

The next generation of publishing

Publishing ERAS



The typewriter



Desktop Computers



HTML5 & Tablets

Metal pages

Typesetting &
Paste Up

Desktop
Publishing

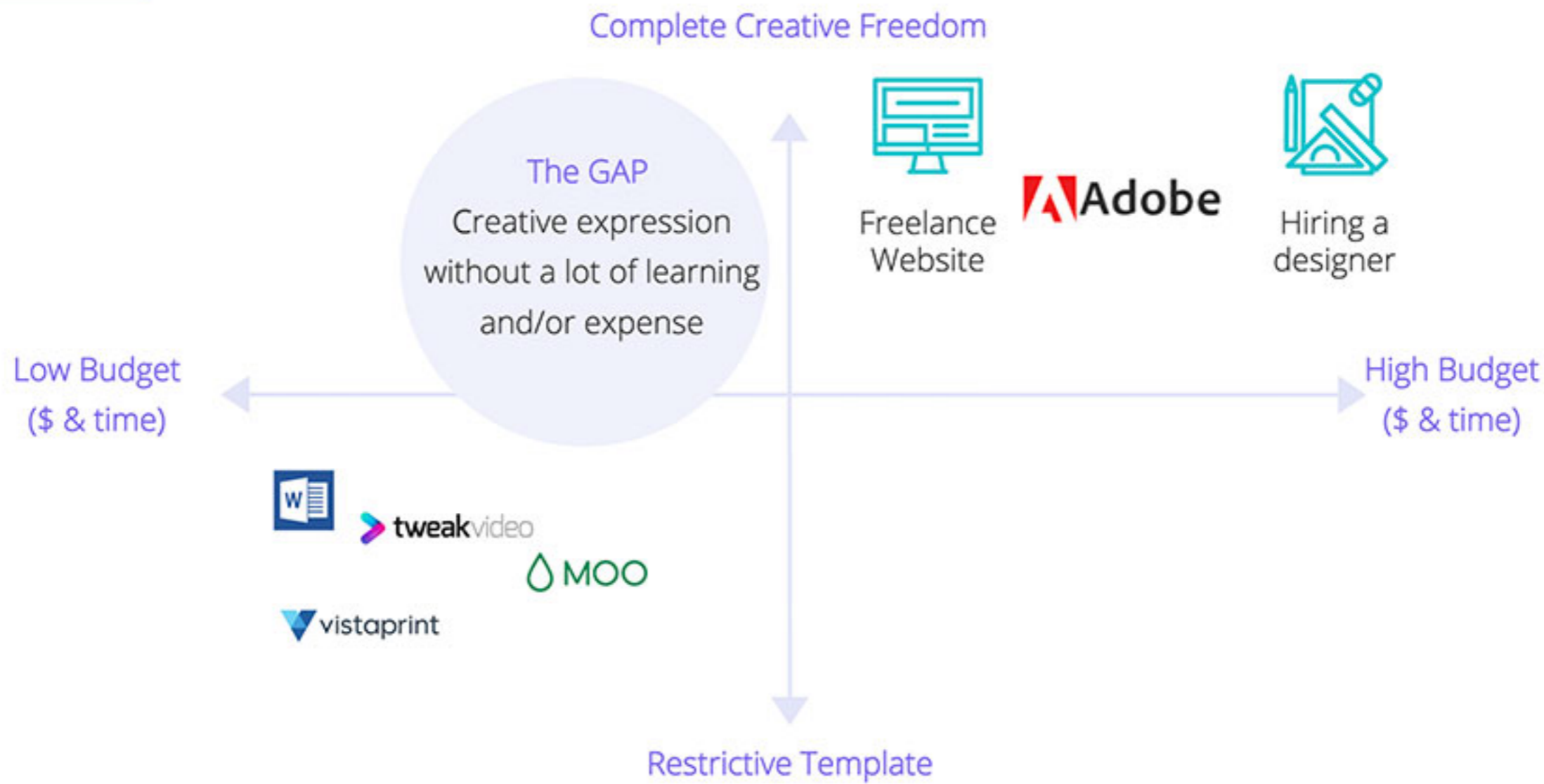


