

Business model

Tiered scale, as follows:

USERS	BASIC	PREMIUM
1-100	\$20	\$35
100-500	\$16	\$25
500-1,000	\$7.5	\$18
+1,000	Contact us	

*Per user/ month

**Premium includes advanced features, such as: virus scanning and full custom branding

Go-To-Market Strategy

COPA enacts a two-pronged marketing strategy: Direct & channel distribution for small-medium enterprises (SME's) and collaboration with 1st tier integrators and international key distributors and resellers to large enterprises, BFSI, security and governmental organizations.

COPA's strategy for SME's market

Direct sales & resellers

- Reselling channels with local IT services providers to a broad range of verticals such as- law firms, financial boutiques, small-medium listed companies, real estate companies, industrial companies etc.
- For SME's, COPA will established collaborations with relevant local distributors in specific territories which are already part of the supply chain. COPA aims to expand its channel partnership program.

COPA's strategy for the BFSI and larger organizations

- COPA already established business relationships with 1st tier integrators, and will keep doing so around the globe.
- Building collaborations with international leading distributors and IT integrators, as well as consulting firms specializing in solutions for the business sector

Optional channel strategies:

1. The channel partner pays the set price (as specified in business model above) and then sells the software for a fair reasonable price. This allows COPA's partners a high degree of pricing flexibility and maximizes the profit potential
2. COPA's channel partner is paid a percentage of the price paid by the end customer. This allows COPA to offer added incentives like an increased percentage or a "kicker" when a certain sales volume is reached. For example, COPA will offer fees range from 15% to 30% for the initial license sale, and 4% to 12% of recurring maintenance revenue.

COPA also supports its channels with a wide range of marketing materials and activities, including, yet not limited to:

- Tradeshows – participation and sponsorships
- Whitepapers
- Test case reviews
- Content marketing
- Public Relations activity

COPA will consider white-labeling its platform, on a case by case basis, in order to allow it to be marketed in local markets under a leading marketer's brand name.