

QR코드 스캔용 iOS

애플리케이션



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QR iOS

빠르고 안정적인 QR코드 스캔 및 디코딩을 지원하는 시장을 선도하는 iOS 애플리케이션으로, 월간 활성 사용자 수 290만 명, 총 다운로드 수 7000만 건 이상을 기록하고 있습니다. 15개 이상의 코드 유형을 지원하는 다용도 QR코드 및 바코드 스캐너 앱입니다. 자세한 제품 및 식품 정보, 스캔 기록, 정리된 폴더, 일괄 스캔, CSV 내보내기 등의 기능을 제공합니다. 이 앱은 크로스 플랫폼 기능을 지원합니다(Apple Silicon이 설치된 iPhone, iPad 및 Mac에서 사용 가능).

이 앱은 프리미엄 모델로 운영되며, 무제한 스캔, 제품 정보 액세스 및 광고 없는 경험을 위한 프로 구독을 제공합니다. 수익의 70%는 구독 및 IAP에서 발생하고 30%는 광고에서 발생합니다. MRR \$833,000 및 ARR \$9M.

핵심 포인트

- 별 4.7개, 평점 663,000점.
- 7년의 역사.
- 월 280만 건 이상의 다운로드와 290만 MAU.
- 강력한 기능 세트: 다양한 코드 유형을 지원하고 자세한 정보를 제공합니다.
- 구독 수익: 다양한 기간의 프로 구독을 제공합니다.
- 보존: 스캔 기록 및 일괄 스캔과 같은 기능은 반복 사용을 장려합니다.
- 오가닉 다운로드: 높은 App Store 평점(4.7/5)으로 높은 유기적 성장률을 기록했습니다.
- 최소한의 시간 투자: 최소한의 사용자 개입으로 앱이 자율적으로 작동합니다.
- 틈새 시장 확대: 다양한 산업 분야에서 QR코드 유틸리티에 대한 수요가 증가하고 있습니다.
- 다국어 지원: 20개 이상의 언어로 제공되어 전 세계 사용자를 대상으로 합니다.
- 앱은 Swift로 빌드됩니다(대부분 UIKit, 일부 SwiftUI 부분).
- 무거운 백엔드 없이 PHP에 내장된 작은 기능 하나만 있습니다.

TARGET PRICE

\$ 32,000,000

GROSS REVENUE

\$ 9,818,603

EBITDA

\$ 6,461,480

BUSINESS TYPE

소프트웨어 및 SAAS

COUNTRY

미국

BUSINESS ID

L#20250925

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