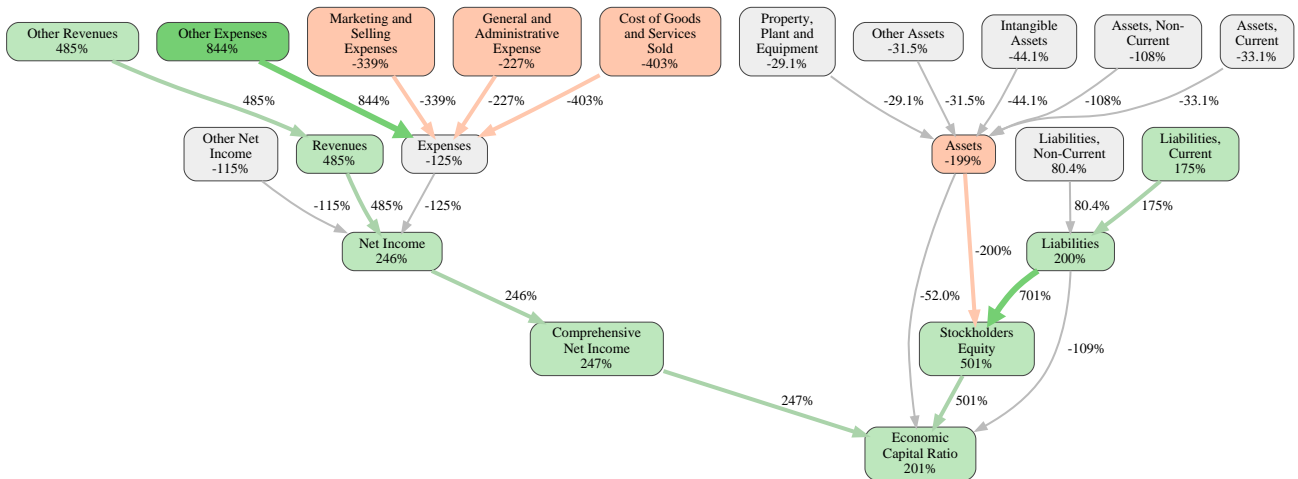




# ADVERTISING 2017

IZEA Worldwide Inc.  
Rank 18 of 29





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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 844% points. The greatest weakness of IZEA Worldwide Inc. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 403% points.

The company's Economic Capital Ratio, given in the ranking table, is -196%, being 201% points above the market average of -397%.

Input Variable	Value in 1000 USD
Assets, Current	10,029
Assets, Non-Current	0
Cost of Goods and Services Sold	14,242
General and Administrative Expense	10,283
Intangible Assets	5,267
Liabilities, Current	7,284
Liabilities, Non-Current	0
Marketing and Selling Expenses	10,262
Other Assets	1,266
Other Compr. Net Income	0
Other Expenses	0
Other Liabilities	751
Other Net Income	-84
Other Revenues	27,311
Property, Plant and Equipment	461

Output Variable	Value in 1000 USD
Assets	17,023
Liabilities	8,035
Expenses	34,787
Revenues	27,311
Stockholders Equity	8,988
Net Income	-7,560
Comprehensive Net Income	-7,560
Economic Capital Ratio	-196%