





RealRate

ADVERTISING 2020

Starco Brands Inc.
Rank 22 of 29



The relative strengths and weaknesses of Starco Brands 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 Starco Brands Inc. compared to the market average is the variable Cost of Goods and Services Sold, increasing the Economic Capital Ratio by 109% points. The greatest weakness of Starco Brands Inc. is the variable Assets, Current, reducing the Economic Capital Ratio by 113% points.

The company's Economic Capital Ratio, given in the ranking table, is -571%, being 185% points above the market average of -756%.

Input Variable	Value in 1000 USD
Assets, Current	58
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	159
Intangible Assets	85
Liabilities, Current	1,045
Liabilities, Non-Current	46
Marketing and Selling Expenses	0
Other Assets	3.5
Other Compr. Net Income	0
Other Expenses	229
Other Liabilities	0
Other Net Income	7.8
Other Revenues	240
Property, Plant and Equipment	0

Output Variable	Value in 1000 USD
Assets	146
Liabilities	1,091
Expenses	388
Revenues	240
Stockholders Equity	-944
Net Income	-140
Comprehensive Net Income	-140
Economic Capital Ratio	-571%