





ADVERTISING 2013

IZEA Worldwide Inc
Rank 21 of 24



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 6.3% points. The greatest weakness of IZEA Worldwide Inc is the variable General and Administrative Expense, reducing the Economic Capital Ratio by 61% points.

The company's Economic Capital Ratio, given in the ranking table, is 6.5%, being 78% points below the market average of 84%.

| Input Variable | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current | 1,261 |
| Assets, Non-Current | 0 |
| Cost of Goods and Services Sold | 2,150 |
| General and Administrative Expense | 6,288 |
| Intangible Assets | 18 |
| Liabilities, Current | 2,596 |
| Liabilities, Non-Current | 0 |
| Marketing and Selling Expenses | 982 |
| Other Assets | 9.0 |
| Other Compr. Net Income | 0 |
| Other Expenses | 0 |
| Other Liabilities | 119 |
| Other Net Income | 0 |
| Other Revenues | 4,954 |
| Property, Plant and Equipment | 114 |

| Output Variable | Value in 1000 USD |
|-----------------------------|-------------------|
| Assets | 1,402 |
| Liabilities | 2,715 |
| Expenses | 9,420 |
| Revenues | 4,954 |
| Stockholders Equity | -1,313 |
| Net Income | -4,465 |
| Comprehensive Net Income | -4,465 |
| BaseVar | 9,245 |
| ECR before LimitedLiability | -262% |
| Economic Capital Ratio | 6.5% |