





# ADVERTISING 2016

IZEA Worldwide Inc  
Rank 15 of 27



The relative strengths and weaknesses of IZEA Worldwide 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 IZEA Worldwide Inc compared to the market average is the variable Other Expenses, increasing the Economic Capital Ratio by 13% points. The greatest weakness of IZEA Worldwide Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 41% points.

The company's Economic Capital Ratio, given in the ranking table, is 74%, being 13% points below the market average of 87%.

Input Variable	Value in 1000 USD
Assets, Current	15,737
Assets, Non-Current	0
Cost of Goods and Services Sold	12,237
General and Administrative Expense	7,517
Intangible Assets	4,274
Liabilities, Current	0
Liabilities, Non-Current	0
Marketing and Selling Expenses	7,936
Other Assets	932
Other Compr. Net Income	0
Other Expenses	0
Other Liabilities	7,352
Other Net Income	-4,086
Other Revenues	20,468
Property, Plant and Equipment	596

Output Variable	Value in 1000 USD
Assets	21,539
Liabilities	7,352
Expenses	27,690
Revenues	20,468
Stockholders Equity	14,187
Net Income	-11,308
Comprehensive Net Income	-11,308
BaseVar	40,568
ECR before LimitedLiability	-1.7%
Economic Capital Ratio	74%