

# Private Funds For Mobile Applications

We collect and manage portfolios of subscription applications for investors.

You own the assets — we handle the operational work.

**30–50% annual return** • **~24 month payback** • **fully managed**

# Who

**APP**ROCK

# We Are

## AppRock.vc × Light Apps Group

We are a mobile app team with **8 years** of experience. We build subscription products, buy and sell apps, run the largest niche YouTube channel on mobile app investing **Light Apps Podcast** and a **3,500-**member professional community.

**\$3M+**

total deal volume

**5**

funds for investors

**100+**

deals

**8+ years**

in the mobile app market

**\$2.55M**

capital under management

**3500**

community members

# Why Apps Are A **Profitable** Asset

Investing in apps is different from startups.  
You are purchasing an **existing cash flow**.



## PREDICTABLE INCOME

Subscription apps generate money every month. Users are already paying — you're buying an existing cash flow.



## COLLATERAL ASSET

Unlike startups or crypto, you own a real product. It can be sold at any time and has a market valuation.



## FAST PAYBACK

Target payback is **~24** months. Revenue starts flowing from the very first month after purchase.



## GROWING MARKET

Global app spending exceeds **\$150B+** per year. The subscription model continues to grow worldwide.

# Why This Is More

# Profitable

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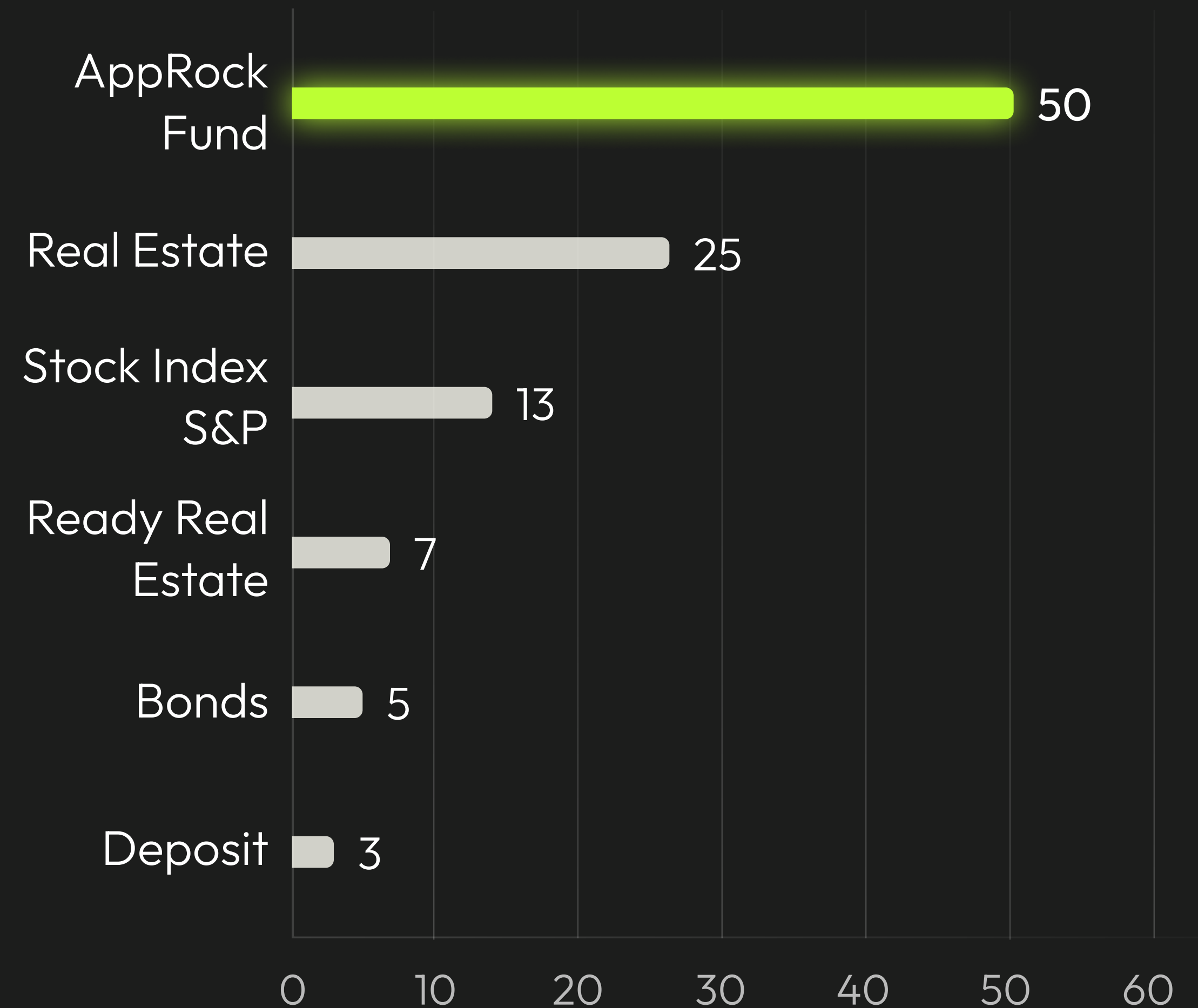
01 INCOME FROM THE FIRST MONTH

