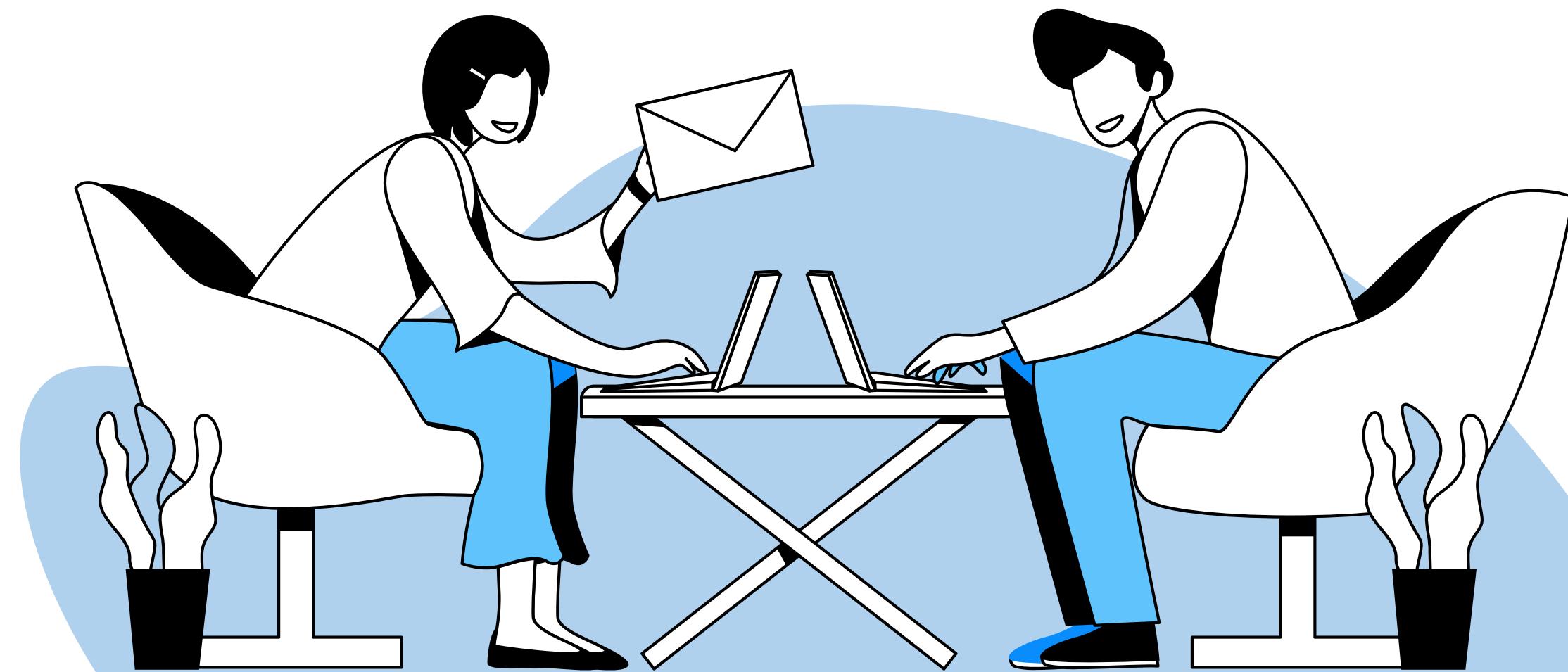


# Canva

By  
*Team Product Pros*



## Vision Statement:

Become the go-to platform for all design needs

