

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

APPROCK

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

\$1.75M

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

APPROCK

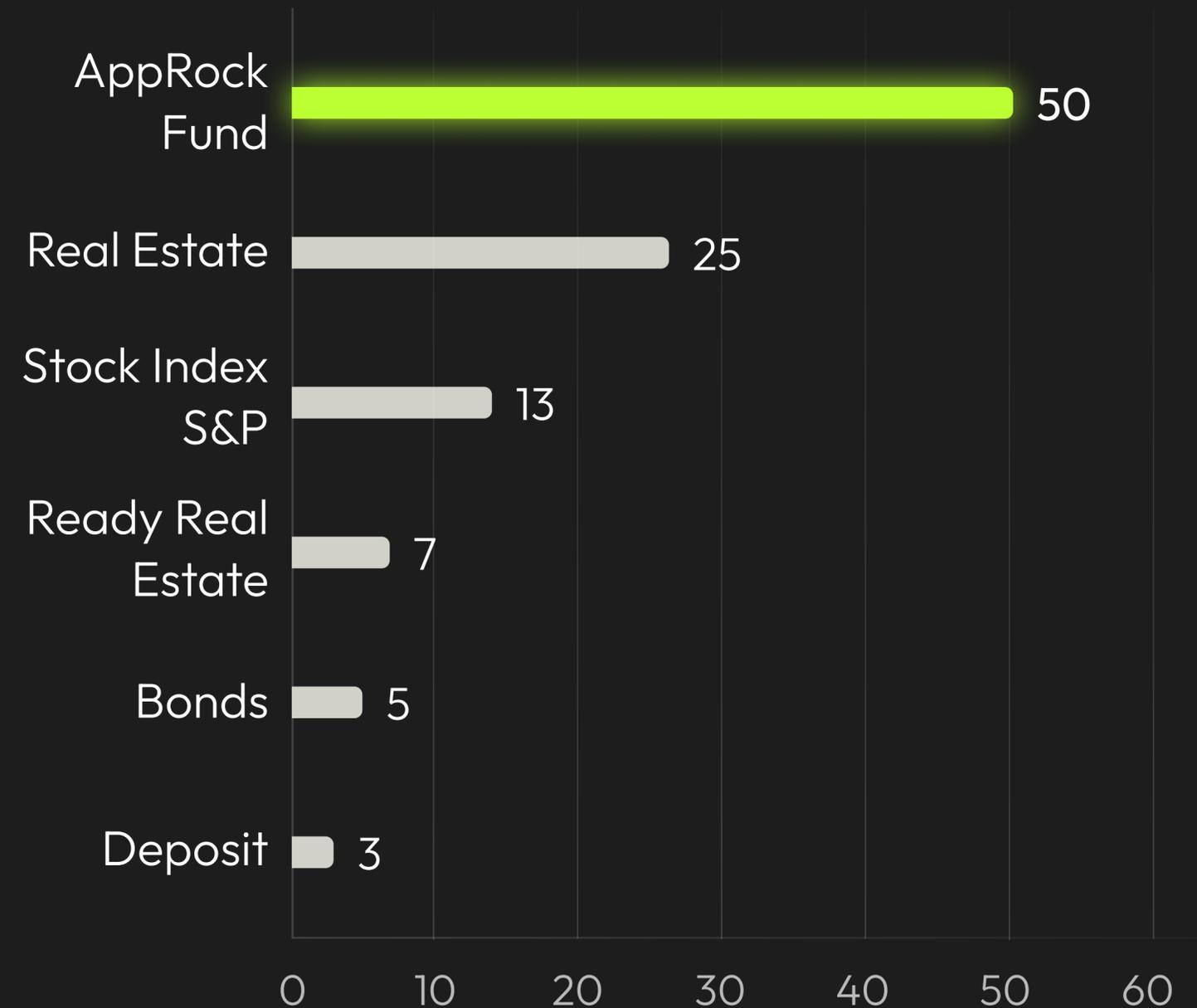
01 INCOME FROM THE FIRST MONTH

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

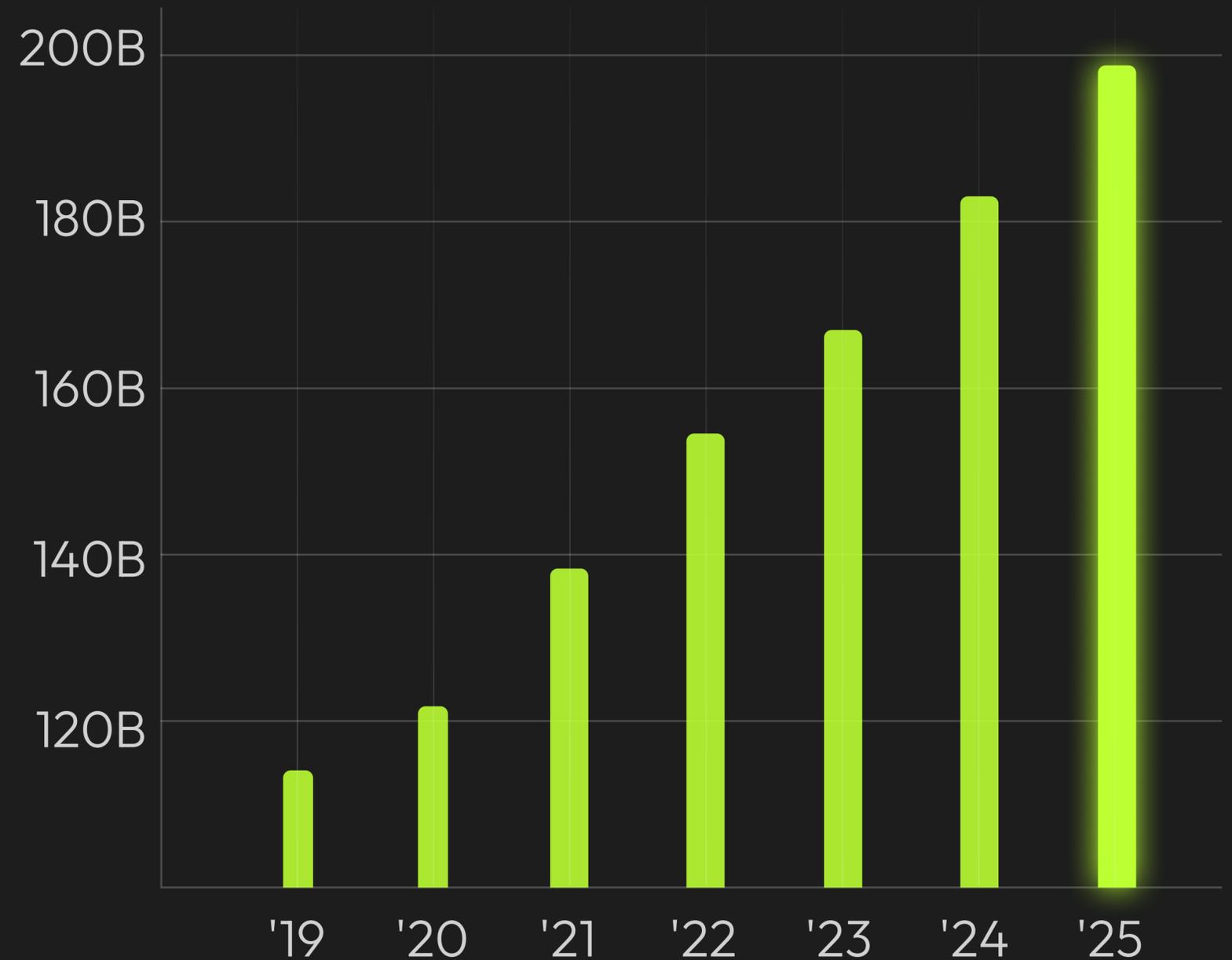
projected
in the coming
years

\$200B+

global consumer
spending on mobile apps
per year

\$150B+

APPROCK



Real Results



From Our Investors

Fund No 1

Investment	\$300K
Apps	6
Income/mo	~\$20K
Returned in 6 mo	\$110K
Payback forecast	~4%/mo
Payback forecast	~20 mo

Status: on track for payback.

Fund No 2

Investment	\$550K
Apps	10
Income/mo	~\$35K
Costs/mo	\$3K
Net income	~32K/mo
Payback forecast	~22 mo

Status: active fund, portfolio being formed.

Ready To Discuss?

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

Email

contact@approck.vc

Telegram

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

Website

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