

iOS-applicatie voor QR-codes scannen



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Beschikbaar voor overname is een toonaangevende iOS-applicatie voor het snel en betrouwbaar scannen en decoderen van QR-codes, met 2,9 miljoen maandelijkse actieve gebruikers en meer dan 70 miljoen totale downloads. Het is een veelzijdige QR-code en barcodescanner app die meer dan 15 codetypes ondersteunt. Het biedt functies zoals gedetailleerde product- en voedselinformatie, scangeschiedenis, georganiseerde mappen, batch scannen en CSV export. De app is platformonafhankelijk (beschikbaar op iPhone, iPad en Mac met Apple Silicon).

De app werkt op basis van een freemiummodel en biedt een pro-abonnement voor onbeperkt scannen, toegang tot productinformatie en een reclamevrije ervaring. 70% van de inkomsten komt uit abonnementen en IAP en 30% uit advertenties. \$833K MRR en \$9M ARR.

Belangrijkste punten

- 4.7 sterren met 663K beoordelingen.
- 7 jaar geschiedenis.
- 280K+ downloads/maand en 2,9M MAU.
- Robuuste functieset: Ondersteunt meerdere codetypes en biedt gedetailleerde informatie.
- Inkomsten uit abonnementen: Biedt pro-abonnementen met verschillende looptijden.
- Behoud: Functies zoals de scangeschiedenis en batch scanning moedigen herhaald gebruik aan.
- Organische downloads: Hoge waardering in App Store (4,7/5) zorgt voor sterke organische groei.
- Minimale tijdsbesteding: De app werkt autonoom met minimale tussenkomst van de gebruiker.
- Niche uitbreiden: Groeiende vraag naar QR code hulpprogramma's in verschillende industrieën.
- Meertalige ondersteuning: Beschikbaar in meer dan 20 talen, voor een wereldwijd publiek.
- App is gebouwd in Swift (voornamelijk UIKit, enkele SwiftUI-onderdelen).
- Geen zware backend, slechts één kleine functie gebouwd in PHP.

TARGET PRICE

\$ 32,000,000

GROSS REVENUE

\$ 9,818,603

EBITDA

\$ 6,461,480

BUSINESS TYPE

Software & SAAS

COUNTRY

Verenigde Staten

BUSINESS ID

L#20250925

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