## Mission Statement:

Empower everyone in the world to design  
anything and publish it anywhere



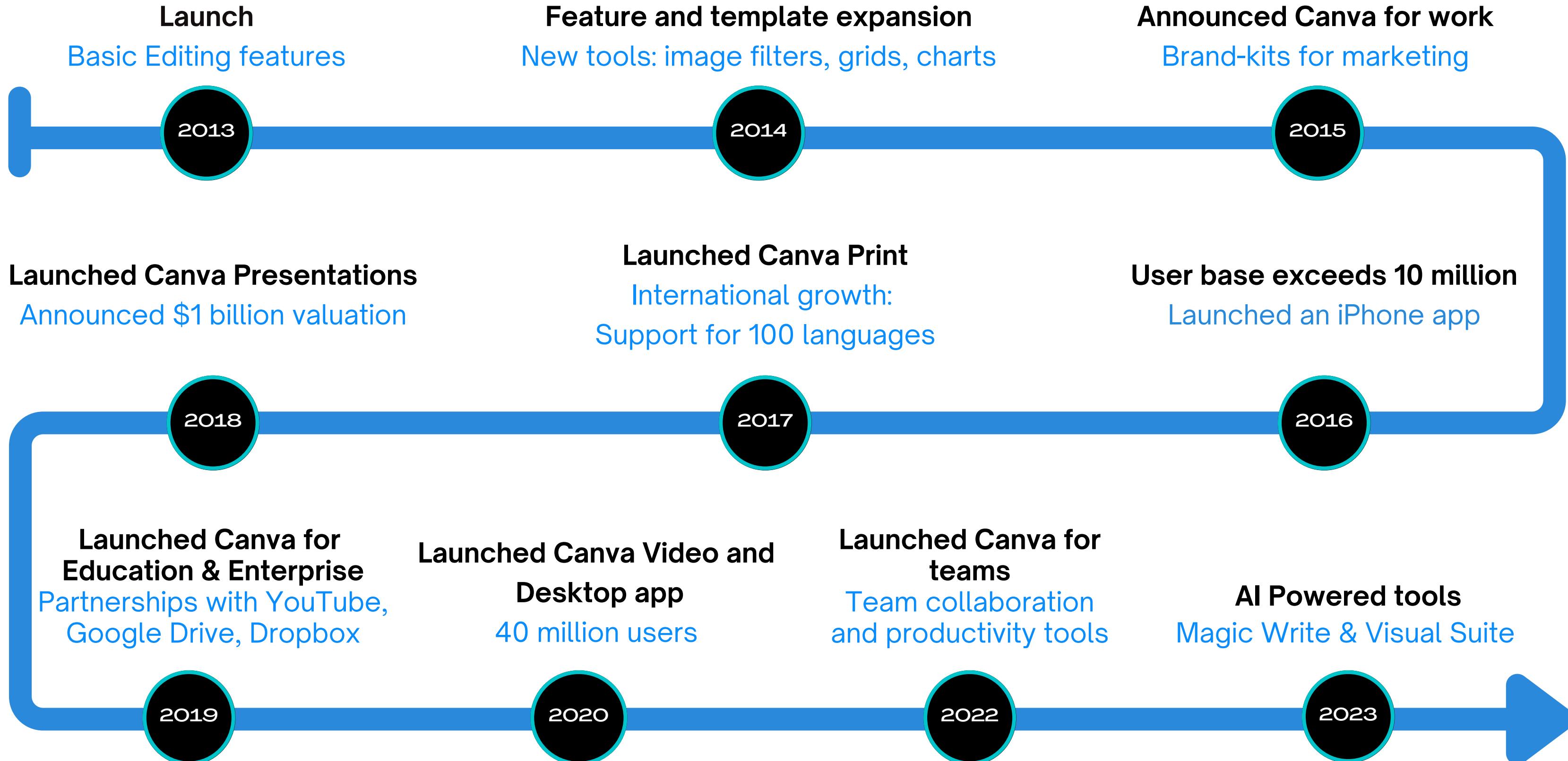
# Why Canva?



