





# ADVERTISING 2018

IZEA Worldwide Inc  
Rank 16 of 23



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 Revenues, increasing the Economic Capital Ratio by 29% points. The greatest weakness of IZEA Worldwide Inc is the variable Expenses, reducing the Economic Capital Ratio by 63% points.

The company's Economic Capital Ratio, given in the ranking table, is 68%, being 13% points below the market average of 81%.

Input Variable	Value in 1000 USD
Assets, Current	7,952
Assets, Non-Current	0
Cost of Goods and Services Sold	11,585
General and Administrative Expense	9,219
Intangible Assets	4,273
Liabilities, Current	7,707
Liabilities, Non-Current	0
Marketing and Selling Expenses	7,593
Other Assets	1,117
Other Compr. Net Income	0
Other Expenses	1,517
Other Liabilities	627
Other Net Income	8.5
Other Revenues	24,438
Property, Plant and Equipment	286

Output Variable	Value in 1000 USD
Assets	13,627
Liabilities	8,334
Expenses	29,914
Revenues	24,438
Stockholders Equity	5,294
Net Income	-5,468
Comprehensive Net Income	-5,468
BaseVar	38,161
ECR before LimitedLiability	-16%
Economic Capital Ratio	68%