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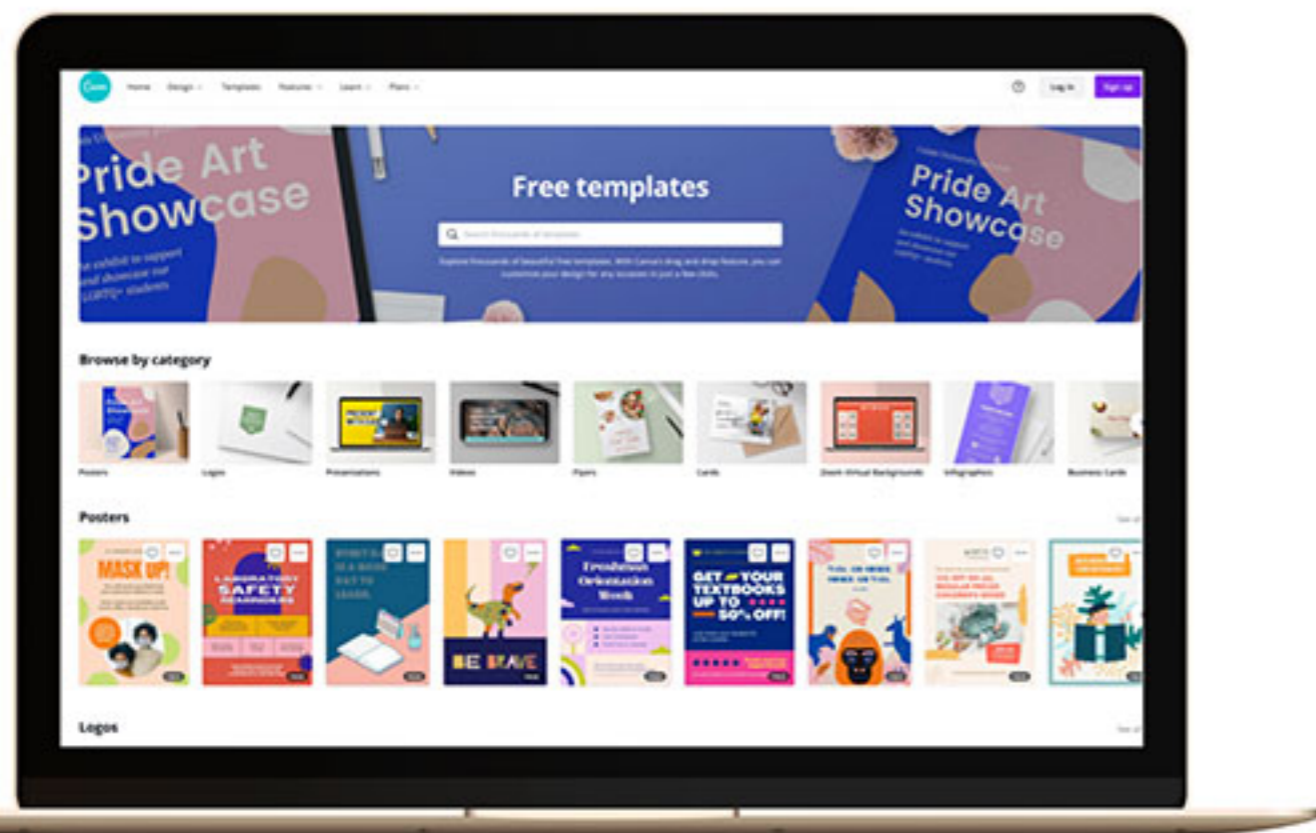
1983

2012

GAP in the Market



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



Why Canva?