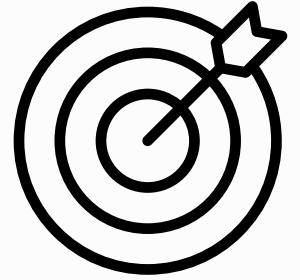
# Product Strategy Canvas

Vision	Relative Costs	Trade-offs	Capabilities
Empower the world to design and make professional-quality design accessible to everyone, regardless of skill level.	<ul style="list-style-type: none"> <li>Low-cost <b>freemium model</b>.</li> <li>Investment in <b>cloud infrastructure</b> and customer support.</li> <li><b>Marketing and content licensing</b> expenses.</li> </ul>	<ul style="list-style-type: none"> <li>Prioritizing <b>ease of use</b> over advanced customization for professionals.</li> <li><b>Lower pricing model</b> over premium-only offerings to ensure mass adoption.</li> </ul>	<ul style="list-style-type: none"> <li><b>Cloud-based design platform with real-time collaboration.</b></li> <li><b>Scalable architecture</b> supporting millions of users.</li> <li><b>Extensive library</b> of templates and design assets.</li> </ul>
Market Segments	Value Proposition	Key Metrics	Growth
<ul style="list-style-type: none"> <li>Small Businesses &amp; Startups:</li> <li>Freelancers</li> <li>Corporations &amp; Enterprises</li> <li>Educators &amp; Students</li> <li>Content Creators &amp; Influencers</li> </ul>	<p><b>Simple, accessible, and affordable design tools</b> for users of all skill levels, with <b>no need for complex software</b>.