차량 모니터링 앱 구축



PRINTED ON: *October 26, 2026, 8:57 PM (EST)*
PUBLISHED ON: *October 26, 2026, 7:57 PM (EST)*
UPDATED ON: *October 26, 2026, 7:57 PM (EST)*

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차량에 대한 주요 정보를 모니터링할 수 있는 모바일 애플리케이션을 사용할 수 있습니다. 엔진 오일 수명, 연료 및 배터리 잔량, 연료 탱크 및 배터리 용량, 연료 및 배터리 소비량, 주행 거리계, 타이어 공기압 및 권장 사항 등 포괄적인 세부 정보를 확인할 수 있습니다.

아큐라/혼다, 아우디, BMW, 뷰익, 캐딜락, 쉐보레, 크라이슬러, 닷지, 포드, GMC, 재규어, 지프, 랜드로버, 렉서스, 링컨, 미니, 메르세데스 벤츠, 램, 테슬라, 도요타, 폭스바겐, 볼보 등 미국의 많은 유명 자동차 제조업체와 협력하고 있습니다. 추가 하드웨어가 필요하지 않으며 모든 기능이 앱을 통해 제공됩니다.

참고 – 표시된 재무 정보는 최근 3개월 평균을 기준으로 한 실행률입니다. TTM 재무는 매출 $869,400, 이익 $553,841입니다.

키포인트

- 현재 MRR: $98,853, ARR: $1,186,232
- 별 4.5개, 평점 9.1K
- 지난 6개월간 월 50,000건 이상의 설치 수
- 오가닉과 유료 사용자 확보 비율은 오가닉이 60%, Apple 검색 광고가 40%이며, 즉각적인 ROAS는 1.4입니다.
- MAU = 83K, DOU = 4K
- 모든 수익은 구독 및 IAP(광고 없음)에서 발생합니다.
- 유료 트래픽은 다음과 같은 전략을 통해 월 30만 달러 이상을 달성한 경쟁사의 성공 사례를 통해 입증된 바와 같이 상당한 성장 잠재력을 가지고 있습니다.
- 30개월의 역사(앱은 2022년 5월 출시)
- 코딩: 앱 – 퓨어 스위프트, 백엔드 – 파이썬 및 FastAPI
- 기술 스택: 파이어베이스, 어댑티, 앱스플라이어, 앰플리튜드, ASATools

TARGET PRICE
$1,900,000

GROSS REVENUE
$1,027,564

EBITDA
$603,159

BUSINESS TYPE
인터넷 비즈니스

SUPPORT & TRAINING
소유주들은 전환 및 교육 지원을 제공할 의향이 있습니다.

REASON FOR SELLING
더 확장하려면 앱에 유료 광고, 웹 퍼널 등에 대한 추가 자금이 필요합니다. 판매자는 포트폴리오에서 다른 유기적 중심 앱에 집중하고 싶어합니다.

COUNTRY
영국

BUSINESS ID
L#20240782

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