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SMARTstart Member to Launch Flagship FinTech Product at Synapse Summit Next Week

*Šóta Signal Analytics™, a product of Fraud Doctor®, is now LIVE with
its flagship offering - Pressure Risk Šóta Scores.*

PASCO COUNTY, FLORIDA (February 8, 2023): Pasco EDC SMARTstart incubator member, Fraud Doctor, will launch their new Šóta Signal Analytics product at the Synapse Summit at Amalie Arena on February 14, 2023. Šóta Signal Analytics helps organizations that value transparency in company financial statements by providing an early warning system of otherwise hidden risks of material financial misstatements and potential corporate fraud. The FinTech's founders will be exhibiting Šóta at a booth with live demonstrations of the product Pressure Risk Šóta Scores™.

The company's leaders, Alexis C. Bell and Paul Dunlop, joined SMARTstart with their existing professional services business, Fraud Doctor, in August of 2021. This followed successful prototyping of their analytics innovations at the United Kingdom's Financial Conduct Authority (FCA) and City of London Corporation (CoLC) Pilot Digital Sandbox earlier that year. The founders are based at the SMARTstart at the Grove Entrepreneur Center in Wesley Chapel. SMARTstart is a Pasco EDC program, funded through the Penny for Pasco, which helps entrepreneurs start and grow their ideas and businesses. Bell and Dunlop are supported by Dan Mitchell, SMARTstart Program Director, through business coaching and connectivity to the Florida tech ecosystem.

"This is an exciting time for Pasco County, and Florida as a whole, as more tech companies and innovative creators choose to start their firms here," says Dan Mitchell, SMARTstart Program Director. "I have enjoyed watching Alexis and Paul nurture and develop their products and am confident they will do many more great things in this field."

The Šóta products are unique in the SaaS, AltData marketplace. They currently have Pressure Risk scored over 91,000 publicly-traded companies, covering 175 stock exchanges, in over 100 countries. Diverse use

cases include market regulation supervisory tech, regulatory tech, and academic research. There are specific use cases for accountants, auditors, attorneys, and other professionals engaged in governance, risk & compliance (GRC). Šóta offers new insights in the due diligence for mergers & acquisitions; investment professionals in capital markets; and insurance professionals where transparency into a company's true financial condition is critical.

"With the support and encouragement of the Pasco EDC team, we are pulling off something quite unique and remarkable," said Alexis C. Bell, Founder & CEO. "Our Šóta Scores support what we call reporting veracity; discovering the risk of inauthentic financial reporting. Stakeholders no longer need to wait to hear about major risk issues as a surprise in the news, after the fact. We designed the solution to be flexible to empower those organizations that need to have better risk insights for the financial condition of their corporate clients, vendors, and investment portfolios. They can see risk scores at the individual company level, by peer groupings, and even across a country's entire market."

Šóta Signal Analytics is a B2B, software-as-a-service (SaaS) that produces Šóta Scores on a given organization, providing an early warning for the risk of material misstatements due to possible fraud (intentional) or mismanagement (typically unintentional). For more information, go to <https://sotascores.com>.



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About Pasco Economic Development Council

The Pasco Economic Development Council is committed to developing Florida's most competitive climate for business growth by providing businesses that seek to start, move, or grow in the North Tampa Bay area, a comprehensive suite of programs that can help them to reach their full economic potential. Since 1987, Pasco EDC has fostered a strong partnership funded by corporate and public investors focused on the economic vitality of Pasco County. Discover more at www.pascoedc.com.