</p>	<ul style="list-style-type: none"> <li>User Growth</li> <li>Engagement</li> <li>Subscription Conversions</li> <li>Collaboration Usage</li> </ul>	<ul style="list-style-type: none"> <li>Viral growth through <b>social sharing of designs</b>.</li> <li>Focus on <b>global outreach</b> and partnerships with educational institutions.</li> <li>Use of <b>influencers</b> and <b>brand ambassadors</b>.</li> </ul>
Ask Yourself			
<ul style="list-style-type: none"> <li>How can Canva continue to appeal to both <b>beginners</b> and <b>experienced designers</b>?</li> <li>What new collaboration features could be introduced to <b>enhance team productivity</b>?</li> <li>How can Canva better compete with traditional software in <b>enterprise-level branding</b> and design needs?</li> </ul>			

# Product Roadmap

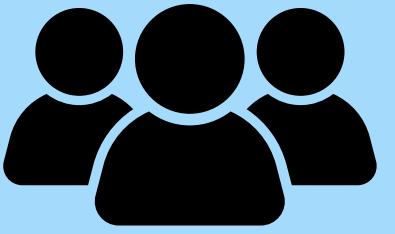


# Execution Plan



## GOALS AND OBJECTIVES

- User Growth and Retention
- Feature Development
- Localization
- Team Collaboration features
- Environmental and Social Impact



## RESOURCES AND TEAM

Agile Team containing following roles:

- Product Management
- Engineering & Development
- Marketing and Partnership
- Data Science and Analytics
- Finance and Legal



## BUDGET & RESOURCES ALLOCATION

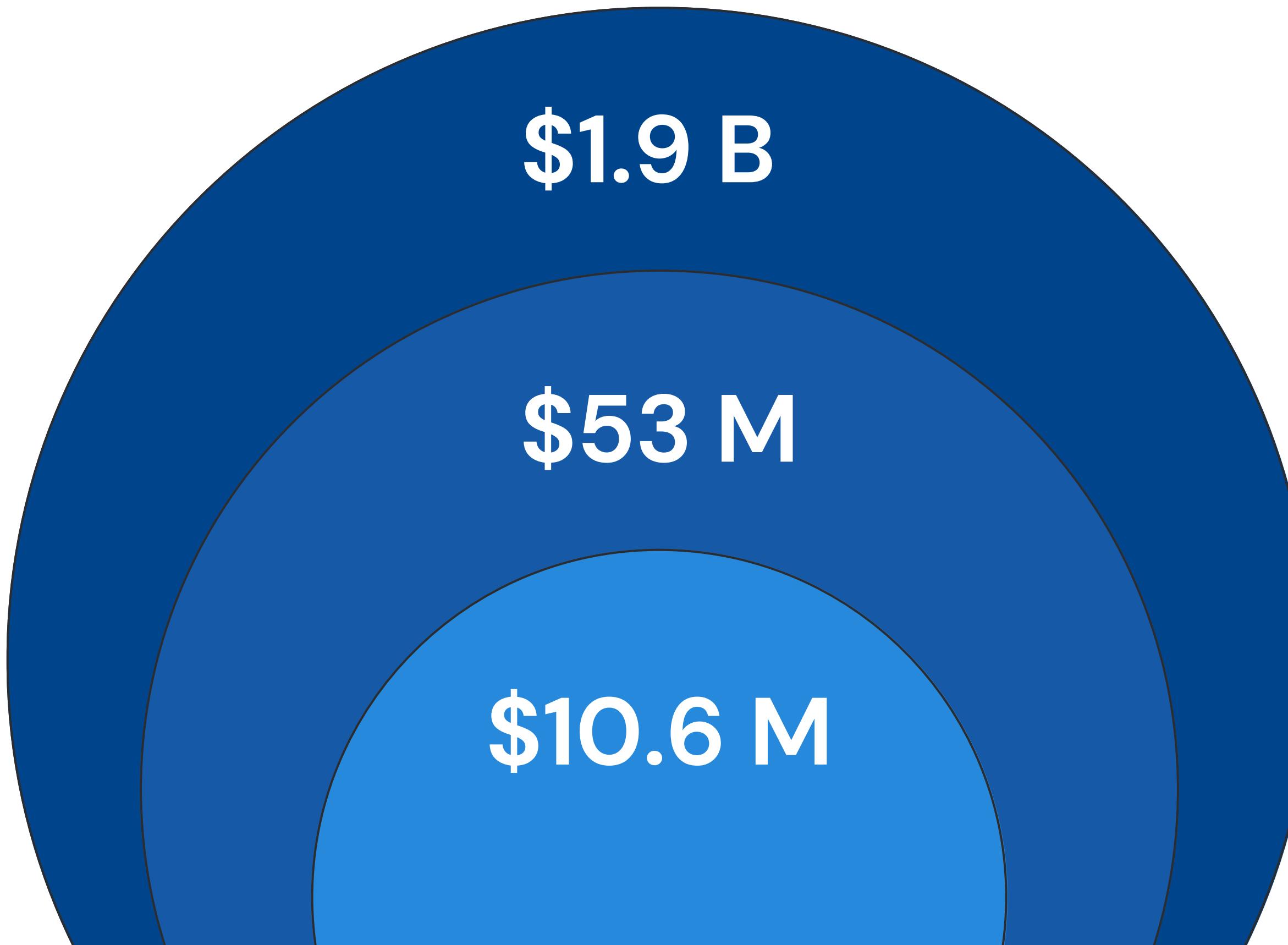
- Product Research & Development
- Marketing and Global User Acquisition
- Infrastructure and Technology
- Customer Support
- Sustainability



