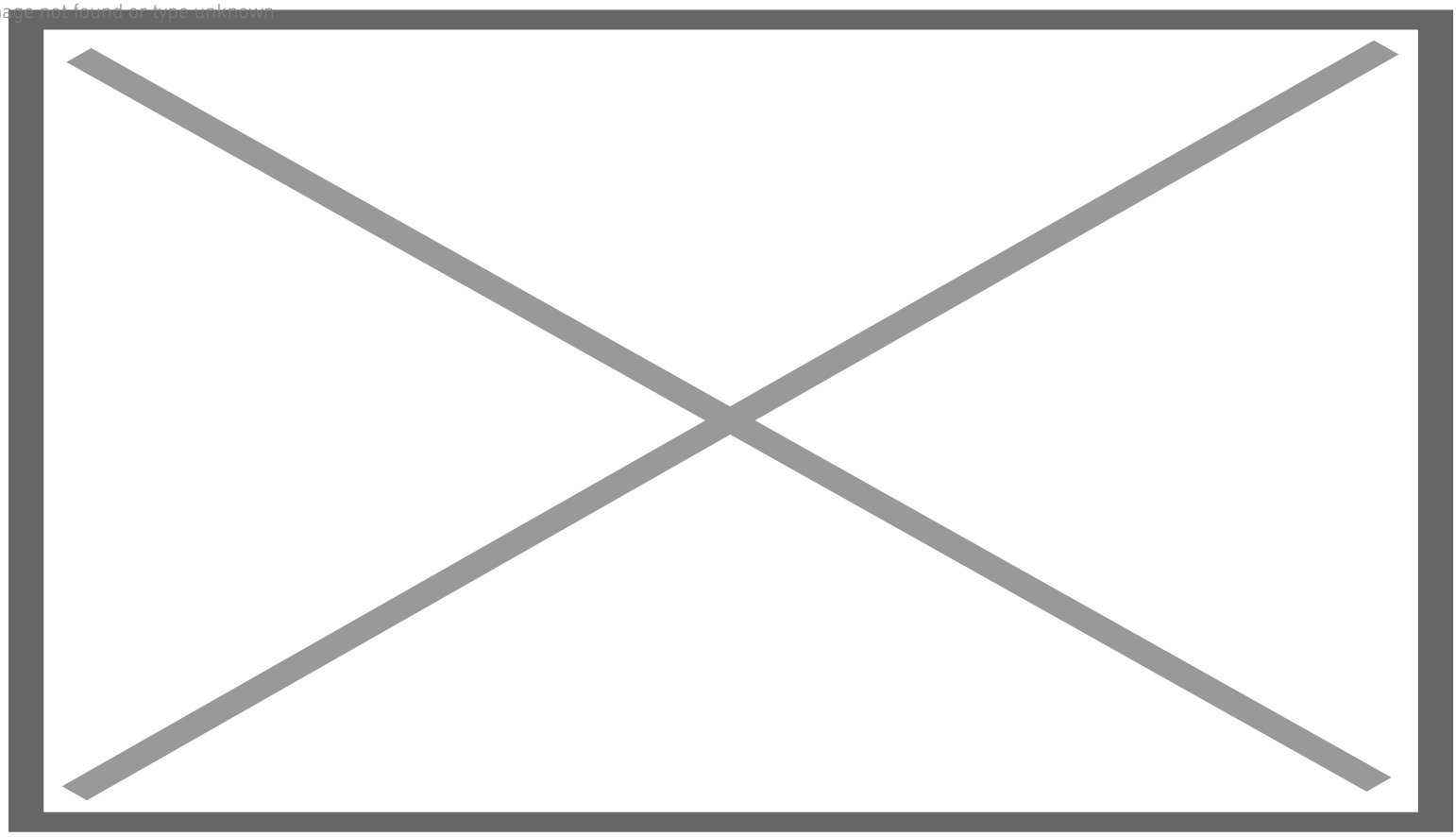
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iOS-Anwendung zum Scannen von QR-Codes

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iOS-Anwendung zum Scannen von QR-Codes

Zur Übernahme steht eine marktführende iOS-Anwendung zur Verfügung, die schnelles und zuverlässiges Scannen und Dekodieren von QR-Codes ermöglicht. Sie hat 2,9 Millionen monatlich aktive Nutzer und über 70 Millionen Downloads insgesamt. Es ist eine vielseitige QR-Code- und Barcode-Scanner-App, die über 15 Codetypen unterstützt. Es bietet Funktionen wie detaillierte Produkt- und Lebensmittelinformationen, Scanverlauf, organisierte Ordner, Stapelverarbeitung und CSV-Export. Die App ist plattformübergreifend (verfügbar auf iPhone, iPad und Mac mit Apple Silicon).

Die App basiert auf einem Freemium-Modell und bietet ein Pro-Abonnement für unbegrenzte Scans, Zugriff auf Produktinformationen und ein werbefreies Erlebnis. 70% der Einnahmen stammen aus Abonnements und IAP und 30% aus Werbung. $833K MRR und $9M ARR.

Wichtige Punkte

- 4,7 Sterne bei 663K Bewertungen.
- 7 Jahre Geschichte.
- 280K+ Downloads/Monat und 2,9M MAU.
- Robustes Feature-Set: Unterstützt mehrere Codetypen und bietet detaillierte Informationen.
- Abonnement-Einnahmen: Bietet Profi-Abonnements mit verschiedenen Laufzeiten an.
- Aufbewahrung: Funktionen wie Scanverlauf und Stapelscans fördern die wiederholte Nutzung.
- Organische Downloads: Hohe App Store Bewertung (4.7/5), die ein starkes organisches Wachstum erzeugt.
- Minimaler Zeitaufwand: Die App funktioniert autonom mit minimalem Benutzereingriff.
- Wachsende Nische: Wachsende Nachfrage nach QR-Code-Utilities in verschiedenen Branchen.
- Mehrsprachige Unterstützung: In über 20 Sprachen verfügbar, für ein weltweites Publikum.
- Die App wurde in Swift entwickelt (hauptsächlich UIKit, einige SwiftUI-Teile).
- Kein schweres Backend, nur eine kleine Funktion in PHP.

TARGET PRICE
$ 32,000,000

GROSS REVENUE
$ 9,818,603

EBITDA
$ 4,441,480

BUSINESS TYPE
Software & SAAS

COUNTRY
Vereinigte Staaten

BUSINESS ID
L#20250925

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