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

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LTV (lifetime value)

Pivot