

3 hooks from the 2026 AI App Revenue Report

We tracked 129 revenue records from opt-in listing sites and founder posts. Three things every indie developer, overseas-market builder and app investor should know.

1

Weekly is the new monthly.

56% of the apps with visible App Store pricing (22 of 39) sell a weekly plan — at a median **\$6.49/week**.



\$6.49

median weekly price

\$39.99

median yearly price

4/39

apps offering a lifetime unlock

8.4×

52 weeks at the median weekly price vs the median yearly price (illustrative ceiling)

Weekly plans set the highest ceiling per user, while yearly plans lock in cash up front — most apps in this sample offer both.

2

Two ‘verified’ sites, two numbers.

14 apps and products in our data show conflicting revenue across listing sites that each label their figures as verified. Debatium: **\$22.3k** MRR on whatsthe.app, **\$14.9k** on verifiedrevenues.app.



MRR in USD, log scale. Each row is one app or product carrying a CONFLICT note in our data.

Sites capture on different days and can compute MRR differently (28 vs 30 days, gross vs net of store fees). A gap is not proof of error — but it is a reason to check.

How to read a “verified” revenue badge

- Quote the site and the capture date with every figure.
- Compare the same app on more than one site before you rely on it.
- Ask which MRR definition is used: gross or net of store fees.
- Before buying an app, ask for direct read-only access to the payment provider.

3

Cal AI's founder posts give two exit numbers.

The acquisition post says Cal AI “broke \$50m in ARR”. A later post by the same co-founder says it sold “at \$40M ARR”.

\$50M

ARR — acquisition post, 2026-03-02

“we broke \$50m in ARR along the way”

VS

\$40M

ARR — later post, 2026-05-07

“sold Cal AI while at \$40M ARR”

Cal AI is not listed on any of the three revenue sites, so every figure is self-reported. In the full report it is a case study, never a ranking entry.

The self-reported trail on X

2024-09-05	“Cal AI just passed \$1 million in revenue” (cumulative) — Zach Yadegari
2024-09-27	“over \$700k/month” — Blake Anderson
2024-11-18	“scaled Cal AI to \$1 mil MRR” — Zach Yadegari
2025-02-05	“\$1.8 million MRR” — Zach Yadegari
2025-03-11	“0 to \$24M ARR in 10 months” — Zach Yadegari; same day, Blake Anderson: “2.5m a month. 30m arr”
2026-01-15	“generating \$40M ARR” — Zach Yadegari
2026-03-02	Acquisition by MyFitnessPal announced: “we broke \$50m in ARR along the way”
2026-05-07	“sold Cal AI while at \$40M ARR” — Zach Yadegari

Sources: x.com/zach_yadegari/status/2028473704359874652 · x.com/zach_yadegari/status/2052456627845177386

Inside the full report

- 14 findings with charts: MRR distribution, concentration, AI vs non-AI, growth vs decline
- Pricing patterns from US App Store price points
- Every for-sale listing with its asking multiple (41 listings)
- 10 app teardowns, methodology, sample-bias notes and a full source table

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