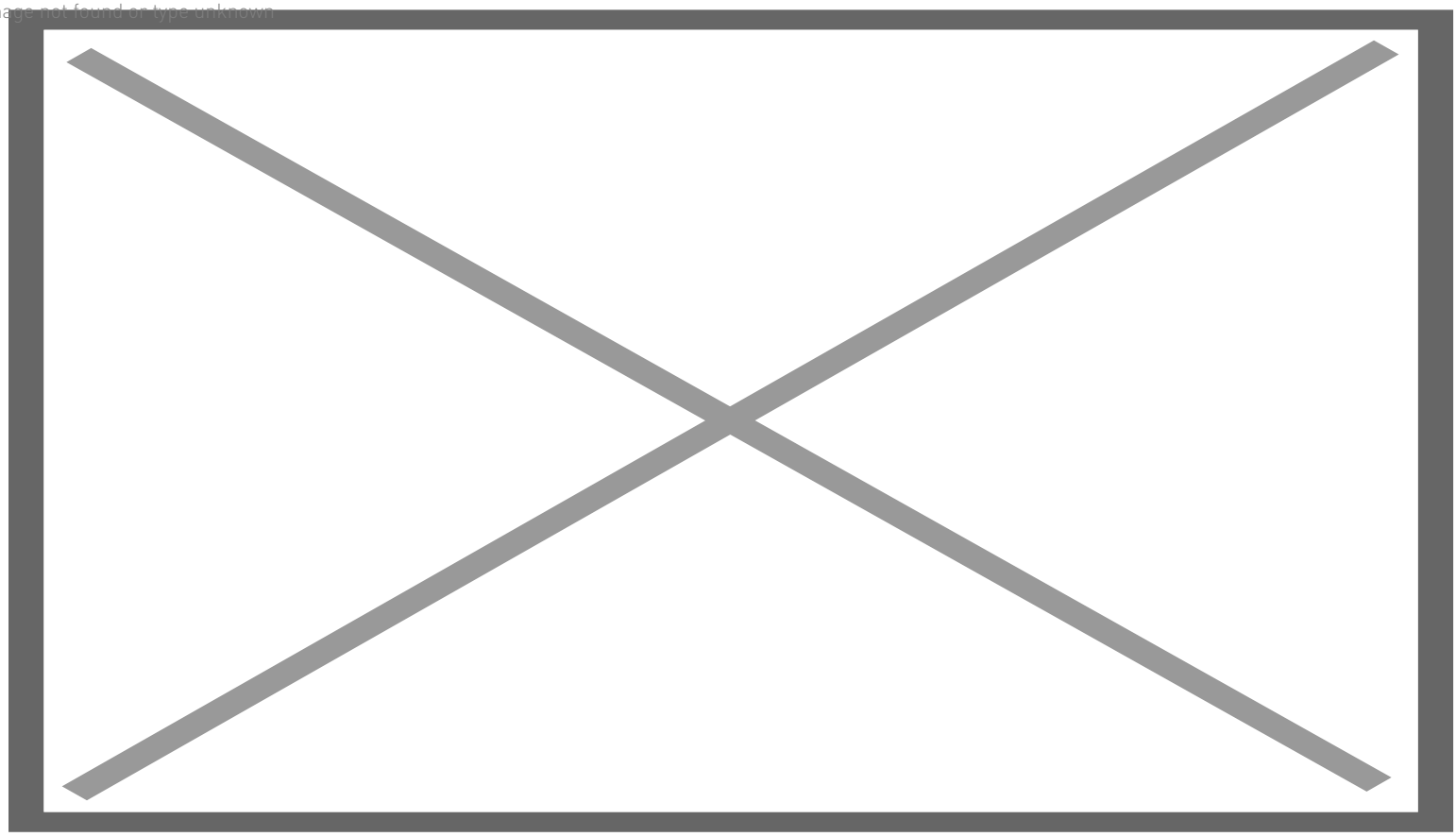
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Aplicativo iOS para leitura de código QR

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Aplicativo iOS para leitura de código QR

TARGET PRICE
$ 32,000,000

GROSS REVENUE
$7,818,603

EBITDA
$ 6,441,480

BUSINESS TYPE
Software e SAAS

COUNTRY
Estados Unidos

BUSINESS ID
L#20250925

Disponível para aquisição está um aplicativo iOS líder de mercado que permite a leitura e decodificação rápida e confiável de códigos QR, com 29 milhões de usuários ativos mensais e mais de 70 milhões de downloads no total. É um aplicativo versátil de leitura de código QR e código de barras que suporta mais de 15 tipos de códigos. Ele oferece recursos como informações detalhadas sobre produtos e alimentos, histórico de digitalização, pastas organizadas, digitalização em lote e exportação de CSV. O aplicativo é compatível com várias plataformas (disponível no iPhone, iPad e Mac com o Apple Silicon).

O aplicativo opera em um modelo freemium, oferecendo uma assinatura profissional para digitalizações ilimitadas, acesso a informações sobre produtos e uma experiência sem anúncios. 70% da receita é proveniente de assinaturas e IAP e 30% de publicidade. MRR de US$ 833 mil e ARR de US$ 9 milhões.

Pontos principais

- 4,7 estrelas com 663 mil avaliações.
- 7 anos de história.
- Mais de 280 mil downloads/mês e 2,9 milhões de MAU.
- Conjunto robusto de recursos: Oferece suporte a vários tipos de código e oferece informações detalhadas.
- Receita de assinatura: Oferece assinaturas profissionais com várias durações.
- Retenção: Recursos como histórico de digitalização e digitalização em lote incentivam o uso repetido.
- Downloads orgânicos: Alta classificação na App Store (4,7/5) gerando forte crescimento orgânico.
- Compromisso mínimo de tempo: O aplicativo funciona de forma autônoma com o mínimo de intervenção do usuário.
- Nicho em expansão: Demanda crescente por utilitários de código QR em vários setores.
- Suporte multilíngue: Disponível em mais de 20 idiomas, atendendo a um público global.
- O aplicativo foi desenvolvido em Swift (principalmente UIKit, algumas partes de SwiftUI).
- Não há back-end pesado, apenas um pequeno recurso criado em PHP.

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