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High-Scale Mobile Utility Portfolio Generating $16M Revenue

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TARGET PRICE
$28,000,000

GROSS REVENUE
$16,180,000

EBITDA
$8,006,753

BUSINESS TYPE
Internet Businesses

COUNTRY
United States

BUSINESS ID
L#20261156

Available for acquisition is a globally recognized suite of QR code and barcode scanning applications operating at extraordinary scale across both iOS and Android. Since launching in 2014, the business has become deeply embedded in the daily habits of consumers worldwide, generating a significant independent stream of first-party product scanning and commerce-intent data.

Scale & User Base

- 863M+ lifetime downloads
- ~39.2M Monthly Active Users (MAU)
- ~2.7M Daily Active Users (DAU)
- ~89% of MAU generated by Android
- ~11% of MAU generated by iOS
- 76% organic install rate for the iOS application as of late 2025
- Estimated ~$120M replacement cost to replicate the existing user base through paid acquisition

The scale of the installed base provides a substantial competitive moat, with the utility-driven nature of QR and barcode scanning creating a strong organic acquisition baseline and habitual user behavior.

Financial Profile & Profit Optimization

The business generated $16.08M in TTM revenue, primarily through Google AdMob, with reported net profit of approximately $1.7M.

Reported profitability is intentionally constrained by the founders' aggressive reinvestment strategy. Approximately 89% of revenue is currently reinvested into user acquisition (UA) through a proprietary automated bidding system designed to maximize market share and user growth.

This creates a significant immediate profit optimization opportunity for a new owner. Normalizing UA expenditure to approximately 50% of revenue could potentially unlock approximately $8M of normalized annual profit, subject to validation through financial and operational due diligence.

Proprietary Technology & Automated UA Infrastructure

The technology stack is modern and developed entirely in-house, with the business operating its own proprietary automated bidding and budget-management infrastructure across Google Ads and Apple Search Ads.

The system has been refined over several years and is designed to manage acquisition at significant scale while maintaining positive ROAS. All proprietary technology, source code and UA systems are expected to transfer with the business.

Demonstrated User Retention & Organic Demand

The durability of the installed base is supported by historical user behavior. A legacy iOS application removed from the App Store in 2020 — and subsequently receiving no new downloads or updates — has continued to generate meaningful residual advertising revenue for several years.

This provides evidence of the habitual and persistent nature of scanning behavior, while the strong organic install rate further reduces reliance on paid acquisition.

Lean, Founder-Operated Business Model

The business operates with an exceptionally lean cost structure:

- Zero employees
- No outsourced developers
- No physical inventory
- Approximately 5–10 hours per week of combined founder involvement
- Fully in-house technology and source code
- Proprietary automated UA and budget-management systems

The platform therefore offers a prospective acquirer a highly scalable, asset-light operating model with significant potential for professionalization, monetization expansion and profitability optimization.

HIGHLIGHTS & KEY ASSETS

1. Extraordinary Scale & User Base

863M+ lifetime downloads, approximately 39.2M MAU and 2.7M DAU across Android and iOS. Recreating the existing user base through paid acquisition is estimated to require approximately $120M.

2. Immediate Profit Optimization

The current ~89% UA reinvestment rate materially suppresses reported profitability. Reducing UA spend toward ~50% of revenue could potentially generate approximately $8M in normalized annual profit, creating an immediate cash-flow optimization lever.

3. Massive First-Party Data Asset

Every product barcode scan represents a high-fidelity purchase-consideration signal. With approximately 2.7M DAU, the platform generates a continuous flow of commerce-intent data with potential applications across retail analytics, consumer insights and AdTech.

4. Untapped Subscription Potential

The platform currently has no premium subscription tier. Converting only 5% of the ~39.2M MAU to a subscription priced at $1.99+ per month could create a substantial recurring-revenue stream.

5. Commerce Integration Upside

Affiliate commerce, product discovery and direct commerce integrations represent additional monetization opportunities. Even limited conversion of the existing 2.7M DAU could create a meaningful incremental revenue stream.

6. Ad Mediation Opportunity

More than 96% of advertising revenue currently comes from Google AdMob. Introducing a competitive mediation environment, such as AppLovin MAX or ironSource , could increase monetization efficiency by creating greater competition among demand sources and potentially improving eCPMs.

7. Turnkey Founder-Operated Model

The business requires only 5–10 hours of combined weekly founder involvement, with no employees, inventory or outsourced development. The transaction is expected to include the source code, proprietary UA infrastructure and automated bidding systems, providing a turnkey platform for a strategic or financial buyer.

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