Start inspired

With thousands of professional templates, images, and quality content to choose from, get a headstart on bringing your best ideas and work to life.

The next generation of publishing
Publishing ERAS

- The typewriter
- Desktop Computers
- HTML5 & Tablets

Metal pages: 1860
Typesetting & Paste Up: 1983
Desktop Publishing: 2012
GAP in the Market

The GAP
Creative expression without a lot of learning and/or expense

Complete Creative Freedom

Freelance Website
Adobe
Hiring a designer

Low Budget ($ & time)

High Budget ($ & time)

Restrictive Template

Canva
We’ve done this before

Over 10% of Australian high-schools use Fusion Book

Licensed in international markets (France & New Zealand)

4 years of Research and Development will be transferred to Canva for $0
<table>
<thead>
<tr>
<th>Device</th>
<th>User</th>
<th>Payment</th>
<th>Design</th>
<th>ATOM</th>
<th>Training</th>
<th>Market</th>
</tr>
</thead>
</table>

**Desktop Experience**
- Desktop
- Solitary
- Pay for Software
- Separate
- Pixels
- Months/Years
- Professional

**Cloud Experience**
- Web, tablet & mobile
- Collaborative
- Micropayments for content
- Integrated
- Objects
- Minutes
- Consumer & Professional
Market Segment

**PRO**
- Full Featured

**CONTRACTORS**
- Quick to use
- Collaborate

**SMALL BUSINESSES**
- Professional Product
- Quick to learn and use

**CONSUMERS**
- Ease of use
- Affordable Mobile
- Enabled
Uses Cases

Canva will create a world where people with an eye for design can express their vision in their professional and personal lives.

Janette Perry
Admin, StMarks College
“Collaboration on our weekly newsletter is a nightmare”

Rachel Smith
Boutique Florist owner
“Online Templates don’t provide me with enough freedom”

Henry Johnson
Admin, StMarks College
“Working with designers, over Elance takes too long, I want my designs now”

I USE CANVA FOR

• Weekly newsletters
• Perspective
• Posters and flyers for events
• Canteen menus and specials

I USE CANVA FOR

• Fancy price tags
• Printed Flyers
• Info sheets about new bouquets
• Weekly deal posters

I USE CANVA FOR

• Proposals for clients
• Mocking up marketing campaigns
• Collaboration with design team
• Company newsletters.
Syndication

- Flyers
- Friends & Collaborated
- Pushed to FB by User
- Pushed to social media of artist & printer
- Pushed to contributors website widget
- Optimized for search

Legend:
- Active users
- New Users
- Exposed to Canva
Funding

Milestones before series A

Develop the Canva platform
Including Canva Editor, global network, of printers payment module, background, stock photography and layout modules receipts.

1 million images/art pieces
Layout library, stock photography, library background library, features, fonts and global print community

Launch
Web and tablet for iOS and Android

3 millions user
Serious traction in the consumer and small business market
Funding

$1.5 million  convertible debt  
15%  Discount  
$8 million  valuation cap