

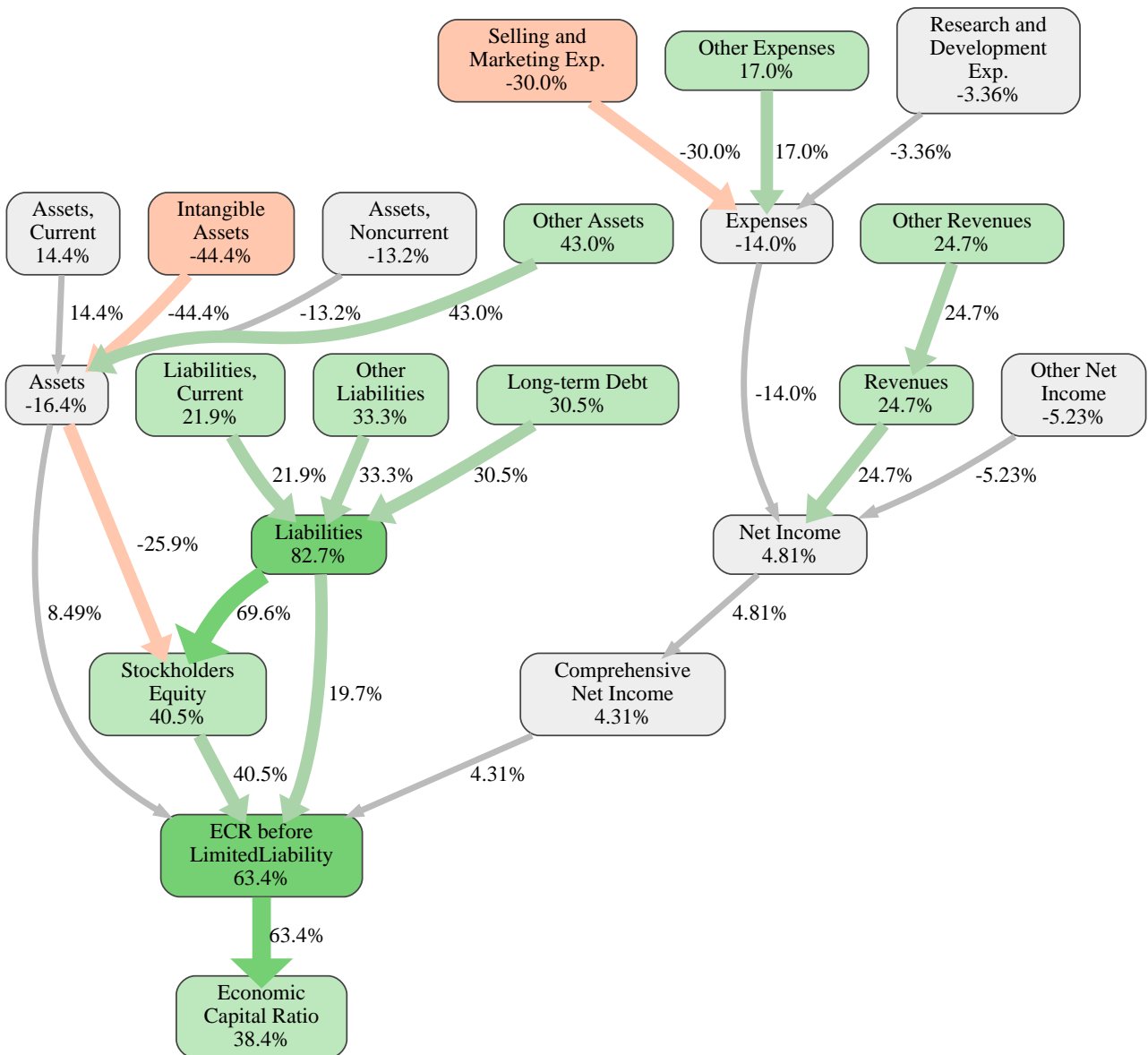


RealRate

# SERVICES-PREPACKAGED SOFTWARE 2016



Hubspot INC  
Rank 60 of 142





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The relative strengths and weaknesses of Hubspot 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 Hubspot INC compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 83% points. The greatest weakness of Hubspot INC is the variable Intangible Assets, reducing the Economic Capital Ratio by 44% points.

The company's Economic Capital Ratio, given in the ranking table, is 401%, being 38% points above the market average of 362%.

Input Variable	Value in 1000 USD
Assets, Current	145,754
Assets, Noncurrent	1,007
General and Administrative Exp.	35,408
Intangible Assets	9,873
Liabilities, Current	91,307
Long-term Debt	10
Other Assets	45,584
Other Compr. Net Income	-660
Other Expenses	48,335
Other Liabilities	7,354
Other Net Income	833
Other Revenues	181,943
Property, Plant and Equipment, Net	18,161
Research and Development Exp.	32,457
Selling and Marketing Exp.	112,629

Output Variable	Value in 1000 USD
Liabilities	98,671
Assets	220,379
Expenses	228,829
Revenues	181,943
Stockholders Equity	121,708
Net Income	-46,053
Comprehensive Net Income	-46,713
BaseVar	365,658
ECR before LimitedLiability	222%
Economic Capital Ratio	401%