

# Established Car Monitoring App



**MERGERSCORP**

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Available for acquisition is a mobile application that allows users to monitor key information about their vehicle. Comprehensive details include Engine Oil Life, Fuel & Battery Remaining Level, Fuel Tank & Battery Capacity, Fuel & Battery Consumption, Odometer, Tire Pressure with recommendations, and more.

Works with many popular automakers in the USA, including 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, and many more. No additional hardware is required, all functionality is provided through the app.

NOTE – Financials shown are run rate based on the most recent three month average. TTM financials are \$869,400 revenue and \$553,841 profit.

### Keypoints

- Current MRR: \$98,853, ARR: \$1,186,232
- 4.5 Stars with 9.1K Ratings
- 50K+ installs/month last six months
- Organic vs. paid user acquisition split is 60% organic and 40% from Apple Search Ads, with an immediate ROAS of 1.4
- MAU = 83K, DAU = 4K
- All revenue is from subscriptions & IAP (no ads)
- Paid traffic holds substantial growth potential, as proven by competitor success, with some achieving over \$300,000 monthly through these strategies
- 30 months of history (app was launched in May 2022)
- Coding: App – Pure Swift, Backend – Python & FastAPI
- Tech stack: Firebase, Adapty, AppsFlyer, Amplitude, ASATools

### TARGET PRICE

\$1,900,000

### GROSS REVENUE

\$1,027,564

### EBITDA

\$603,159

### BUSINESS TYPE

Internet Businesses

### SUPPORT & TRAINING

Owners are willing to offer transition and training support.

### REASON FOR SELLING

To scale further, the app requires additional funding for paid advertising, web funnels, and more. Seller wants to concentrate on other organic-focused apps in their portfolio.

### COUNTRY

United Kingdom

### BUSINESS ID

L#20240782

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