





SERVICES-PREPACKAGED SOFTWARE 2015

mobivity

Mobivity Holdings CORP
Rank 115 of 161

The relative strengths and weaknesses of Mobivity Holdings CORP 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 Mobivity Holdings CORP compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 81% points. The greatest weakness of Mobivity Holdings CORP is the variable Expenses, reducing the Economic Capital Ratio by 189% points.

The company's Economic Capital Ratio, given in the ranking table, is 257%, being 82% points below the market average of 339%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	1,337	Liabilities	1,705
Assets, Noncurrent	99	Assets	5,369
General and Administrative Exp.	4,271	Expenses	16,036
Intangible Assets	3,932	Revenues	4,000
Liabilities, Current	1,705	Stockholders Equity	3,664
Long-term Debt	0	Net Income	-10,441
Other Assets	0	Comprehensive Net Income	-10,441
Other Compr. Net Income	0	Economic Capital Ratio before Limited Liability	47%
Other Expenses	6,523	Economic Capital Ratio	257%
Other Liabilities	0		
Other Net Income	1,595		
Other Revenues	4,000		
Property, Plant and Equipment, Net	0		
Research and Development Exp.	1,346		
Selling and Marketing Exp.	3,895		