

Funding

- [LTD \(Lifetime deal\)](#)
- [VC \(venture capital\)](#)
- [FFF \(friends, family, fools\)](#)
- [Angel investing](#)
- [Clients](#)
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LTD (Lifetime deal)

Lifetime deal (LTD) is a way to fund your startup without selling its stocks to investors.

It is a common way to fund a startup.

LTD in a nutshell

Pros

Cons

How to

Examples of LTD rounds

LTD as pricing

LTD can also be used as a [pricing strategy](#). An LTD pricing tier can co-exist with traditional monthly or yearly subscription tiers as a separate plan.

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