



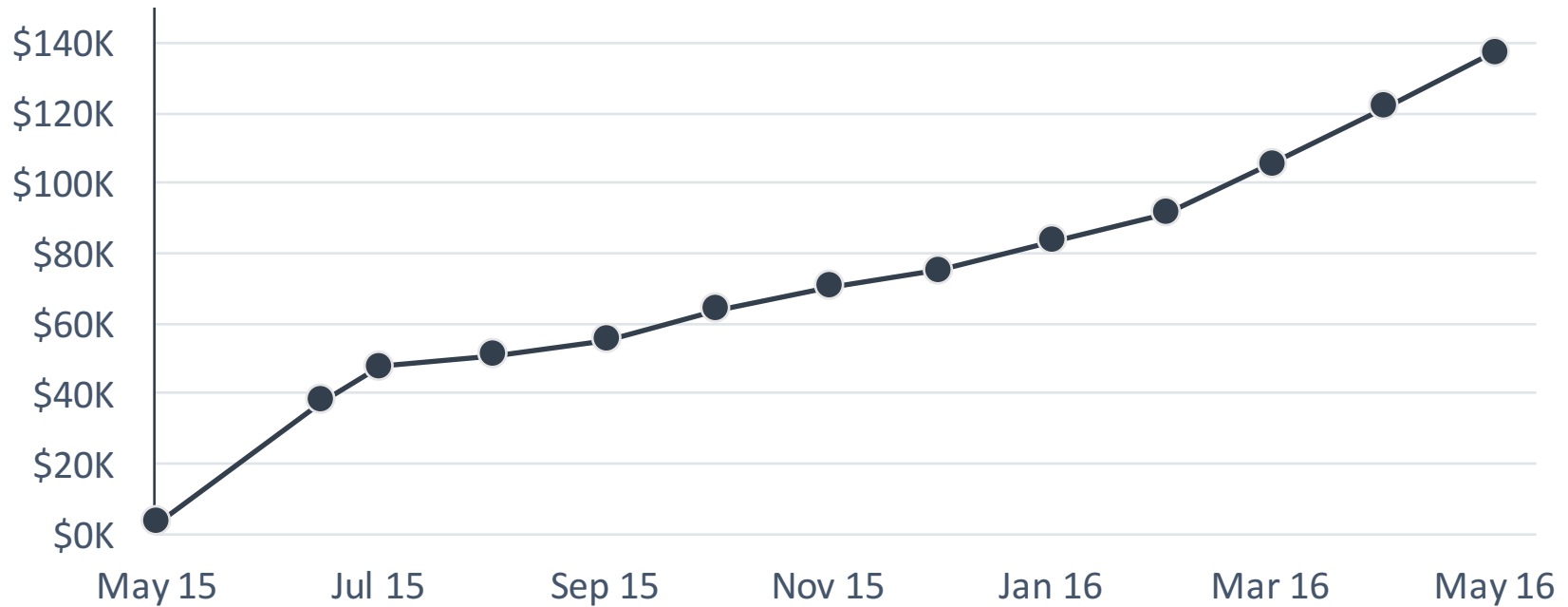
apptopia

Measuring the Mobile World

Eliran Sapir | CEO

Proprietary and Confidential

Our Traction



Current MRR

\$137,332

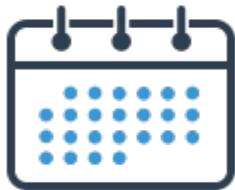
Current ARR

\$1,647,984

^ +22%

Last 30 days

Our Company



2011
Founded



25
Employees



\$3.3M
Invested

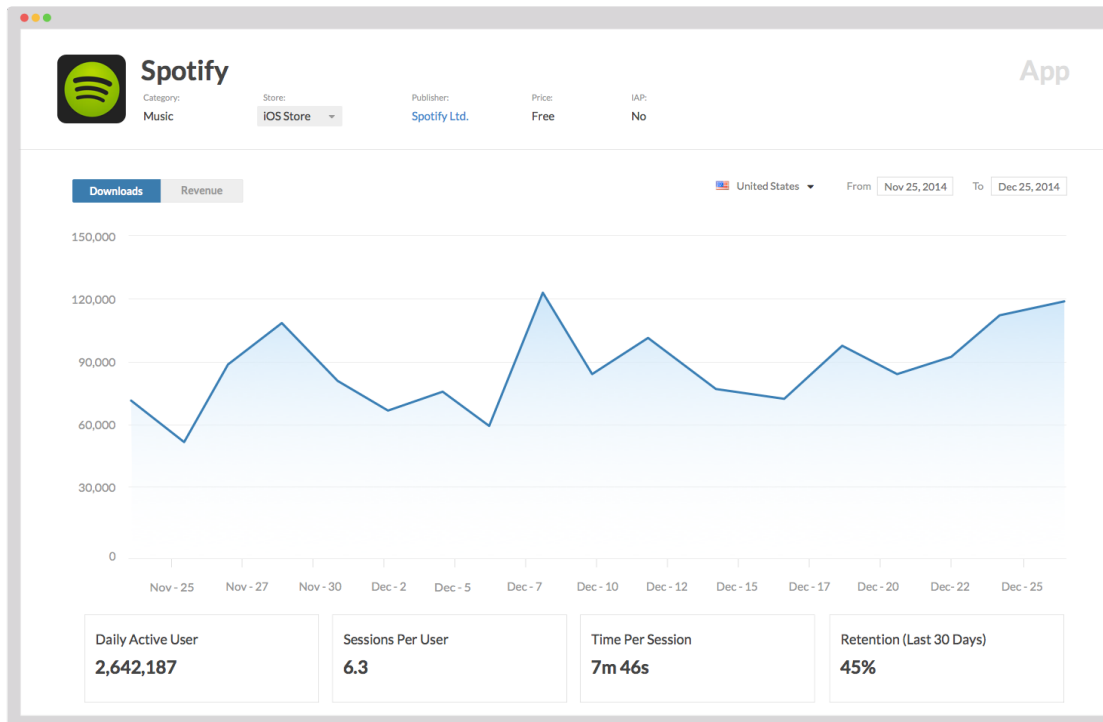
MARK CUBAN



Expansion VC

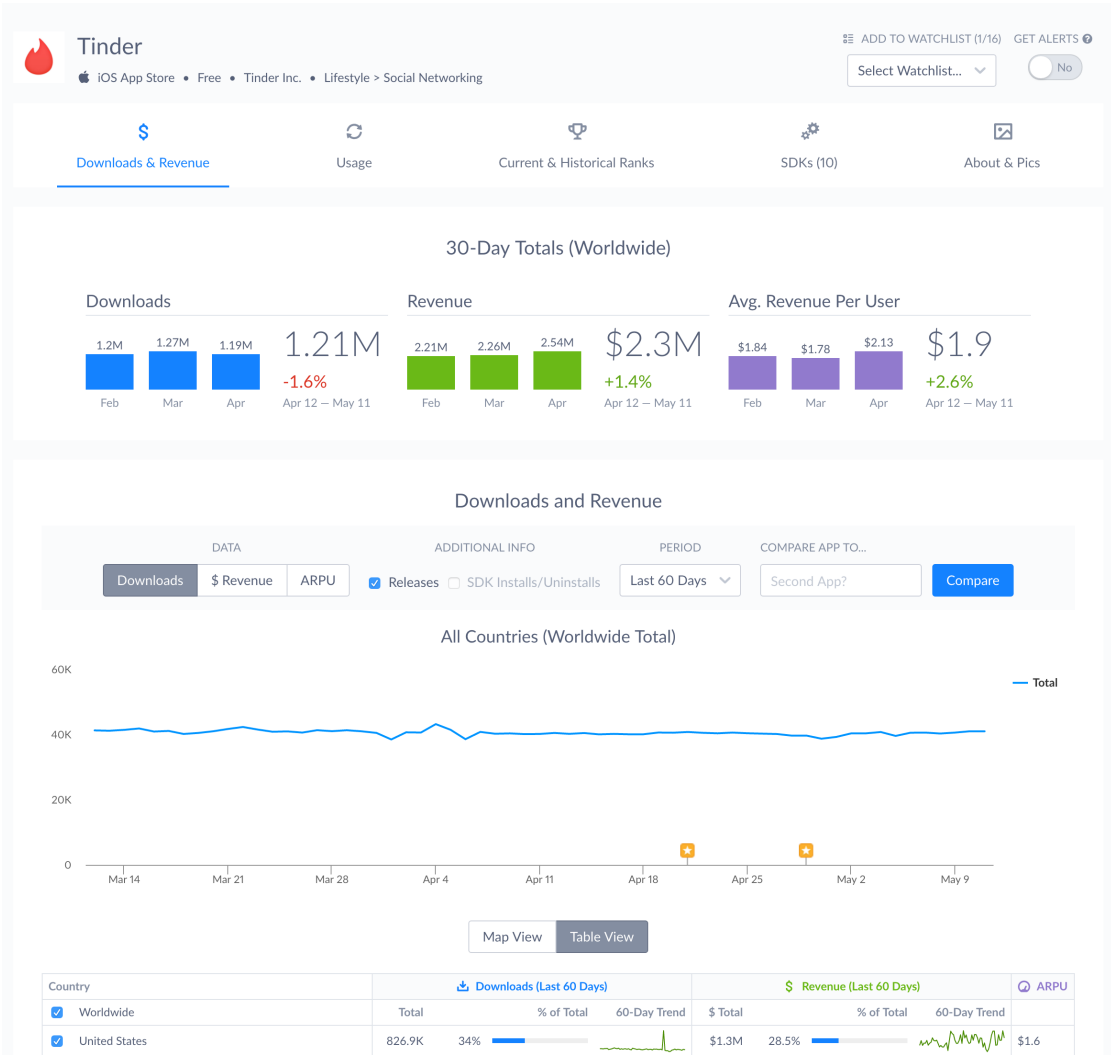


Our Product



- ✓ Download Estimates
- ✓ Revenue Estimates
- ✓ Usage (MAU/DAU) Estimates
- ✓ SDK Analysis
- ✓ App Store Optimization
- ✓ Advertising Intelligence





Delete This Watchlist

			Downloads		\$ Revenue				Usage			
Graph	App Name	Price	Total	Market Share	Total	Market Share	ADS	IAP	Avg DAU	Market Share	Avg MAU	Market Share