02 COLLATERAL ASSET (APPLICATION)

03 TRANSPARENT ANALYTICS

04 CAN BE SOLD AT ANY TIME

05 MARKET DIVERSIFICATION



# How Does A **Private** Fund Work?

You provide us with a budget of **\$300K**.

We will assemble a portfolio of **6+** profitable subscription apps for you.

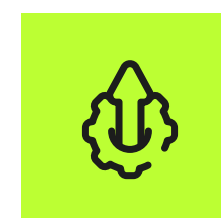
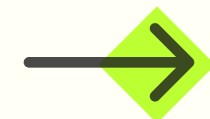
You own all the assets. We manage them completely.



## YOU — THE OWNER

All applications on your  
balance.

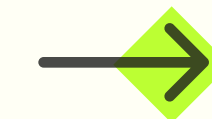
Full access to analytics,  
including payment details.



## WE — MANAGE

Sourcing, vetting,  
purchasing, tech support,  
monitoring.

All operations are on us.



## YOUR INCOME

Applications generate  
recurring revenue.  
We earn only from your  
profits.

# We Handle the **Entire** Process

## 01 SEARCH & ANALYSIS

We find apps on the market and vet them against **40+** criteria: traffic source, cohorts, marketing history.

## 02 NEGOTIATION & PURCHASE

We negotiate with sellers, drive the price down, and execute the deal through escrow.

## 03 TRANSFER & SETUP

We transfer the app, set up payouts to your account, and connect analytics.

## 04 TECHNICAL SUPPORT

Updates, servers, Apple interactions — all handled by us.

## 05 MONITORING & REPORTING

Monthly reports, revenue tracking, forecasts and recommendations.

# How Much Can An Investor Earn?

Example: \$300K fund

Fund Size	\$300K
Apps In Portfolio	6 -10
Monthly Income (Avg)	~\$20K
Support Costs	\$2K
Net Income To Investor	~\$18K/mo
Target Payback	~20-24 mo

**30-50%**

target annual  
return

**~24**

months until full  
payback

**\$18K**

net income  
per month (example)

# Revenue Dynamics



The subscriber base is gradually declining — this is expected and accounted for in the model. The longer the app goes without marketing, the more stable the tail.



## Key Takeaway:

- Decline is gradual, not sudden
- Rate slows: 4% → 2% → 1%/mo
- After 3 years a \$20K app still earns ~\$7.5K/mo
- The portfolio diversifies risks

# What Happens After Break-Even

After the payback period, there are three options. The apps always remain **your property**.

## HOLD

**01**

You continue receiving passive income. We manage the app and take a commission from net profit.

## SELL

**02**

Apps without marketing appreciate over time. Sell to international funds at 15–18 months revenue (vs. 12 you paid).

## TAKE OVER

**03**

Take all the apps and manage them yourself. You can exit the fund at any time.

