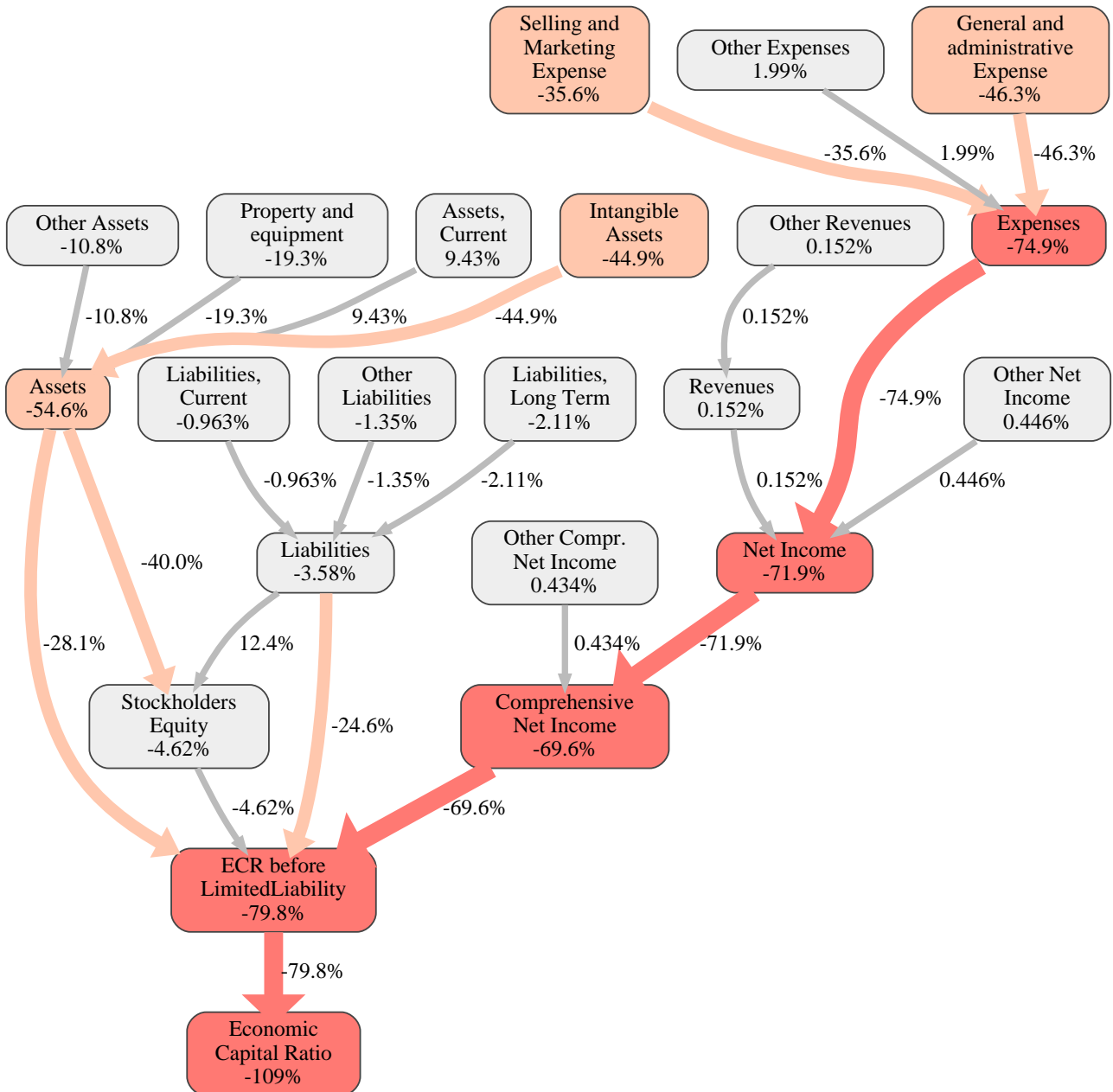




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The relative strengths and weaknesses of Barfresh FOOD Group INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Barfresh FOOD Group INC compared to the market average is the variable Assets, Current, increasing the Economic Capital Ratio by 9.4% points. The greatest weakness of Barfresh FOOD Group INC is the variable Expenses, reducing the Economic Capital Ratio by 75% points.

The company's Economic Capital Ratio, given in the ranking table, is 15%, being 109% points below the market average of 124%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	4,373	Assets	5,093
General and administrative Expense	3,549	Liabilities	2,572
Intangible Assets	324	Expenses	15,381
Liabilities, Current	2,572	Revenues	9,162
Liabilities, Long Term	0	Stockholders Equity	2,521
Other Assets	7.0	Net Income	-6,219
Other Compr. Net Income	0	Comprehensive Net Income	-6,219
Other Expenses	8,971	BaseVar	28,621
Other Liabilities	0	ECR before LimitedLiability	-259%
Other Net Income	0	Economic Capital Ratio	15%
Other Revenues	9,162		
Property and equipment	389		
Selling and Marketing Expense	2,861		