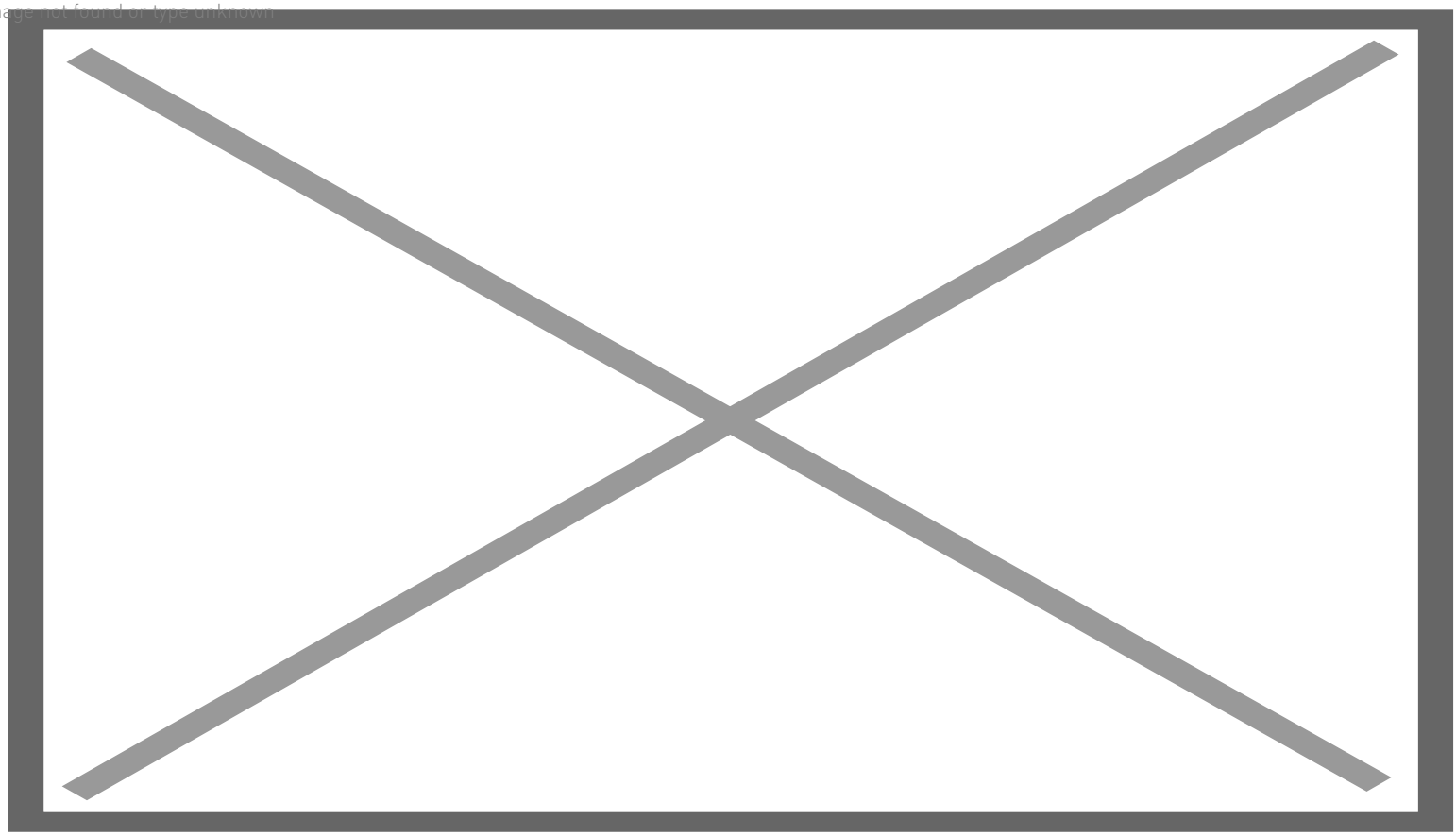
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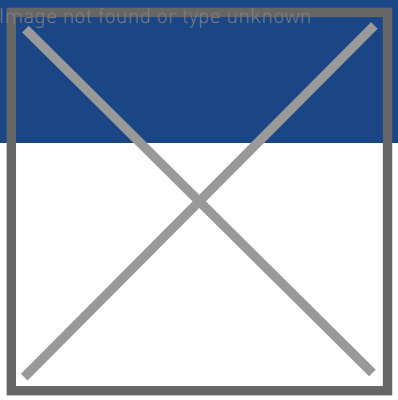
Storage Cleanup App (iOS) avec $80K MRR & 2.4K Paid Subscribers

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Storage Cleanup App (iOS) avec $80K MRR & 2.4K Paid Subscribers

TARGET PRICE
$ 900,000

GROSS REVENUE
$ 989,534

EBITDA
$ 193,783

BUSINESS TYPE
Entreprises Internet

COUNTRY
États-Unis

BUSINESS ID
L#20260984

For sale est une application iOS performante de nettoyage et d'utilité conçue pour aider les utilisateurs à optimiser le stockage et à organiser les fichiers multimédias. L'application fonctionne sur la base d'un modèle d'abonnement très évolutif et d'une stratégie d'acquisition d'utilisateurs qui a fait ses preuves. Elle a récemment fait preuve d'une forte croissance, atteignant un MRR de plus de 80 000 $, avec une rentabilité croissante.

Faits marquants et principaux atouts

o Forte tendance financière : Croissance constante d'un mois sur l'autre, atteignant récemment un MRR de ~80K$.
o Produit de haute qualité : Construit avec du code natif (Swift) pour des performances optimales, avec une note de 4,5 à 4,6 étoiles sur l'App Store.
o Maintenance minimale : Le produit est entièrement développé, perfectionné et doté de toutes les fonctionnalités. Il ne nécessite pratiquement pas d'assistance technique ni de maintenance.
o Monétisation mondiale : L'application fonctionne dans le monde entier et démontre une monétisation efficace sur les marchés de niveau 1 et 3.
o Modèle d'AU évolutif : Campagnes de marketing éprouvées avec un retour sur investissement positif.
o Potentiel de croissance : Actuellement, les vendeurs n'utilisent que quelques sources de trafic et ne ciblent que des zones géographiques limitées. Il existe une marge de croissance importante, qu'il suffit d'étendre à de nouveaux canaux et à de nouvelles régions.
o 2 451 abonnés actifs payants.

Les vendeurs sont prêts à assurer la transition, la formation et le soutien adaptés aux besoins de l'acheteur.

Les vendeurs sont un petit studio et l'application a commencé à dépasser leurs ressources internes. L'entreprise est prête à passer d'un chiffre d'affaires d'environ 1 million de dollars à un chiffre d'affaires de 3 à 5 millions de dollars, mais cela nécessite un fonds de roulement important pour les dépenses publicitaires et une équipe plus importante pour gérer des sources de trafic diversifiées. Ils estiment qu'un nouveau propriétaire disposant de moyens plus importants et d'une infrastructure plus vaste est mieux placé pour débloquer le prochain niveau de croissance. Il s'agit de leur première sortie et ils souhaitent utiliser le produit de la vente pour financer de nouveaux projets et diversifier leur portefeuille.

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