

The next generation of publishing

# Publishing ERAS



The typewriter



Desktop Computers



HTML5 & Tablets

Metal pages

Typesetting &  
Paste Up

Desktop  
Publishing

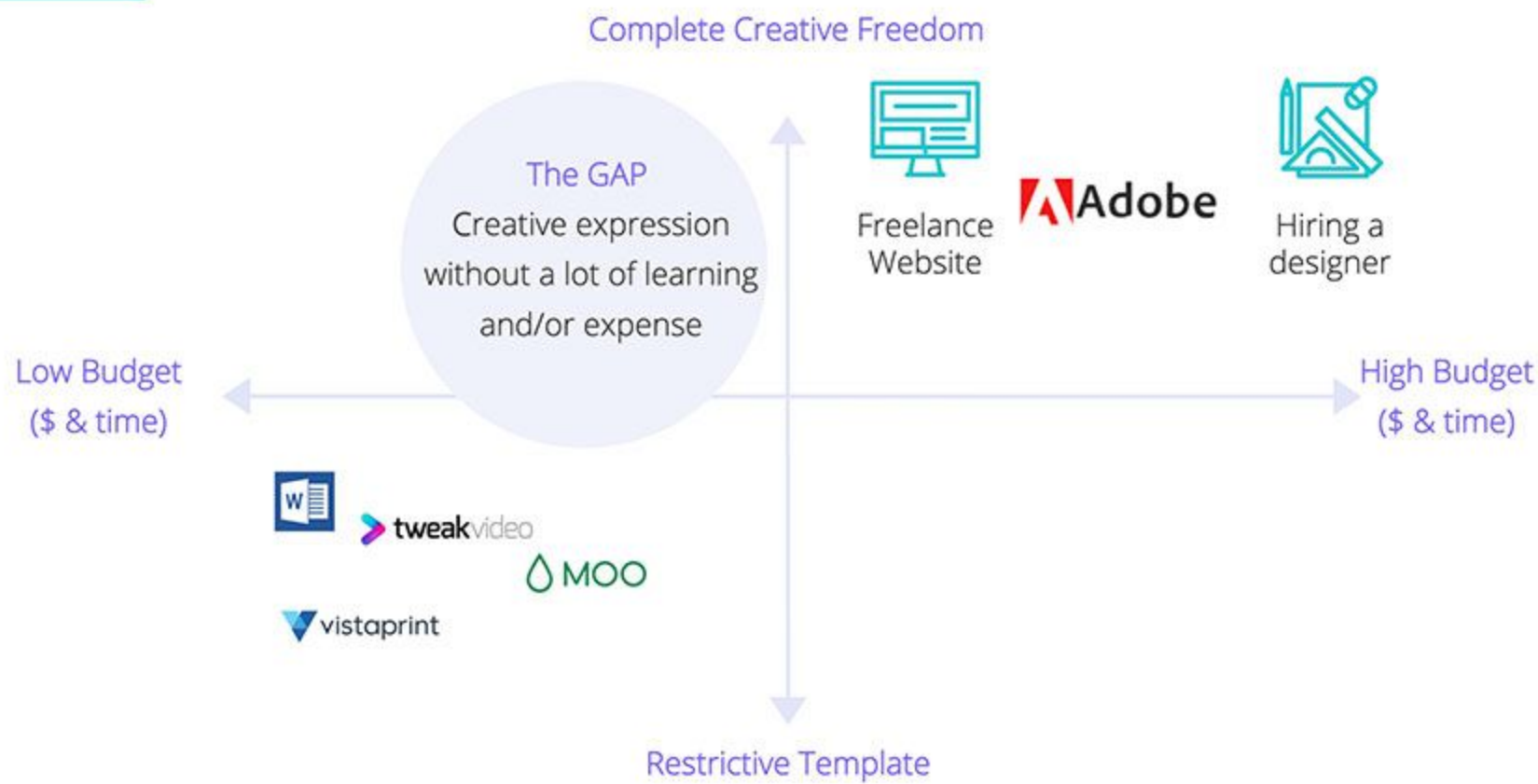


1860

1983

2012

# GAP in the Market



# Why Canva?

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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

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### 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

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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

