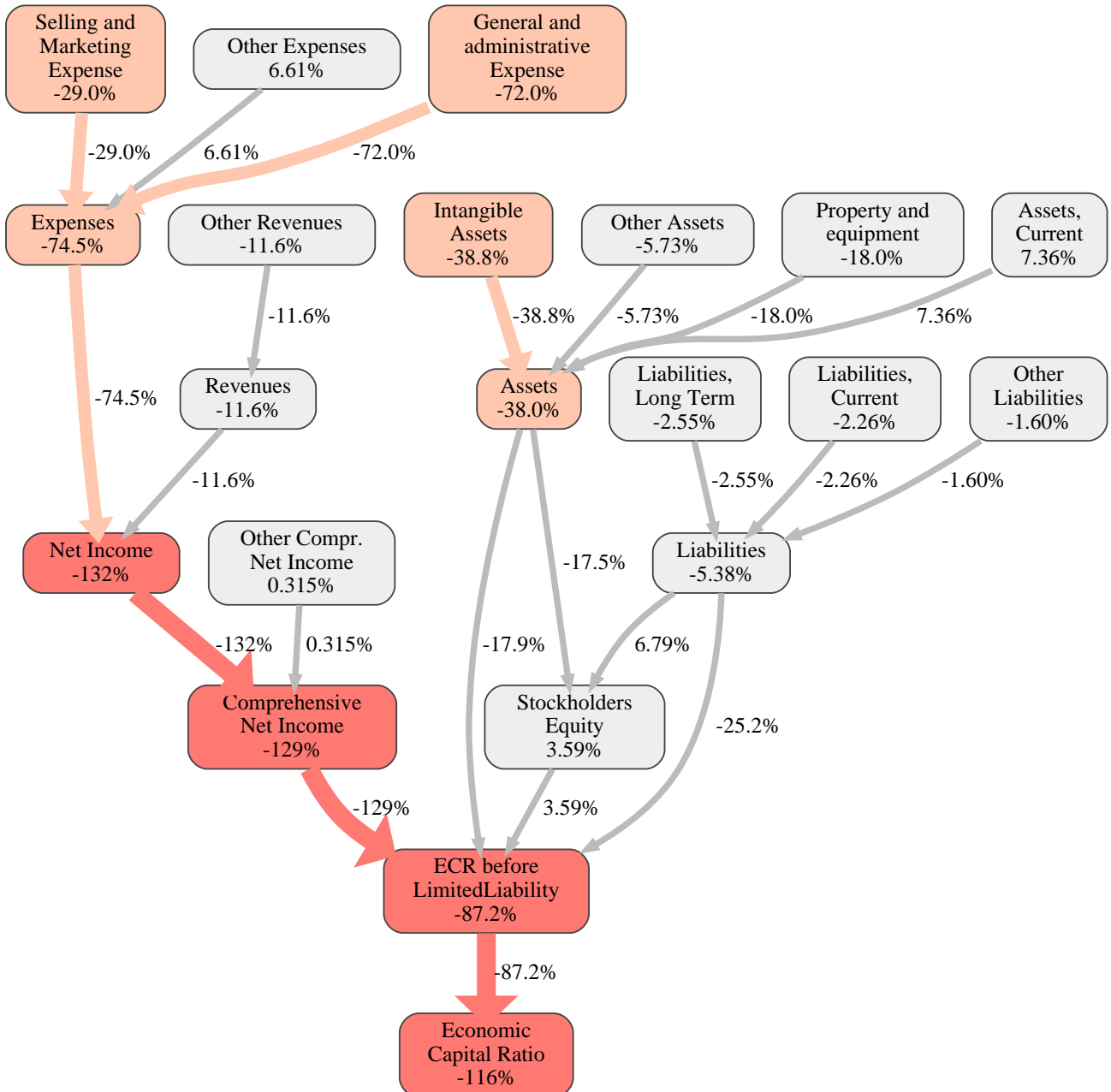




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The relative strengths and weaknesses of Laird Superfood Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Laird Superfood Inc compared to the market average is the variable Assets, Current, increasing the Economic Capital Ratio by 7.4% points. The greatest weakness of Laird Superfood Inc is the variable Net Income, reducing the Economic Capital Ratio by 132% points.

The company's Economic Capital Ratio, given in the ranking table, is 7.4%, being 116% points below the market average of 124%.

Input Variable	Value in 1000 USD
Assets, Current	27,531
General and administrative Expense	30,595
Intangible Assets	1,558
Liabilities, Current	7,452
Liabilities, Long Term	76
Other Assets	800
Other Compr. Net Income	61
Other Expenses	31,089
Other Liabilities	0
Other Net Income	47
Other Revenues	35,828
Property and equipment	150
Selling and Marketing Expense	14,529

Output Variable	Value in 1000 USD
Assets	30,039
Liabilities	7,528
Expenses	76,213
Revenues	35,828
Stockholders Equity	22,511
Net Income	-40,337
Comprehensive Net Income	-40,276
BaseVar	132,055
ECR before LimitedLiability	-307%
Economic Capital Ratio	7.4%