	Tinder Tinder Inc.	Free	1.2M	13.8%	\$2.3M	38.2%	0%	100%	4.4M	20.8%	20.5M	16.6%
	Tinder Tinder	Free	2.9M	33.3%	\$1.2M	20.5%	0%	100%	10.2M	47.9%	47.6M	38.6%
	Match™ - Dating App to Flirt, Cha... Match.com, LLC	Free	239.9K	2.7%	\$595.8K	9.9%	0%	100%	374.8K	1.8%	3.1M	2.5%
	Match™ Dating - Meet Singles Match.com LLC	Free	451.8K	5.1%	\$203.2K	3.4%	100%	0%	688.8K	3.2%	5.8M	4.7%
	OkCupid Dating OkCupid.com	Free	357.1K	4.1%	\$222K	3.7%	0%	100%	569.4K	2.7%	4.7M	3.8%
	OkCupid Dating okcupid.com	Free	166.6K	1.9%	\$201.1K	3.3%	0%	100%	257.9K	1.2%	1.7M	1.3%
	happn FTW & Co	Free	759.7K	8.7%	\$226.9K	3.8%	0%	100%	574K	2.7%	6.6M	5.4%
	happn happn	Free	1.3M	14.3%	\$291.9K	4.9%	0%	100%	2M	9.4%	15.6M	12.6%
	POF - Free Dating App PlentyOffFish	Free	443.4K	5.1%	\$591.2K	9.8%	3.4%	96.6%	697.9K	3.3%	5.8M	4.7%
	POF Free Dating App Plentyoffish Media ULC	Free	936.7K	10.7%	\$0.0	0%	0%	0%	1.4M	6.7%	11.6M	9.4%
	Ashley Madison AVID Dating Life	Free	32.8K	0.4%	\$149.4K	2.5%	0%	100%	47.2K	0.2%	398.8K	0.3%
Watchlist Total			8.8M		\$6M				21.2M		123.3M	
Add app...												

Our Customers

Finance



ANDREESSEN
HOROWITZ



Internet



Aol.

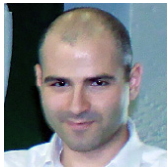
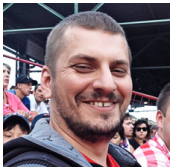
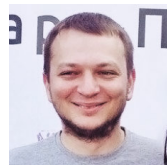
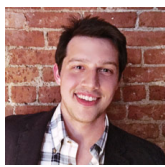
Infrastructure



App Publishers



Our Team

					Employees	25
					Engineers	14
					Data Science	2
					Design	1
					Sales/ S.Support	4
					Marketing	2
					Founders	2



Thank You For Your Time.
Swipe Right ->>

Eliran Sapir

Founder & COO

917.767.1456

eli@apptopia.com

apptopia.com