

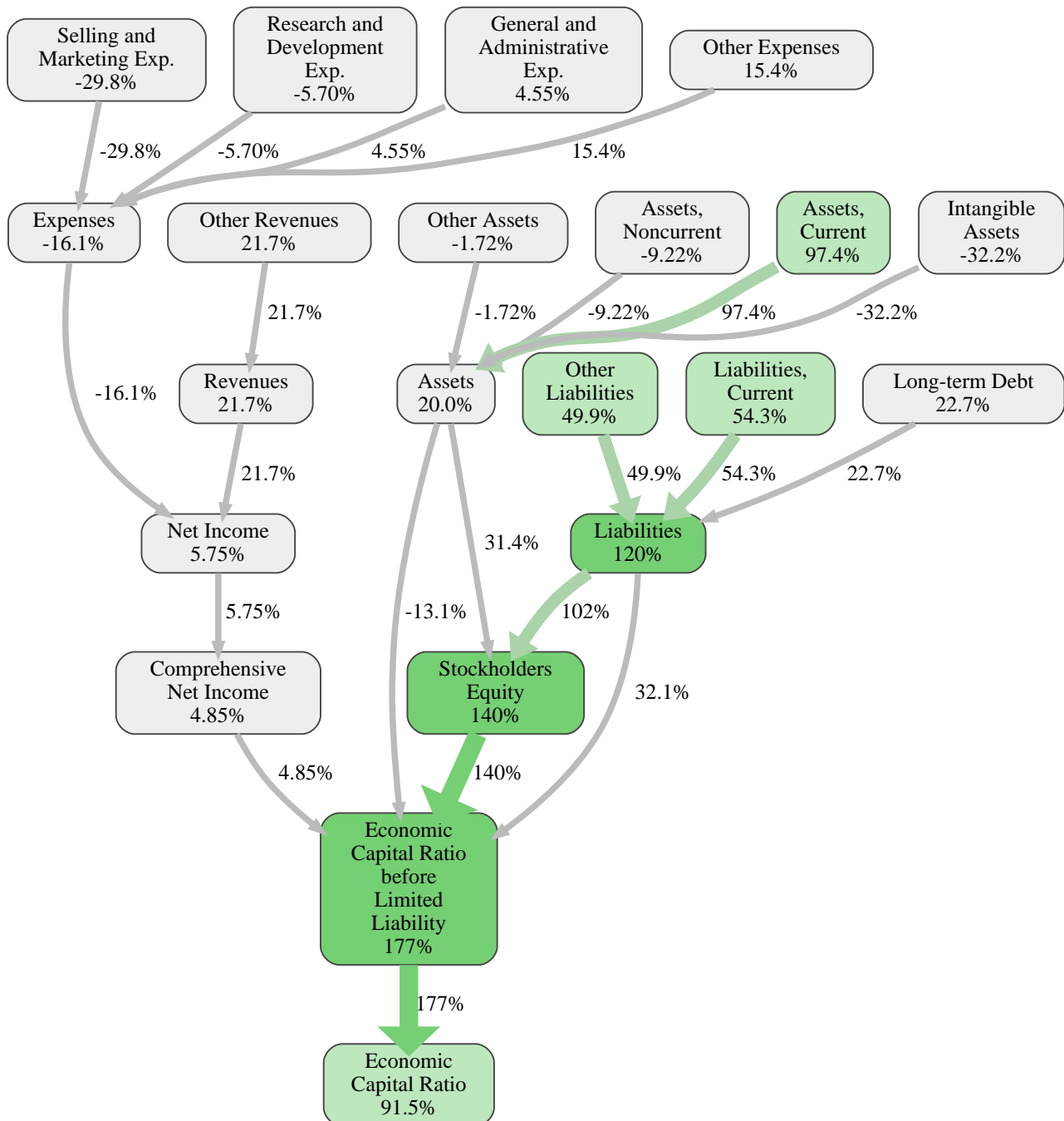


RealRate

SERVICES-PREPACKAGED SOFTWARE 2015



Hubspot INC
Rank 55 of 161





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The relative strengths and weaknesses of Hubspot 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 Hubspot INC compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 140% points. The greatest weakness of Hubspot INC is the variable Intangible Assets, reducing the Economic Capital Ratio by 32% points.

The company's Economic Capital Ratio, given in the ranking table, is 431%, being 92% points above the market average of 339%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	149,509	Liabilities	64,159
Assets, Noncurrent	116	Assets	174,858
General and Administrative Exp.	22,958	Expenses	164,393
Intangible Assets	9,419	Revenues	115,876
Liabilities, Current	59,428	Stockholders Equity	110,699
Long-term Debt	0	Net Income	-48,229
Other Assets	4,433	Comprehensive Net Income	-48,229
Other Compr. Net Income	0	Economic Capital Ratio before Limited Liability	265%
Other Expenses	36,988	Economic Capital Ratio	431%
Other Liabilities	4,731		
Other Net Income	288		
Other Revenues	115,876		
Property, Plant and Equipment, Net	11,381		
Research and Development Exp.	25,638		
Selling and Marketing Exp.	78,809		