





# ADVERTISING 2019

IZEA Worldwide Inc  
Rank 16 of 28



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 4.3% points. The greatest weakness of IZEA Worldwide Inc is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 17% points.

The company's Economic Capital Ratio, given in the ranking table, is 68%, being 11% points below the market average of 79%.

Input Variable	Value in 1000 USD
Assets, Current	9,607
Assets, Non-Current	0
Cost of Goods and Services Sold	9,042
General and Administrative Expense	8,684
Intangible Assets	11,467
Liabilities, Current	15,700
Liabilities, Non-Current	0
Marketing and Selling Expenses	6,484
Other Assets	1,572
Other Compr. Net Income	0
Other Expenses	1,298
Other Liabilities	0
Other Net Income	-309
Other Revenues	20,100
Property, Plant and Equipment	272

Output Variable	Value in 1000 USD
Assets	22,918
Liabilities	15,700
Expenses	25,509
Revenues	20,100
Stockholders Equity	7,218
Net Income	-5,718
Comprehensive Net Income	-5,718
BaseVar	42,268
ECR before LimitedLiability	-3.1%
Economic Capital Ratio	68%