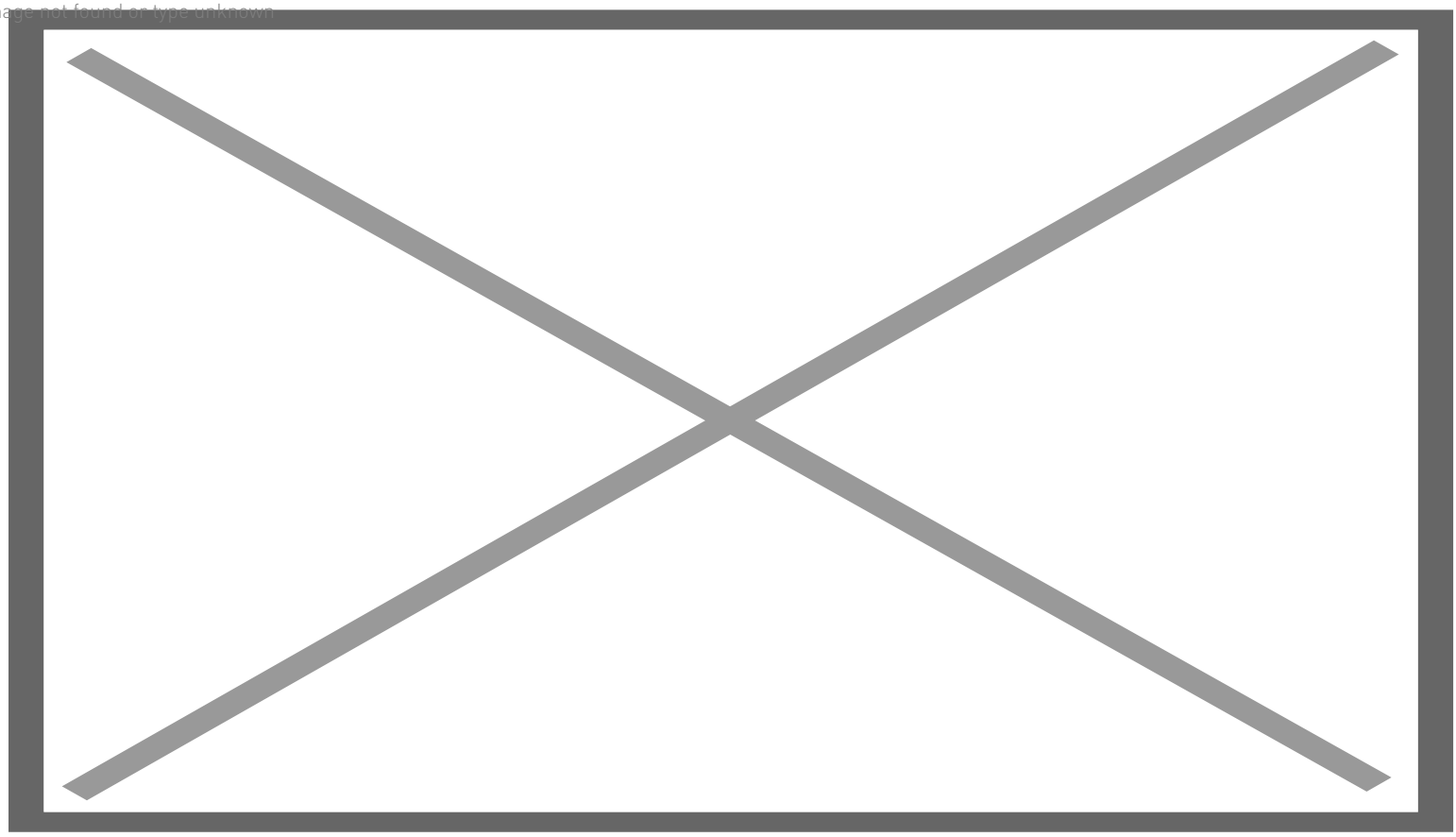
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App de vigilancia de coches establecida

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App de vigilancia de coches establecida

Está disponible para su adquisición una aplicación móvil que permite a los usuarios controlar información clave sobre su vehículo. Los detalles completos incluyen la vida útil del aceite del motor, el nivel restante de combustible y batería, la capacidad del depósito de combustible y la batería, el consumo de combustible y batería, el cuentakilómetros, la presión de los neumáticos con recomendaciones y mucho más.

Funciona con muchos fabricantes de automóviles populares en EE.UU., como 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 y muchos más. No se necesita ningún hardware adicional, toda la funcionalidad se proporciona a través de la app.

NOTA – Los datos financieros mostrados se basan en la media de los tres meses más recientes. Los datos financieros trimestrales son 869.400 $ de ingresos y 553.841 $ de beneficios.

Puntos clave

- MRR actual: 98.853 $, ARR: 1.186.232 $.
- 4,5 Estrellas con 9,1K Valoraciones
- Más de 50.000 instalaciones/mes en los últimos seis meses
- La adquisición de usuarios orgánica frente a la de pago se divide en un 60% orgánica y un 40% de anuncios de búsqueda de Apple, con un ROAS inmediato del 1,4
- MAU = 83K, DAU = 4K
- Todos los ingresos proceden de suscripciones e IAP (sin anuncios)
- El tráfico de pago tiene un potencial de crecimiento sustancial, como demuestran los éxitos de los competidores, algunos de los cuales consiguen más de 300.000 $ mensuales mediante estas estrategias
- 30 meses de historia (la app se lanzó en mayo de 2022)
- Codificación: App – Swift puro, Backend – Python y FastAPI
- Pila tecnológica: Firebase, Adapty, AppsFlyer, Amplitude, ASATools

TARGET PRICE
$1,900,000

GROSS REVENUE
$1,027,564

EBITDA
$403,159

BUSINESS TYPE
Negocios en Internet

SUPPORT & TRAINING
Los propietarios están dispuestos a ofrecer apoyo de transición y capacitación.

REASON FOR SELLING
Para poder seguir creciendo, la aplicación necesita financiación adicional para publicidad paga, embudos web y más. El vendedor quiere concentrarse en otras aplicaciones orgánicas de su cartera.

COUNTRY
Reino Unido

BUSINESS ID
#2024-9782

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