





SERVICES-PREPACKAGED SOFTWARE 2018



Hubspot INC
Rank 72 of 135

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 Assets, Current, increasing the Economic Capital Ratio by 103% points. The greatest weakness of Hubspot INC is the variable Other Liabilities, reducing the Economic Capital Ratio by 142% points.

The company's Economic Capital Ratio, given in the ranking table, is 312%, being 5.8% points below the market average of 317%.

| Input Variable | Value in 1000 USD | Output Variable | Value in 1000 USD |
|------------------------------------|----------------------|---|----------------------|
| Assets, Current | 602,501 | Liabilities | 501,815 |
| Assets, Noncurrent | 4,617 | Assets | 712,175 |
| General and Administrative Exp. | 56,787 | Expenses | 405,423 |
| Intangible Assets | 21,262 | Revenues | 375,612 |
| Liabilities, Current | 178,296 | Stockholders Equity | 210,360 |
| Long-term Debt | 3,927 | Net Income | -39,714 |
| Other Assets | 40,501 | Comprehensive Net Income | -38,907 |
| Other Compr. Net Income | 807 | Economic Capital Ratio before Limited Liability | 108% |
| Other Expenses | 65,404 | Economic Capital Ratio | 312% |
| Other Liabilities | 319,592 | | |
| Other Net Income | -9,903 | | |
| Other Revenues | 375,612 | | |
| Property, Plant and Equipment, Net | 43,294 | | |
| Research and Development Exp. | 70,373 | | |
| Selling and Marketing Exp. | 212,859 | | |