is currently working through.

SG Edge Labs is a customer-driven product creation engine. When members identify a gap, Study Groups builds the solution. SG Connect Virtual Cohorts were built through Edge Labs. It is how the platform continues to grow based on what operators actually need.

FOUR WAYS TO PARTICIPATE

Executive Peer Groups are designed for the owner, CEO, president, or first member of an independently operated or family-held company in energy, construction, and convenience distribution. Groups of 10 to 15 non-competing operators share real financials and work through real challenges together. This is not networking. It is peer accountability backed by proprietary benchmarking. Members see 5.4% GP growth in year one, compounding to 13.7% by year two.

SG Key Manager Groups extend the model to every functional role, not just the owner. More than 20 active groups organized across Leadership and Finance, Operations and Logistics, and Growth and Support functions, covering 14 roles: CFO, COO, Operations Manager, HR, Sales, Marketing, IT, Fleet, Safety, and more.

SG Connect Virtual Cohorts are specialized virtual peer groups for niche operational roles. Five active cohorts, no enrollment fee, virtual, facilitated, and focused on a single function: AI for Business Leaders, Cardlock and Fleet Fueling, Category Managers, Credit Managers, and Pricebook Managers.

District Manager Groups serve district managers in convenience retail running complex multi-site operations, sharing benchmarks, team management challenges, and strategies from peers managing at the same scale.

WHERE IT STARTED: FIVE OPERATORS AND A COLLEGE PROFESSOR

In June 1985, Dr. David Nelson, a professor at Western Washington University, tested a single conviction: the academic peer study group model worked in the classroom. There was no reason it shouldn't work for business owners making high-stakes decisions with real capital on the line.

Five Northwest petroleum jobbers agreed to test the idea. They opened their books, shared real financial data, and formed the first financial Study Group in the petroleum marketing industry. That original group of five is now more than 80 active peer groups across North America, serving 775 members across 335 unique firms.

“Dr. Nelson saw something most people missed: that the gap between a good decision and a great one is almost always a qualified peer. Forty-one years later, that is still what we are built around.”

Dr. Jed Brewer, CEO, Study Groups

THE OUTCOME: DOCUMENTED, NOT PROJECTED

The business case is not theoretical. Results are tracked in real time across the membership base:

9% CAGR Gross Profit Growth vs. 4.8% GDP

135% Gross Profit Growth Over 10 Years

125% Adjusted Earnings Growth Since 2015

3x Owner Equity Over 10 Years

12-20% Return on Capital Employed

$95M/yr Combined EBITDA increase for one peer group over seven years

$700,000+ Value produced from a single peer conversation for one member

Members grow gross profit at 9% per year compounded, 1.6 times faster than the broader economy over a full decade. These are outcomes from real operators who came to the table with real numbers and left with better decisions.

“We built this platform because owners told us they needed more than a peer group. They needed the benchmarks, the education, the vendor relationships, the product tools, all working together. That is what Study Groups Edge is.”

Dr. Jed Brewer, CEO, Study Groups

ABOUT STUDY GROUPS

Study Groups is the Insight Ecosystem for independent business owners in energy, construction, and convenience distribution. For 41 years, the organization has operated on one premise: operators who benchmark against real peers, hold each other accountable, and share what they know build better businesses than those who go it alone.

Study Groups Edge integrates confidential peer groups, proprietary benchmarking, curated education, vetted vendor access, and member-driven product innovation into a single connected platform. Every membership tier, from owner and CEO to district managers and key functional leaders, is served by a group built for their exact role, exact industry, and exact challenges. The organization serves 12 verticals: Energy, Propane, Petroleum Marketing, Lubricants, Convenience Stores, Transportation, Construction, Ready Mix, Solar Installation, HVAC, General Contractors, and Convenience Distribution.

41 Years of Service | 775 Members | 335 Unique Firms | 80+ Study Groups

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Peer Insight. Measurable Outcomes.

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