

# Aplicativo de monitoramento de carro estabelecido



**MERGERSCORP**

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Disponível para aquisição está um aplicativo móvel que permite aos usuários monitorar informações importantes sobre seus veículos. Detalhes abrangentes incluem vida útil do óleo do motor, nível restante de combustível e bateria, capacidade do tanque de combustível e da bateria, consumo de combustível e bateria, odômetro, pressão dos pneus com recomendações e muito mais.

Funciona com muitos fabricantes de automóveis populares nos EUA, incluindo 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 e muitos outros. Não é necessário nenhum hardware adicional, pois toda a funcionalidade é fornecida pelo aplicativo.

OBSERVAÇÃO – Os dados financeiros mostrados são baseados na média dos três meses mais recentes. As finanças do TTM são de US\$ 869.400 de receita e US\$ 553.841 de lucro.

### Pontos-chave

- MRR atual: US\$ 98.853, ARR: US\$ 1.186.232
- 4,5 estrelas com 9,1 mil avaliações
- Mais de 50 mil instalações/mês nos últimos seis meses
- A divisão entre aquisição de usuários orgânicos e pagos é 60% orgânica e 40% do Apple Search Ads, com um ROAS imediato de 1,4
- MAU = 83 MIL, DAU = 4 MIL
- Toda a receita é proveniente de assinaturas e IAP (sem anúncios)
- O tráfego pago tem um potencial de crescimento substancial, conforme comprovado pelo sucesso dos concorrentes, com alguns conseguindo mais de US\$ 300.000 mensais por meio dessas estratégias
- 30 meses de história (o aplicativo foi lançado em maio de 2022)
- Codificação: Aplicativo – Swift puro, Backend – Python e FastAPI
- Pilha de tecnologia: Firebase, Adapty, AppsFlyer, Amplitude, ASATools

### TARGET PRICE

\$1,900,000

### GROSS REVENUE

\$1,027,564

### EBITDA

\$603,159

### BUSINESS TYPE

Negócios na Internet

### SUPPORT & TRAINING

Os proprietários estão dispostos a oferecer suporte para a transição e treinamento.

### REASON FOR SELLING

Para expandir ainda mais, o aplicativo necessita de financiamento adicional para publicidade paga, funis web e outros recursos. O vendedor deseja concentrar-se em outros aplicativos do seu portfólio com foco orgânico.

### COUNTRY

Reino Unido

### BUSINESS ID

L#20240782

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