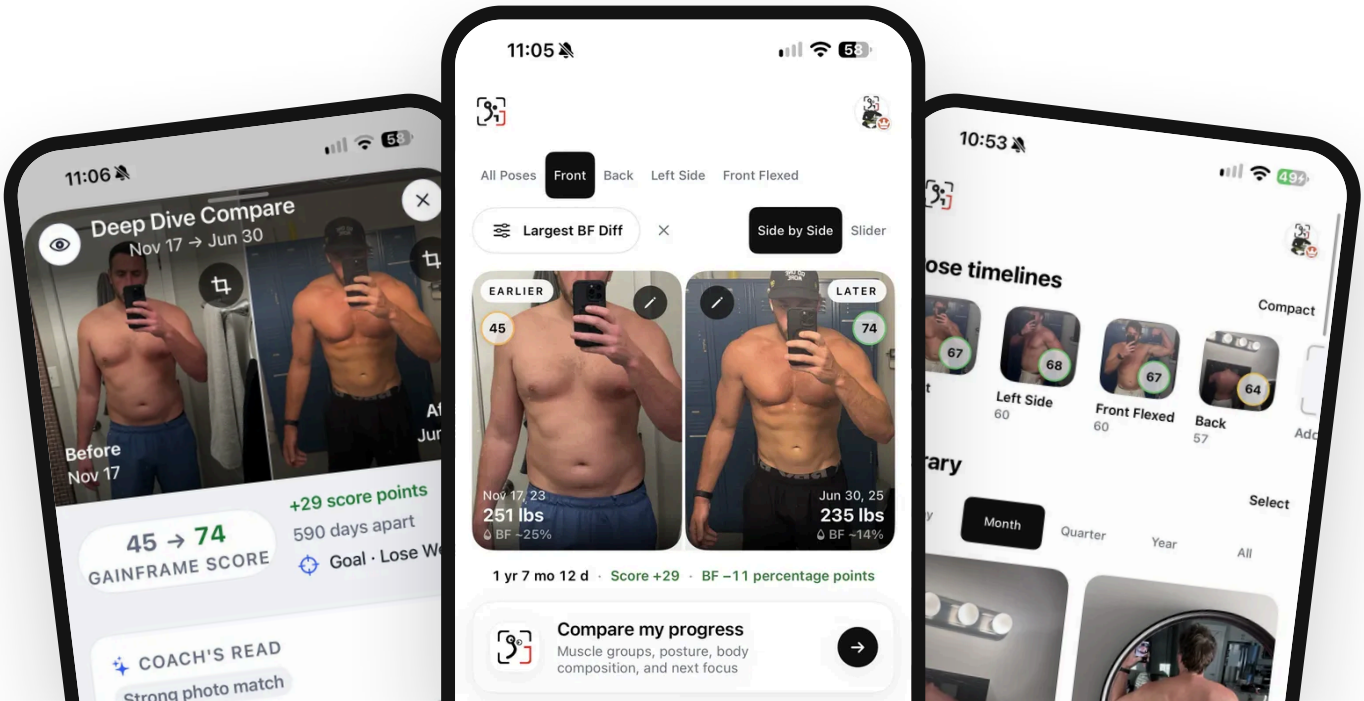
GainFrame

An iPhone app that lines up two gym progress photos so lifters can see what changed between check-ins.

Verified MRR	Revenue, last 30 days	Months at $1k+	Revenue to date
$2,376	$2,338	6	$20,189

Michael Rode (@mjrode) · Revenue verified on TrustMRR via RevenueCat · Data as of 10 Nov 2026



Summary

GainFrame is a one-person iPhone app for lifters who take progress photos. Michael Rode went from first line of code to first payment in 25 days and grew it to $2,376 in verified MRR in eight months; today it runs on about four hours of his time a week. Paid ads lost money. What worked was showing his own results on Reddit before launch, then free web tools that answer what lifters already search for.

1 Sell to the people who watched you build

His first buyers found him through his own progress photos on Reddit and tested the app for two weeks. All of the roughly $250 on launch day came from people he had already talked to.

2 Answer searches with a free tool, not an article

A free body visualizer brought 33,539 Google clicks in four weeks, more than half of all search traffic. At least 13 paying customers came through Google in that time.

3 No ads until trials convert

$5,674 in ads bought paying customers at about $114 each against about $18 in lifetime value. His rule since: no paid acquisition until trial conversion clears 30%.

4 Check your numbers against the receipts

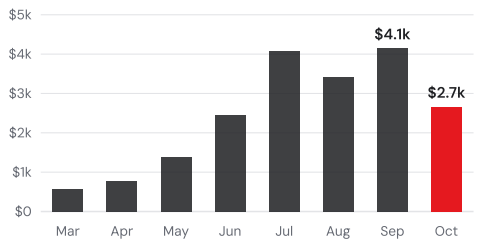
His analytics showed 10 trial conversions in 120 days while RevenueCat showed about 48. Four of five conversions were missing from the data he was optimizing against.

At a glance

Who pays	Lifters who already take progress photos. They pay for deeper comparisons and analysis they can follow over time.
Pricing	Free download. Pro is $39.99 a year with a 7-day free trial, or $5.99 a month on the current paywall; prices vary by storefront and offer.
Team	Michael alone, about 4 hours a week now. For one marketing test he hired someone to manage creators.
Built with	Claude Code, plus Codex SwiftUI and SwiftData · Supabase · Gemini for photo analysis · RevenueCat · PostHog
Monthly costs	**$400** Infrastructure and API, combined

Revenue by month

TrustMRR, verified



Full calendar months. Yearly plans are paid up front, so single months jump; verified MRR today is $2,376.

Sources: Michael Rode's answers in the Mintlane intake form (10 Nov 2026) and his posts on gainframe.app/blog; revenue from TrustMRR, connected to RevenueCat.