

Aplicación iOS para escanear códigos QR



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Disponible para su adquisición es una aplicación para iOS líder en el mercado que permite escanear y descodificar códigos QR de forma rápida y fiable, con 2,9 millones de usuarios activos mensuales y más de 70 millones de descargas totales. Es una aplicación versátil para escanear códigos QR y códigos de barras que admite más de 15 tipos de códigos. Ofrece funciones como información detallada sobre productos y alimentos, historial de escaneado, carpetas organizadas, escaneado por lotes y exportación a CSV. La aplicación es multiplataforma (disponible en iPhone, iPad y Mac con Apple Silicon).

La aplicación funciona con un modelo freemium, ofreciendo una suscripción pro para escaneos ilimitados, acceso a información sobre productos y una experiencia sin anuncios. El 70% de los ingresos proceden de suscripciones e IAP y el 30% de la publicidad. 833.000 \$ de MRR y 9 millones de \$ de ARR.

Puntos clave

- 4,7 Estrellas con 663K valoraciones.
- 7 años de historia.
- 280K+ descargas/mes y 2,9M MAU.
- Robusto conjunto de funciones: Admite múltiples tipos de código y ofrece información detallada.
- Ingresos por suscripción: Ofrece suscripciones pro con varias duraciones.
- Retención: Funciones como el historial de escaneado y el escaneado por lotes fomentan el uso repetido.
- Descargas orgánicas: Alta valoración en la App Store (4,7/5) que genera un fuerte crecimiento orgánico.
- Compromiso de tiempo mínimo: La aplicación funciona de forma autónoma con una intervención mínima del usuario.
- Nicho en expansión: Creciente demanda de utilidades de códigos QR en diversas industrias.
- Soporte multilingüe: Disponible en más de 20 idiomas, atendiendo a un público global.
- La aplicación está construida en Swift (principalmente UIKit, algunas partes SwiftUI).
- Sin backend pesado, sólo una pequeña función construida en PHP.

TARGET PRICE

\$ 32,000,000

GROSS REVENUE

\$ 9,818,603

EBITDA

\$ 6,461,480

BUSINESS TYPE

Software y SAAS

COUNTRY

Estados Unidos

BUSINESS ID

L#20250925

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