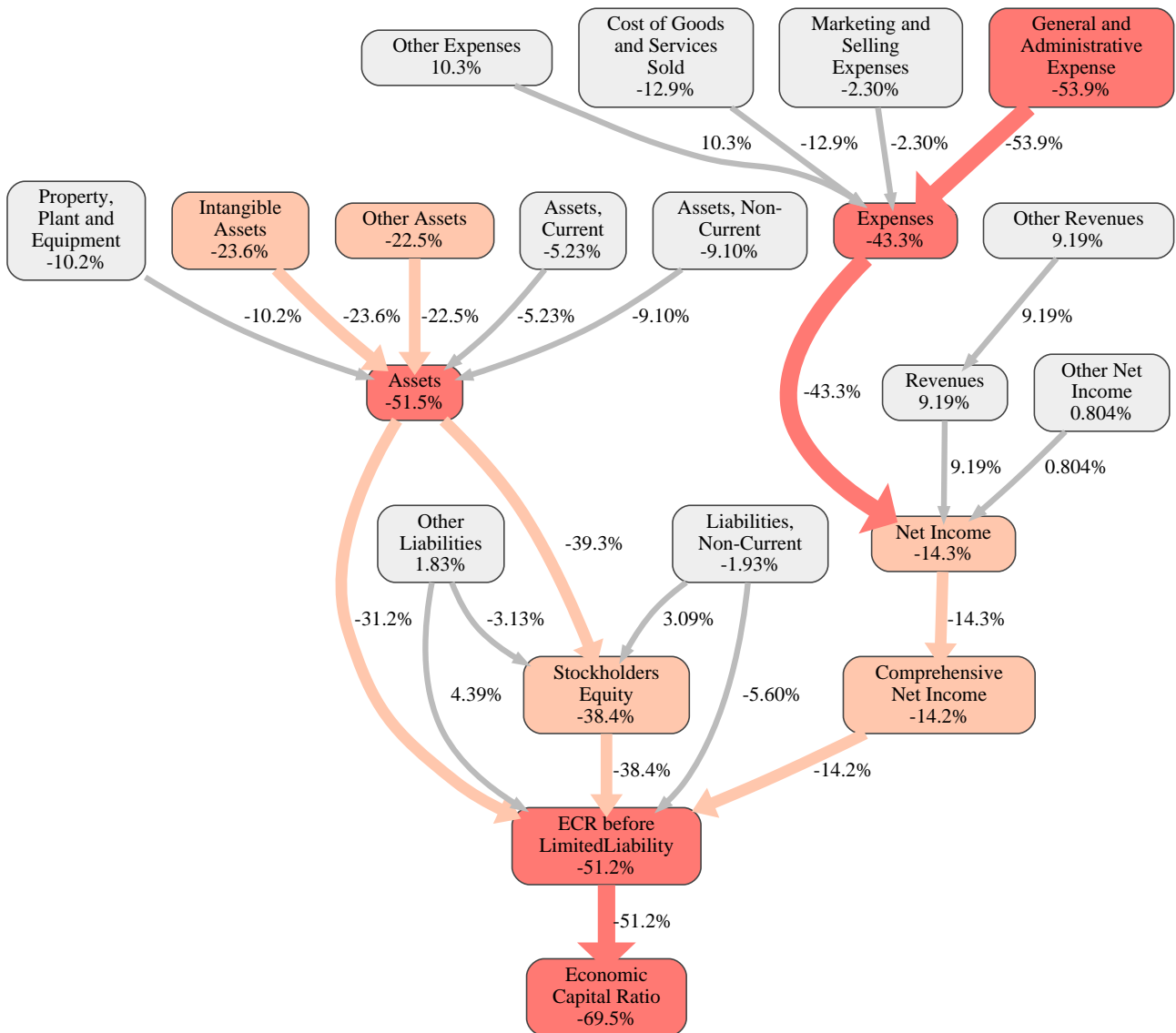




RealRate

ADVERTISING 2012

IZEA Worldwide Inc
Rank 17 of 19





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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 10% points. The greatest weakness of IZEA Worldwide Inc is the variable General and Administrative Expense, reducing the Economic Capital Ratio by 54% points.

The company's Economic Capital Ratio, given in the ranking table, is 12%, being 69% points below the market average of 81%.

Input Variable	Value in 1000 USD
Assets, Current	1,120
Assets, Non-Current	0
Cost of Goods and Services Sold	1,952
General and Administrative Expense	5,859
Intangible Assets	108
Liabilities, Current	2,473
Liabilities, Non-Current	0
Marketing and Selling Expenses	823
Other Assets	21
Other Compr. Net Income	0
Other Expenses	0
Other Liabilities	780
Other Net Income	308
Other Revenues	4,347
Property, Plant and Equipment	152

Output Variable	Value in 1000 USD
Assets	1,402
Liabilities	3,253
Expenses	8,634
Revenues	4,347
Stockholders Equity	-1,851
Net Income	-3,979
Comprehensive Net Income	-3,979
BaseVar	8,972
ECR before LimitedLiability	-227%
Economic Capital Ratio	12%