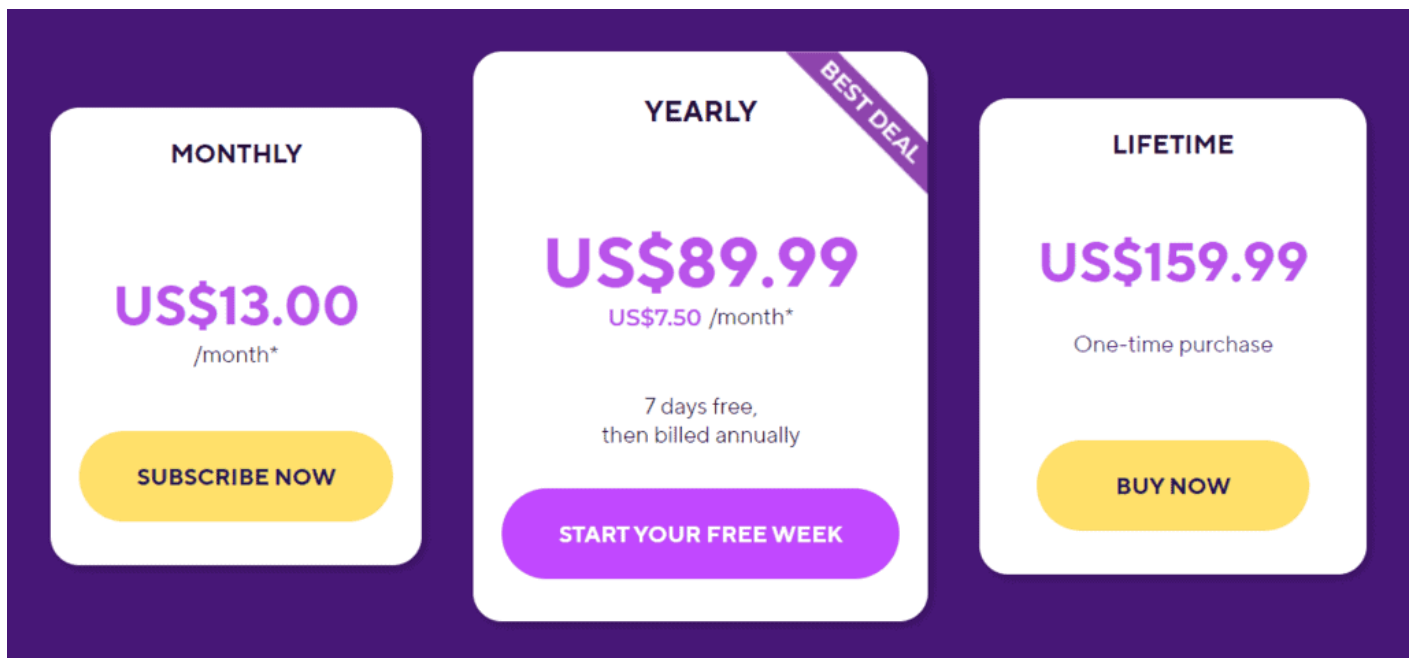


One-time (lifetime) fee

Once.com

The dilemma of this approach is that you can't be sure whether you earn more with a one-time fee or with a [recurring payment](#). To solve this dilemma, you need to know your startup's [LTV](#). Thus if you set up a one-time fee equal to or more than your LTV, having a one-time option is beneficial for your business.

B2C examples



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