# Why

# Subscription

# Model

- 95% of our portfolio is iOS applications
- Subscriptions are the main trend in the App Store
- Users pay for years
- Market growth: 15–20% per year

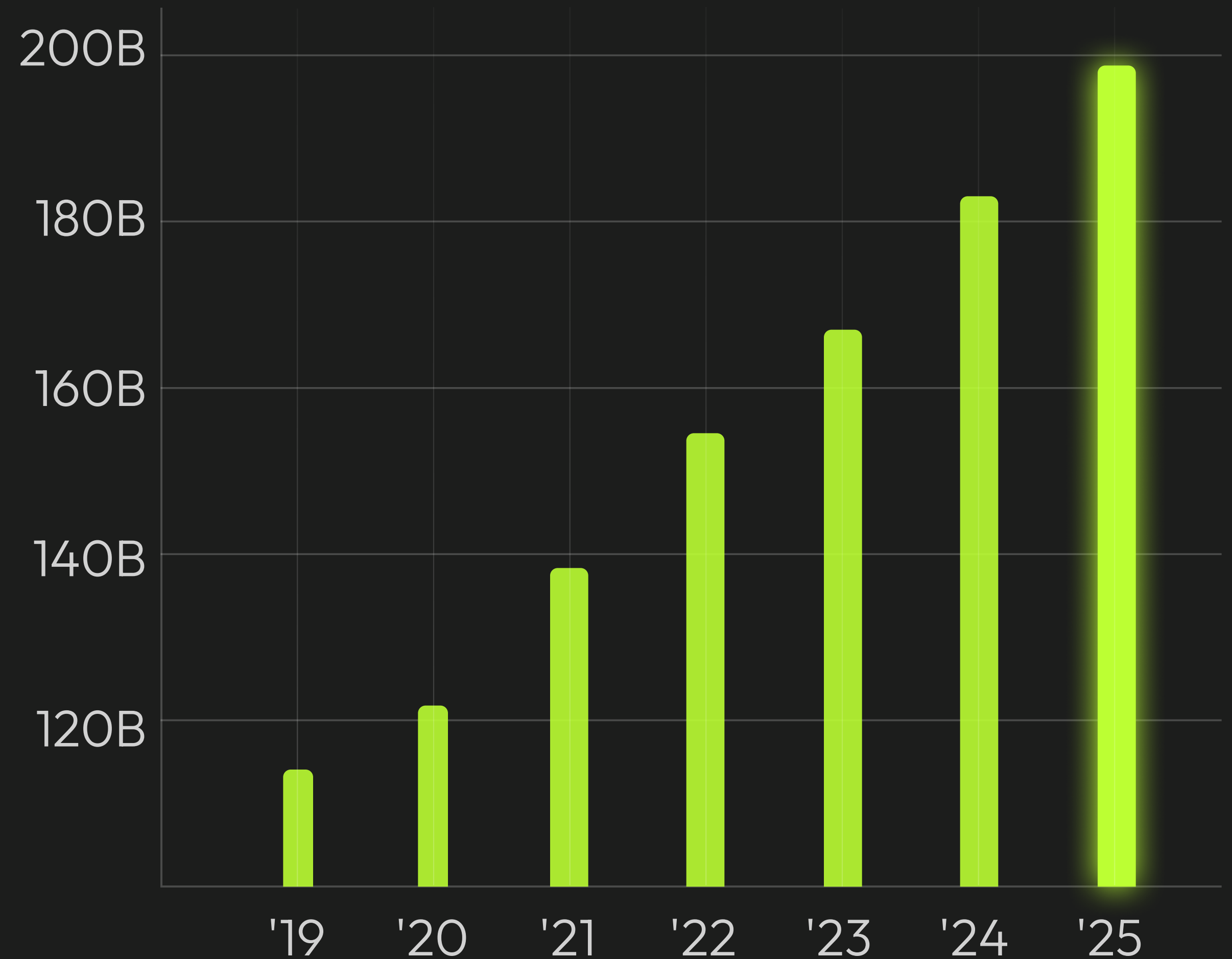
projected  
in the coming  
years

**\$200B+**

global consumer  
spending on mobile apps  
per year

**\$150B+**

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# Ready To Discuss?

We will show real figures and apps from the portfolio. We will openly answer all questions.

Email

[contact@approck.vc](mailto:contact@approck.vc)

Telegram

[@approckvcsupportbot](https://t.me/approckvcsupportbot)

Website

[approck.vc](http://approck.vc)

**30-50%**

target  
annual return

**\$18K**

Net monthly  
income (example)

**~24**

months until full  
payback

**Assets**

investor owns the assets

profit share

• fully managed