

# Startup terms

- [SaaS \(software as a service\)](#)
- [PaaS \(platform as a service\)](#)
- [B2C \(business to consumer\)](#)
- [B2B \(business-to-business\)](#)
- [MRR \(monthly recurring revenue\)](#)
- [Churn rate](#)
- [Open startup](#)
- [LTV \(lifetime value\)](#)
- [Pivot](#)

# SaaS (software as a service)

PaaS (platform as a service)

B2C (business to consumer)

# B2B (business-to-business)

Benefits:

- ability to make the sign up for business emails only and filter out scam sign ups

MRR (monthly recurring  
revenue)

# Churn rate

# Open startup



LTV (lifetime value)

# Pivot