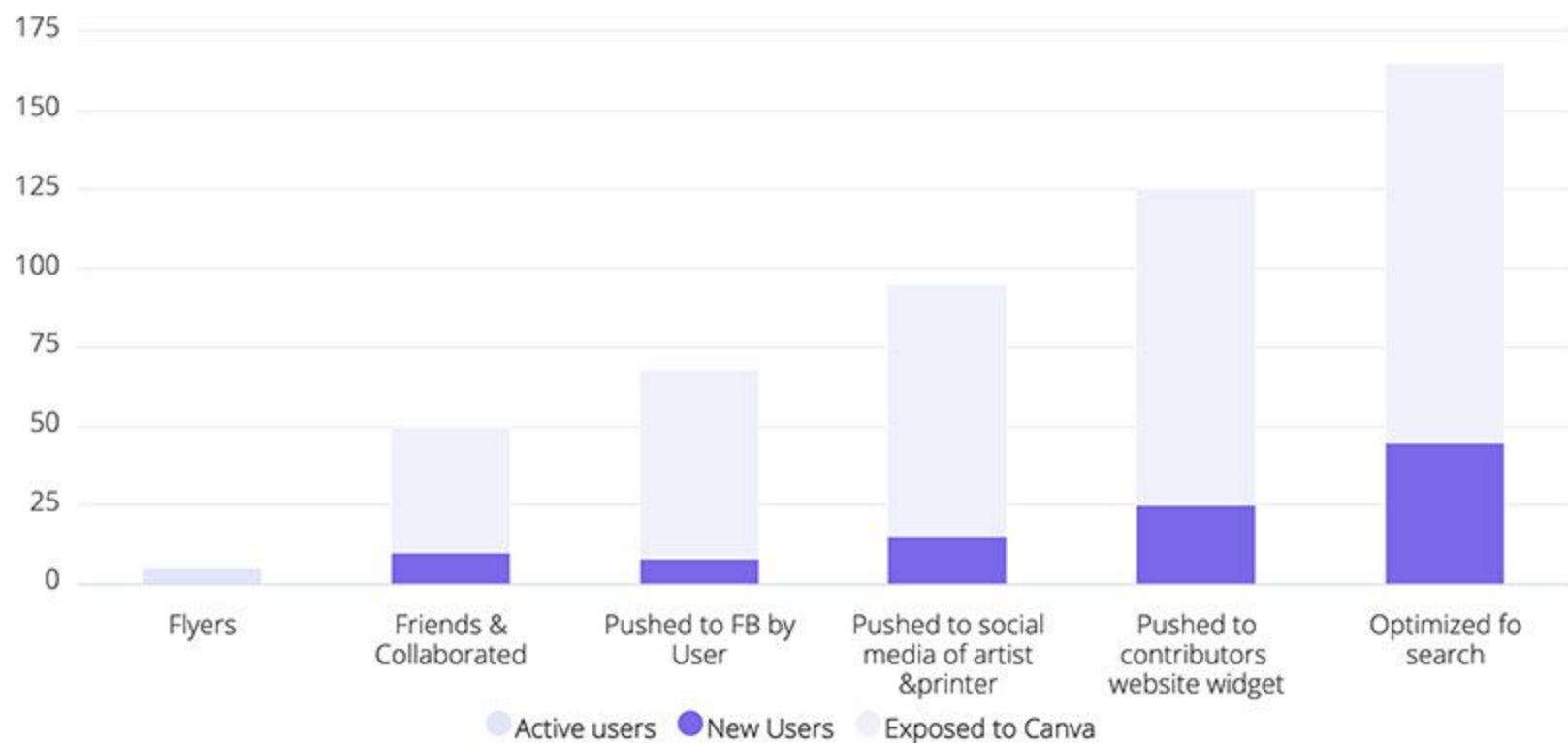
Admin, StMarks College

"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

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**\$1.5 million**

convertible debt

**15%**

Discount

**\$8 million**

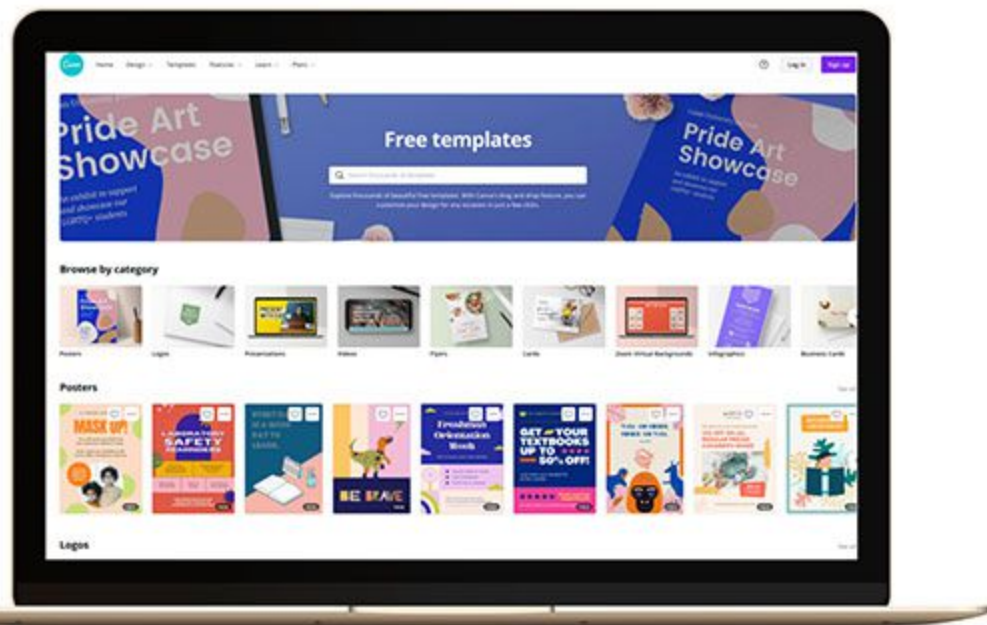
valuation cap





# We've done this before

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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



# Funding

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## 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

