

GetQR – key usage metrics (draft projection)

Description:









GetQR is an intuitive, web-based platform for creating, customizing, and managing QR codes. Designed with simplicity at its core, GetQR empowers small businesses, food service providers, and individual entrepreneurs to quickly generate QR codes for menus, business cards, documents, and more, without needing technical expertise.

Mission:

To make QR technology accessible and practical for every business owner by delivering a product that is user-friendly, fast, and flexible.

Vision:

To become the go-to QR code platform for the small business ecosystem, offering a comprehensive, easy-to-use toolkit for real-world applications, from restaurants to freelancers.

Category	Metrics & Highlights
 Projected total usage	<ul style="list-style-type: none">● 2M+ QR codes expected to be created by mid-2026.● Goal: 200K monthly active users.
 Audience profile	<ul style="list-style-type: none">● 60% US users.● Mostly 25-45, business owners & entrepreneurs.
 Top performing regions	<ul style="list-style-type: none">● US, UK, EU (Tier 1)
 Device breakdown	<ul style="list-style-type: none">● ~70% desktop (design use).● ~30% mobile (on-the-go edits and scans).
 First-time user intent	<ul style="list-style-type: none">● Generate a QR code for a link, file, or menu.
 Popular use cases	<ul style="list-style-type: none">● Restaurant menus● Digital business cards● Document links● Event access
 Business tools roadmap	<ul style="list-style-type: none">● Uploading images/files● QR templates● Branded QR codes
 Features in pipeline	<ul style="list-style-type: none">● User accounts with saved projects● AI design suggestions● Analytics

<p>17 Growth strategy</p>	<ul style="list-style-type: none"> ● Target small businesses ● Expand template library ● Enter local food and service markets
<p>Reviews</p>	<ul style="list-style-type: none"> ● 8k+ reviews on Trustpilot with a 4.6+ rating.
<p>Contacts</p>	<ul style="list-style-type: none"> ● GetQR America Inc. ● Address ● Email ● Liza Jones ● PR Manager
<p>Social Media</p>	<ul style="list-style-type: none"> ● Facebook: k Likes, k Followers https://www.facebook.com/GetQRcom%3E ● Instagram: 1.5k+ Followers https://www.instagram.com/getqr_com