Device

User

Payment

Design

ATOM

Training

Market

Desktop Experience

Desktop

Solitary

Pay for Software

Seperate

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 live

Janette Perry

Admin, StMarks College

"Collaboration on our weekly newsletter is a nightmare"

I USE CANVA FOR

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

Rachel Smith

Boutique Florist owner

"Online Templates don't provide me with enough freedom"

I USE CANVA FOR

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

Henry Johnson

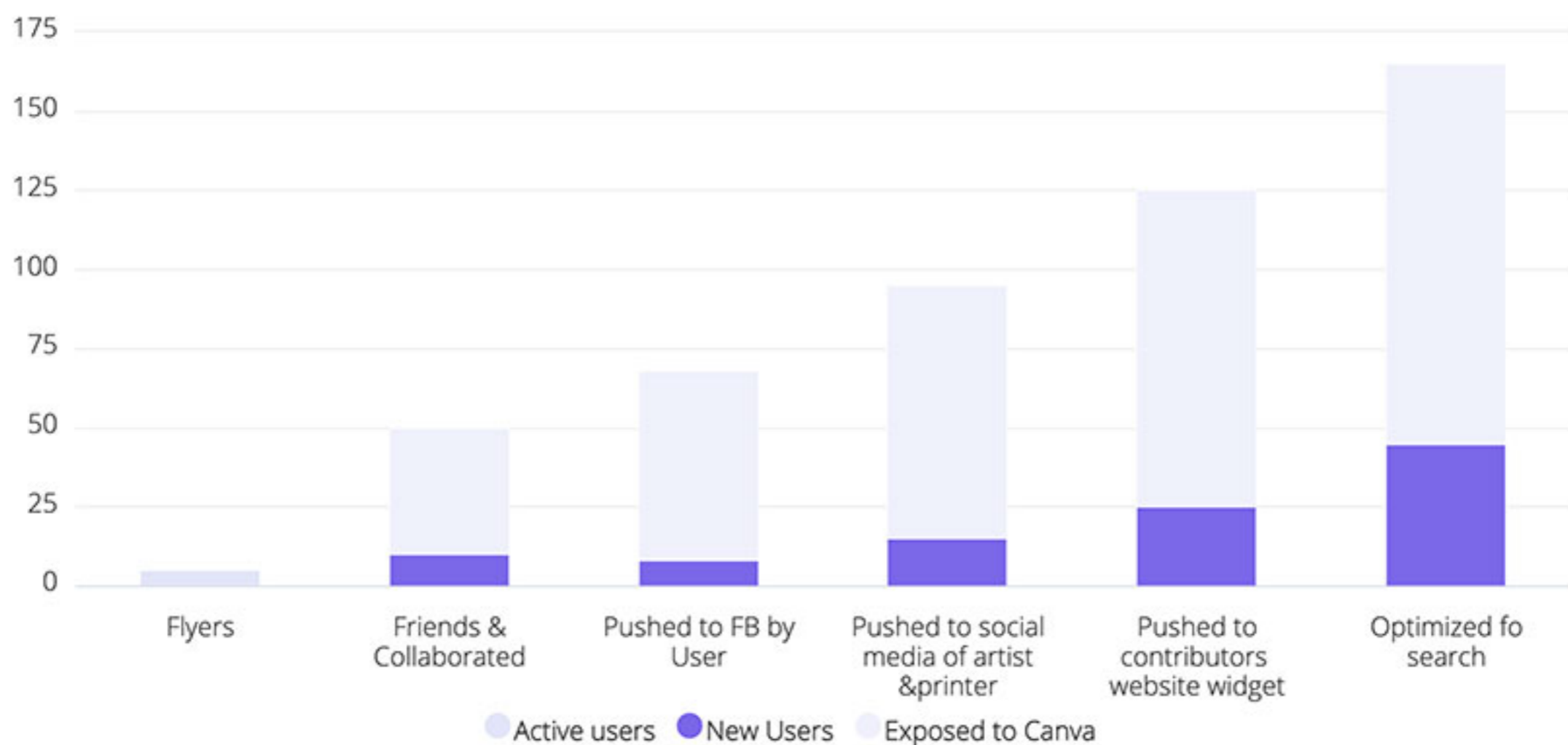
Admin, StMarks College

"Working with designers, over Elance takes too long, I want my designs now"

I USE CANVA FOR

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

Syndication



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.



Launch

Web and tablet for iOS and Android



1 million images/art pieces

Layout library, stock photography, library background library, features, fonts and global print community



3 millions user

Serious traction in the consumer and small business market



Funding

\$1.5 million

convertible debt

15%

Discount

\$8 million

valuation cap

