

# Etablierte Autoüberwachungs-App



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## Etablierte Autoüberwachungs-App

Für den Erwerb steht eine mobile Anwendung zur Verfügung, mit der Benutzer wichtige Informationen über ihr Fahrzeug überwachen können. Umfassende Details wie Motorölstand, verbleibender Kraftstoff- und Batteriestand, Kraftstofftank- und Batteriekapazität, Kraftstoff- und Batterieverbrauch, Kilometerzähler, Reifendruck mit Empfehlungen und mehr.

Funktioniert mit vielen bekannten Autoherstellern in den USA, darunter 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 und viele mehr. Es wird keine zusätzliche Hardware benötigt, alle Funktionen werden über die App bereitgestellt.

HINWEIS – Die Finanzdaten basieren auf dem Durchschnitt der letzten drei Monate. Die TTM-Finanzdaten belaufen sich auf \$869.400 Umsatz und \$553.841 Gewinn.

### Keypoints

- Aktuelle MRR: \$98,853, ARR: \$1,186,232
- 4.5 Sterne mit 9.1K Bewertungen
- 50K+ Installationen/Monat in den letzten sechs Monaten
- Organische vs. bezahlte Nutzerakquise: 60% organisch und 40% über Apple Search Ads, mit einem sofortigen ROAS von 1,4
- MAU = 83K, DAU = 4K
- Alle Einnahmen stammen aus Abonnements & IAP (keine Werbung)
- Bezahlter Traffic birgt ein beträchtliches Wachstumspotenzial, wie der Erfolg von Wettbewerbern beweist, von denen einige mit diesen Strategien monatlich über 300.000 \$ erzielen.
- 30 Monate Geschichte (die App wurde im Mai 2022 gestartet)
- Kodierung: App – Reines Swift, Backend – Python & FastAPI
- Tech Stack: Firebase, Adapty, AppsFlyer, Amplitude, ASATools

### TARGET PRICE

\$ 1,900,000

### GROSS REVENUE

\$ 1,027,564

### EBITDA

\$ 603,159

### BUSINESS TYPE

Internetfirmen

### COUNTRY

Vereinigtes Königreich

### BUSINESS ID

L#20240782

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