

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 ТТМ составляют \$869 400 дохода и \$553 841 прибыли.

Ключевые моменты

- Текущий MRR: \$98,853, ARR: \$1,186,232
- 4,5 звезды и 9,1K оценок
- 50K+ 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 IAP (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, веб-воронки и т. д. Продавец хочет сосредоточиться на других органически ориентированных приложениях в своем портфолио.

COUNTRY

Великобритания

BUSINESS ID

L#20240782

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