

## 6. CCTAM Sustainability

### 6.1. Principles for partnerships:

- Benefits the CCTAM in terms of fulfillment of mandate and especially data collection and data set comprehensiveness, communication and promotion efforts
- Does not violate CCTAM user agreement and fundamental principles, and more specifically:
  - the data is used for the purposes of attracting more CTs to Canada and making their start-up and conduct more effective and efficient
  - conditions of data being provided to the CCTAM, i.e. members retain control of the data they have contributed and their data can't be shared with other databases without their consent
- Promotes Canada as a preferred destination for CTs
- Enables CT capacity creation, development and maintenance in Canada
- Has minimal to none negative implications

### 6.2. Complete a cost and revenue analysis re charging VC companies for access to the CCTAM:

#### Cost considerations:

There are two options to set up a PayPal account:

- a) PayPal Payments Standard
  - \$0/month
  - Add a checkout button to your site:
  - Accept credit cards, Visa Debit card and PayPal on your site

- Add a PayPal button to your website in minutes (this means that in order to make the payment they have to transfer to the PayPal site)
  - Create and email invoices for fast payment
  - 2.9% + \$0.30 per domestic transaction
- b) PayPal Payments Pro:
- \$35/month
  - Custom integration however you sell:
  - Complete design flexibility over your checkout experience
  - Let your customers pay without leaving your site
  - Works with the most popular shopping cart providers
  - 2.9% or less + \$0.30 per transaction

PayPal doesn't have the capacity in this format to do a recurring payment if a monthly fee is to be charged for accessing the CCTAM. There are other payment systems which could be used to allow for that feature.

**Note:** Further investigation is needed to verify as to how such hypothetical revenue may (if at all) affect our bookkeeping costs.