



The relative strengths and weaknesses of Laird Superfood Inc. are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Laird Superfood Inc. compared to the market average is the variable Assets, Current, increasing the Economic Capital Ratio by 202% points. The greatest weakness of Laird Superfood Inc. is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 45% points.

The company's Economic Capital Ratio, given in the ranking table, is 223%, being 369% points above the market average of -146%.

Input Variable	Value in 1000 USD
Assets, Current	75,995
General and administrative Expense	8,828
Intangible Assets	0
Liabilities, Current	2,743
Liabilities, Long Term	0
Other Assets	3,084
Other Compr. Net Income	14
Other Expenses	19,713
Other Liabilities	51
Other Net Income	79
Property and equipment	3,263
Revenues	26,006
Selling and Marketing Expense	10,394

Output Variable	Value in 1000 USD
Assets	82,343
Liabilities	2,794
Expenses	38,936
Stockholders Equity	79,548
Net Income	-12,850
Comprehensive Net Income	-12,842
Economic Capital Ratio	223%