



WORTHY FINANCIAL TEAMS WITH START ENGINE TO LAUNCH NEW ROUND OF GROWTH FUNDING

Innovative company expands opportunities for small investors

BOCA RATON, FL, UNITED STATES, July 9, 2018 /EINPresswire.com/ -- Worthy Financial, Inc., a modern personal finance company that offers alternative investment products and digital savings solutions to everyday investors, has partnered with Start Engine, a leading equity crowdfunding site, to launch a new round of equity financing. The campaign will allow Worthy to expand their marketing and operational capabilities by selling shares of its venture to the public. Even small investors can become stakeholders.

Worthy's presence on Start Engine helps spread the news to a global audience and provides interested parties immediate access to the investment opportunity. The [round will remain open](#) to investors until the end of September unless fully funded earlier.

Worthy Financial, through its subsidiary Worthy Peer Capital, sells SEC qualified \$10 bonds with a 5% fixed interest rate. Bonds have a 36-month term but can be cashed in at any time without fees or penalties. Proceeds from bond sales are invested in fully secured, asset-backed business loans to American companies. Bonds can be purchased at <https://worthybonds.com>.

Worthy Financial is dedicated to changing the face of finance. With a \$10 minimum investment, Worthy Bonds are designed to allow even the smallest investor to access higher-yielding, alternative debt products that, prior to the passage of the JOBS Act, were exclusively reserved for institutional and wealthy investors.

The company was founded by Sally Outlaw, a lifelong entrepreneur passionate about opening up economic opportunity for all. Founder and CEO of Worthy Financial since January 2016, she co-founded Peerbackers in 2010, an online crowdfunding platform with a focus on entrepreneurs. After four years and thousands of projects funded, the company moved beyond the platform into services to help clients and investors navigate the world of crowdfinance.

"Creating wealth outside of Wall Street helps aligns with our values of community capital and peer finance," said Outlaw. "We've had such a strong response to our bonds that the obvious next step was to offer an equity round with ownership in the company to our customers and beyond. Crowdfunding is in our DNA. When we're all in it together, we can make things happen".

Worthy makes investing easy with 3 different ways to buy their 5% bonds. The bonds can be purchased "on demand" by clicking the "Buy Bonds" button on their app or website, a "set it and forget it" monthly investment can also be scheduled. Additionally, users can participate in the "round-up" program by linking their credit or debit card to the Worthy app which tracks the spare change from their everyday purchases. When the user's spare change hits \$10, a bond is added to their portfolio making investing both painless and convenient.

Worthy grew out of Outlaw's 10 years in crowdfunding and alternative finance. With the majority of Americans legally restricted from making private investments in growing companies, creating alternative solutions such as the JOBS Act have become a regulatory priority. When the JOBS Act passed, the doors to a variety of new investment opportunities opened to smaller Main Street investors.

"There's no reason people should be left out in the cold while institutions and the wealthy can avail themselves of investment opportunities," said Outlaw. "People are WORTHY of a better return, a more level investment playing field, and a more secure financial future and we are dedicated to making that happen".

More information on Worthy Financial, Inc. can be found at <https://joinworthy.com>

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