

Uproar PR chosen as agency of record for fintech startup Worth, looks to revolutionize business credit score

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ORLANDO (July 23, 2024) — Uproar PR, a global, award-winning public relations agency providing media relations, thought leadership, digital and influencer services, today announces that it has been chosen as the agency of record for fintech startup Worth, an Orlando-based, artificial intelligence-powered credit underwriting and risk management platform for small and medium-sized businesses and financial institutions.

The startup was recently launched by former Stax Payments co-founders and seasoned entrepreneurs Suneera Madhani and Sal Rehmetullah to improve how growing businesses secure financing.

Uproar has worked with the sibling founders since 2014, when Madhani initially approached the agency with payments platform, Fattmerchant, before it became the well-known unicorn startup Stax. Throughout the partnership, Uproar leveraged its media relations expertise and relationships with national media, alongside targeted thought leadership, to spread brand awareness and swiftly position the company as the leading payments merchant nationwide.

Through a strategic PR and thought leadership campaign, Uproar secured Fattmerchant a spot on the Forbes Fintech 50 list and worked with U.S. News & World Report to name Fattmerchant the Best Credit Card Processor and Best for Higher-Volume Businesses.

On the thought leadership side, Madhani is now a household name and trailblazing female CEO. Uproar utilized her founding story and business acumen to land her

feature stories in Inc., CNBC, and Forbes, in addition to securing her opportunities to write for Fortune and Entrepreneur. The team's work also had her named the "Most Influential Woman in Payments" by ISO & Agent.

"We couldn't be more excited to be working with Suneera and Sal again on this new exciting launch," said Mike Harris, chief marketing officer of Uproar PR. "Worth is going to change the way."

After scaling Stax to unicorn status, Madhani and Rehmetullah set out to develop a technology that could provide standardized business credit scores after seeing how aspiring entrepreneurs struggled to secure loans based on their personal credit scores.

This business credit score, referred to as a "WorthScore," is backed by thousands of data points gathered in real time to provide lenders with a more accurate and holistic view into the financial health of the business, significantly mitigating risk and human bias. The patent-pending platform is already backed by an eight-figure pre-seed fundraising round, including some of Stax's original investors in Orlando, and is poised to fundamentally alter the financial credit system.

"I had the pleasure of working with Uproar personally for years, and when it came time to launch my second company, choosing Mike and his team was a no-brainer. Their understanding of our vision and dedication to our success

make them the perfect collaborative partner," said Madhani, co-founder and CEO of Worth.

Uproar is currently ramping up to officially launch "WorthScore."

● About Uproar PR

Uproar PR is a full-service agency that delivers top-tier results to drive sales and raise awareness for its clients. With service offerings in media relations, social media, thought leadership and influencer marketing, Uproar PR continually places its clients at the forefront of national and industry trends. The PR agency works with a broad spectrum of technology, lifestyle, consumer, and professional services clients. Devoted to quality results and a top-notch corporate culture, Uproar PR has been recognized by Inc.'s Power Partner Awards, Entrepreneur's Top Company Cultures list, Bulldog PR Awards, the Stevie Awards, and Florida Trend's Best Companies to Work For. For more information, visit www.uproarpr.com.

● About Worth

Worth is a patent-pending platform that fundamentally changes how enterprises underwrite the financial credit worth of small and medium-sized businesses through a single business credit score (WorthScore™) and expands access to more customers, decreasing risk, increasing data transparency, and fueling economic growth. For more information, visit www.worthAI.com.

Election offices partner with Supply Zone, supplies to benefit Brevard County students

MELBOURNE (July 19, 2024) — Brevard County Supervisor of Elections offices partnered with Supply Zone for Teachers to serve as drop-off locations for back-to-school donations during July. The school supplies, which will benefit disadvantaged students in Brevard public schools, are collected for Supply Zone for Teachers, a service of Brevard Schools Foundation. "As gratifying as it is visiting schools to register students to vote, it is equally rewarding knowing we were able to provide supplies to help them on the road to success," said Supervisor of Elections Tim Bobanic. Brevard Schools Foundation plans to provide 2,500 new backpacks filled with school supplies to families who cannot afford to purchase their own.

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**Award list published on Forbes website on 6/18/24. Based on independent survey of approximately 26,000 U.S. residents.



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