

# Aplicativo de limpeza de armazenamento (iOS) com MRR de US\$ 80 mil e 2,4 mil assinantes



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## Aplicativo de limpeza de armazenamento (iOS) com MRR de US\$ 80 mil e 2,4 mil assinantes pagos

O For sale é um aplicativo utilitário e de limpeza de alto desempenho para iOS, desenvolvido para ajudar os usuários a otimizar o armazenamento e organizar arquivos de mídia. O aplicativo opera em um modelo de assinatura altamente escalável com uma estratégia comprovada de aquisição de usuários. Recentemente, a empresa demonstrou um forte crescimento, atingindo MRR de mais de US\$ 80 mil com lucratividade crescente.

### Destaques e principais ativos

o Forte tendência financeira: Crescimento consistente mês a mês, atingindo recentemente ~\$ 80 mil de MRR.

o Produto de alta qualidade: Criado com código nativo (Swift) para desempenho máximo, mantendo uma forte classificação de 4,5 a 4,6 estrelas na App Store.

o Manutenção mínima: O produto está totalmente desenvolvido, aperfeiçoado e com todos os recursos. Não requer praticamente nenhum suporte técnico ou manutenção contínua.

o Monetização global: O aplicativo funciona em todo o mundo e demonstra monetização eficaz nos mercados de Nível 1 e Nível 3.

o Modelo de UA escalável: Campanhas de marketing comprovadas com ROI positivo.

o Potencial de crescimento: No momento, os vendedores estão utilizando apenas algumas fontes de tráfego e visando regiões geográficas limitadas. Há um espaço significativo para crescimento simplesmente expandindo para novos canais e regiões.  
o 2.451 assinantes ativos pagos.

Os vendedores estão dispostos a oferecer transição, treinamento e suporte adaptados às necessidades do comprador.

Os vendedores são um pequeno estúdio boutique, e o aplicativo começou a ultrapassar seus recursos internos. O ativo está pronto para ser ampliado de aproximadamente US\$ 1 milhão de ARR para US\$ 3 milhões a US\$ 5 milhões de ARR, mas para isso é necessário um capital de giro significativo para gastos com anúncios e uma equipe maior para gerenciar fontes de tráfego diversificadas. Eles acreditam que um novo proprietário com bolsos mais fundos e uma infraestrutura maior está mais bem posicionado para desbloquear esse próximo nível de crescimento. Esta é sua primeira saída e eles querem usar os recursos para financiar novos projetos e diversificar seu portfólio.

### TARGET PRICE

\$ 900,000

### GROSS REVENUE

\$ 989,534

### EBITDA

\$ 193,783

### BUSINESS TYPE

Negócios na Internet

### COUNTRY

Estados Unidos

### BUSINESS ID

L#20260981

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