

# 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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