## REVENUE STREAMS

- Subscription revenue
- One-time purchase
- Marketplace for creators
- Partnerships and integrations
- Advertising revenue

# Size of the Market



**\$1.9 Billion**

Total Adressable Market (TAM)

**\$53 Million**

Serviceable Available Market (SAM)

**\$10.6 Million**

Serviceable Obtainable Market (SOM)

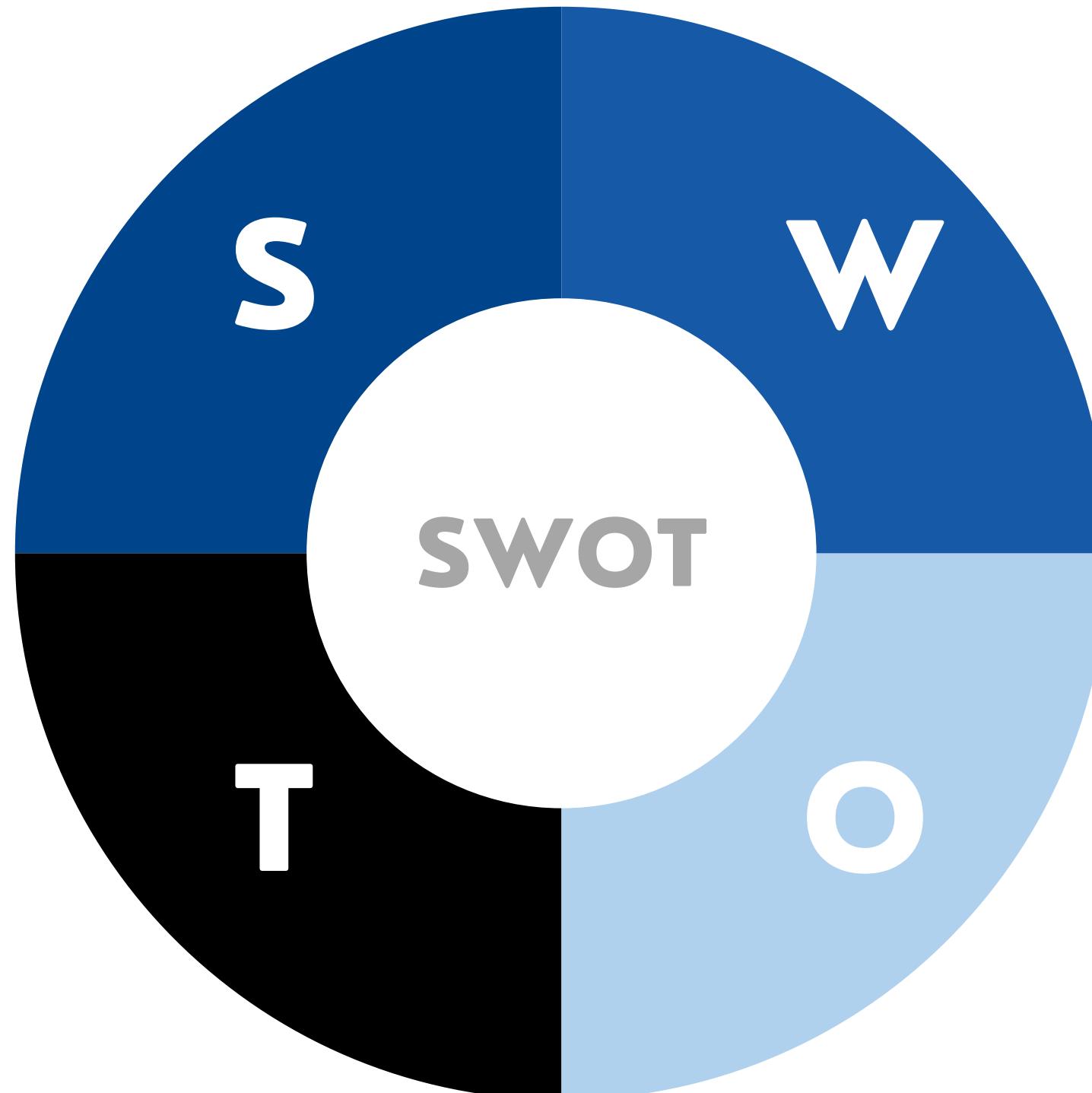
# SWOT Analysis

## Strengths

- User-Friendly Interface
- Extensive Template Library
- Collaboration Features
- Brand Recognition
- Affordable Pricing
- Cross Platform App

## Threats

- Data Privacy Concerns
- Intense Competition
- Graphic Market Saturation
- Shifting Consumer Preferences



## Weaknesses

- Limited Advanced Features
- Dependency on Internet
- Lack of Template Categorization

## Opportunities

- Expansion into New Markets
- Integration of AI Tools
- Corporate Partnerships

# Competitive Analysis

	 Canva	 Figma	 PowerPoint	 Google Slides	 Pitch
Feature Set	Templates, drag-and-drop, brand kit, video	Interactive components, basic animations	Advanced animations, multimedia support	Cloud-based, real-time collaboration	Modern templates, presentation analytics
User Experience	Intuitive, minimal learning curve	Minimalistic, easy for quick slides	Familiar, detailed customization	Simple, Google ecosystem integration	Team-focused, easy to learn
Collaboration Tools	Real-time, comments, access control	Real-time, commenting	SharePoint/OneDrive collaboration	Real-time, Google Drive integration	Real-time, presenter mode
Pricing	Free tier, Pro: \$12.99/month, Enterprise plans	Free with limited features (beta)	Office 365: \$6.99/month	Free, Google Workspace: \$6/month	Free tier, Pro: \$10-\$20/user/month
Unique Selling Points	Accessible, versatile for non-designers	Seamless Figma integration	Industry-standard, deep customization	Free, easy access, Google integration	Built for team collaboration

# Marketing Strategy



## Product Offering

- Freemium Model
- Educational Initiatives



## Content and Engagement

- Content Marketing
- Social Media Engagement
- Community Building



## Partnerships and Collaborations

- Partnerships and Integrations
- Influencer Marketing



## Promotion and Advertising

- Referral Program
- Targeted Advertising
- Localized Marketing

# Business Results



**\$2 Billion**  
Revenue (FY23)



**\$569 Million**  
Total Funding



**16 Million**  
Paying Subscribers



**135 Million**  
Monthly Active Users



**Profitable Since  
2017**



**More Than 90%**  
Fortune 500  
Adoption

# Investment Criteria



## FUNDING ROUNDS

- Mar 2013 – \$3M (Seed)
- June 2013 to Oct 2015 – \$38M (Series A)
- Sept 2016 – \$15M (Series B)
- Jan 2019 – \$40M (Series C)
- May 2019 to Jun 2020 – \$210M (Series D)
- Apr 2021 – \$71M (Series E)
- Sep 2021 to May 2024 – \$208M (Series F)



