





RealRate

ADVERTISING 2022

Starco Brands Inc.
Rank 29 of 31



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 172% points. The greatest weakness of Starco Brands Inc. is the variable Net Income, reducing the Economic Capital Ratio by 474% points.

The company's Economic Capital Ratio, given in the ranking table, is -834%, being 771% points below the market average of -63%.

Input Variable	Value in 1000 USD
Assets, Current	1,246
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	0
Intangible Assets	20
Liabilities, Current	2,811
Liabilities, Non-Current	0
Marketing and Selling Expenses	1,058
Other Assets	96
Other Compr. Net Income	0
Other Expenses	1,906
Other Liabilities	1,297
Other Net Income	-34
Other Revenues	673
Property, Plant and Equipment	0

Output Variable	Value in 1000 USD
Assets	1,362
Liabilities	4,108
Expenses	2,964
Revenues	673
Stockholders Equity	-2,747
Net Income	-2,325
Comprehensive Net Income	-2,325
Economic Capital Ratio	-834%