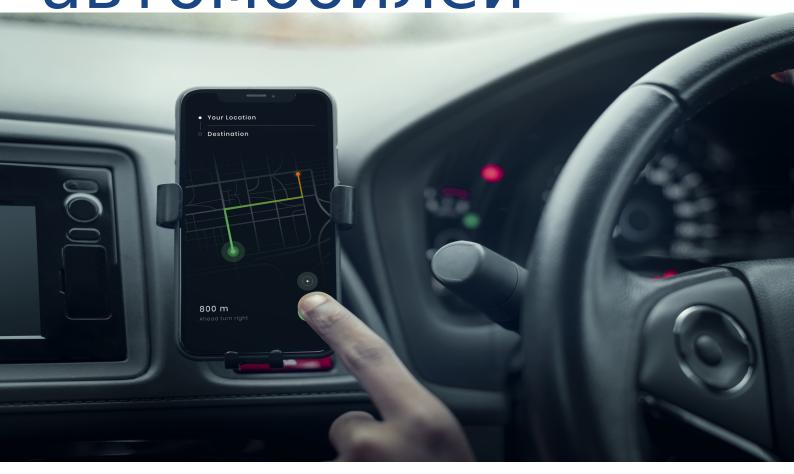


Созданное приложение для мониторинга автомобилей







Для приобретения доступно мобильное приложение, позволяющее пользователям отслеживать ключевую информацию о своем автомобиле. Исчерпывающая информация включает в себя срок службы моторного масла, остаточный уровень топлива и заряда аккумулятора, емкость топливного бака и аккумулятора, расход топлива и заряда аккумулятора, одометр, давление в шинах с рекомендациями и многое другое.

Работает со многими популярными автопроизводителями в США, включая Acura/Honda, Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford, GMC, Jaguar, Jeep, Land Rover, Lexus, Lincoln, MINI, Mercedes-Benz, RAM, Tesla, Toyota, Volkswagen, Volvo и многими другими. Никакого дополнительного оборудования не требуется, все функции предоставляются через приложение.

ПРИМЕЧАНИЕ – Показанные финансовые показатели основаны на последнем среднем значении за три месяца. Финансовые показатели за период TTM составляют \$869 400 дохода и \$553 841 прибыли.

Ключевые моменты

- Текущий MRR: \$98,853, ARR: \$1,186,232
- 4,5 звезды и 9,1К оценок
- 50К+ установок/месяц за последние шесть месяцев
- Соотношение органического и платного привлечения пользователей составляет 60% от органического и 40% от Apple Search Ads, при этом ROAS сразу же составляет 1,4
- MAU = 83K, DAU = 4K
- Все доходы поступают от подписок и ІАР (без рекламы)
- Платный трафик обладает значительным потенциалом роста, что подтверждается успехами конкурентов, некоторые из которых достигают более \$300 000 в месяц благодаря этим стратегиям.
- 30 месяцев истории (приложение было запущено в мае 2022 года)
- Кодирование: Приложение чистый Swift, бэкэнд Python & FastAPI
- Технологический стек: Firebase, Adapty, AppsFlyer, Amplitude, ASATools

TARGET PRICE

\$1,900,000

GROSS REVENUE

\$1,027,564

EBITDA

\$603,159

BUSINESS TYPE

Интернет-Бизнес

SUPPORT & TRAINING

Владельцы готовы предложить поддержку в переходный период и обучении.

REASON FOR SELLING

Для дальнейшего масштабирования приложению требуется дополнительное финансирование для платной рекламы, вебворонок и т. д. Продавец хочет сосредоточиться на других органически ориентированных приложениях в своем портфолио.

COUNTRY

Великобритания

BUSINESS ID

L#20240782



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The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.

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