## TOP INVESTORS

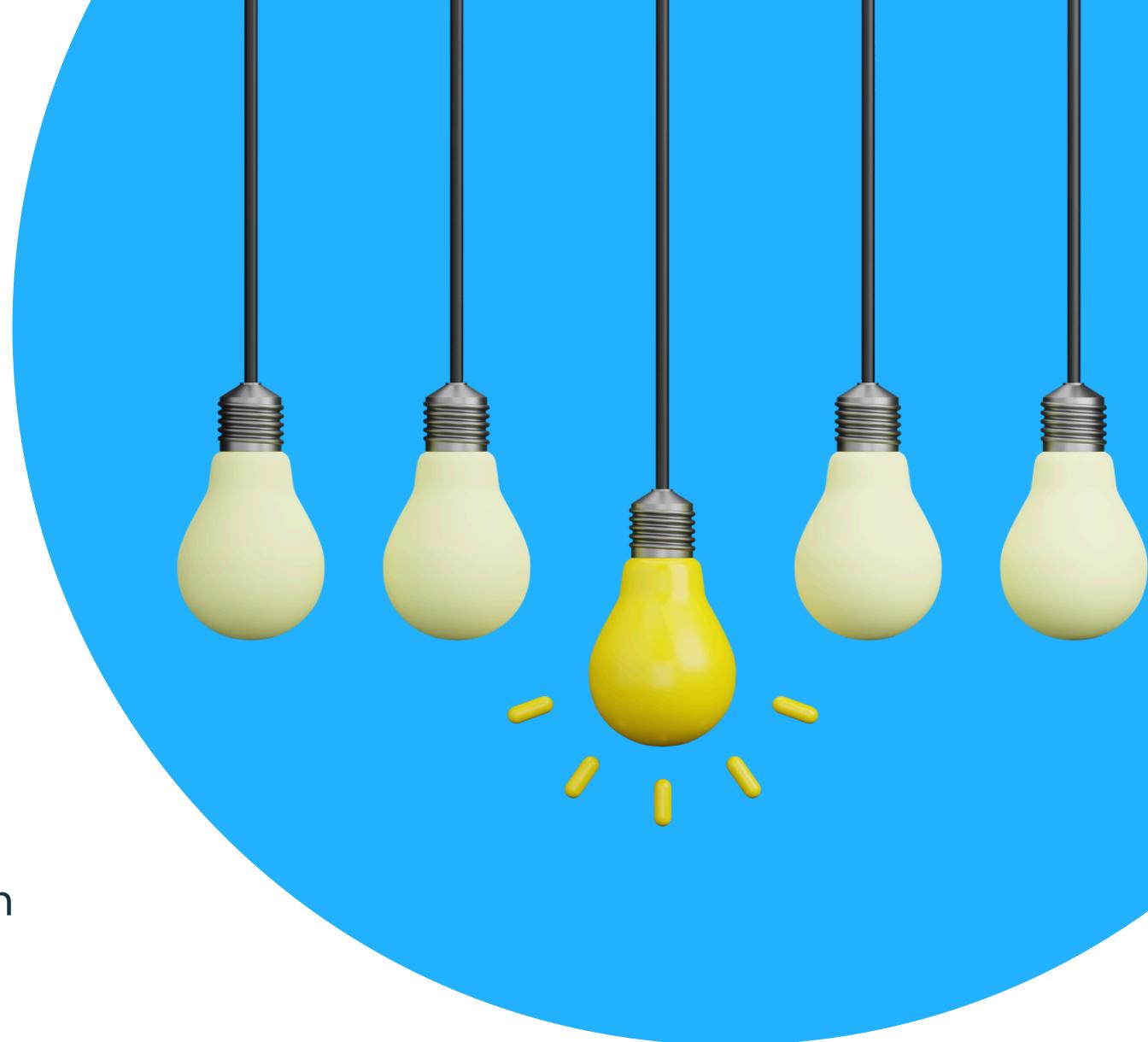
- Blackbird Ventures
- Felicis Ventures
- Sequoia Capital
- General Catalyst
- Matrix



## ACQUISITIONS

- Zeetings
- Pexels
- Pixabay
- Kaleido
- Smartmockups
- Flourish
- SlidesCarnival

# How would we do things differently?



## PAIN POINTS

- Difficulty finding need-specific templates
- Limited flexibility in customizing templates
- Frequent design disruptions
- Challenges in Accessing All Paid Elements
- Pricing Concerns

## SUGGESTIONS

- Brand based template generation
- Introduce advanced editing tools
- Design mode toggle
- Pro Element Navigator
- Reassess Pricing Structure: freelance partnerships, discounted bundles



**THANK  
YOU**

