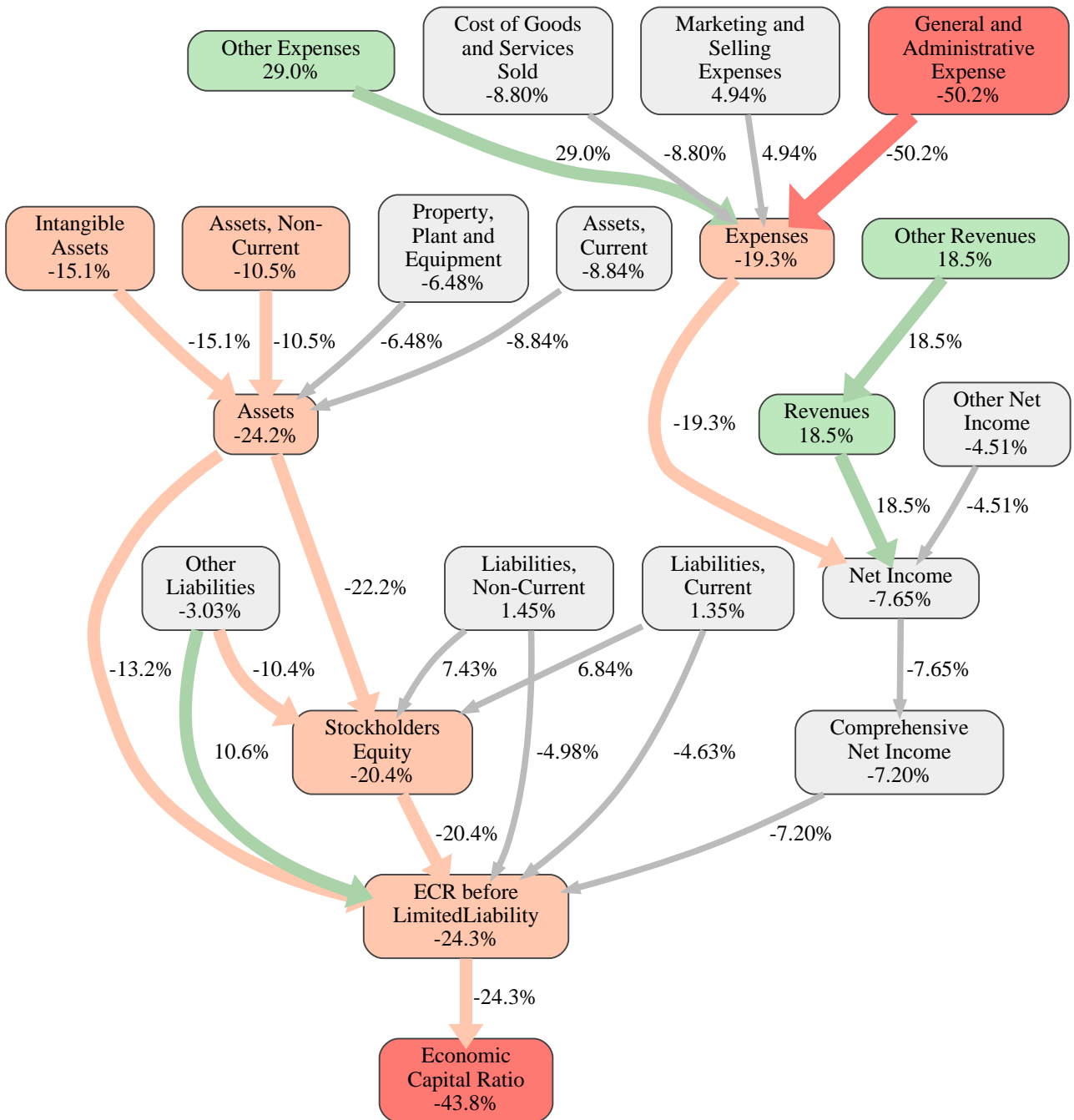




RealRate

# ADVERTISING 2014

IZEA Worldwide Inc  
Rank 18 of 25





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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 29% points. The greatest weakness of IZEA Worldwide Inc is the variable General and Administrative Expense, reducing the Economic Capital Ratio by 50% points.

The company's Economic Capital Ratio, given in the ranking table, is 48%, being 44% points below the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	2,383
Assets, Non-Current	0
Cost of Goods and Services Sold	2,698
General and Administrative Expense	6,461
Intangible Assets	0
Liabilities, Current	2,519
Liabilities, Non-Current	0
Marketing and Selling Expenses	381
Other Assets	409
Other Compr. Net Income	0
Other Expenses	0
Other Liabilities	1,881
Other Net Income	-409
Other Revenues	6,627
Property, Plant and Equipment	156

Output Variable	Value in 1000 USD
Assets	2,949
Liabilities	4,400
Expenses	9,540
Revenues	6,627
Stockholders Equity	-1,451
Net Income	-3,322
Comprehensive Net Income	-3,322
BaseVar	11,962
ECR before LimitedLiability	-121%
Economic Capital Ratio	48%