

Canva

THE NEXT GENERATION OF PUBLISHING

PUBLISHING ERAS

Change of leaders in publishing
due to external innovation.

THE
TYPEWRITER

DESKTOP
COMPUTERS

HTML5 &
TABLETS

METAL
PAGES

TYPESETTING &
PASTE UP

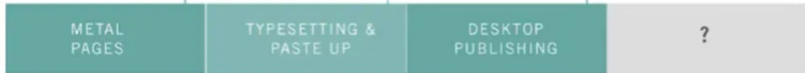
DESKTOP
PUBLISHING

?

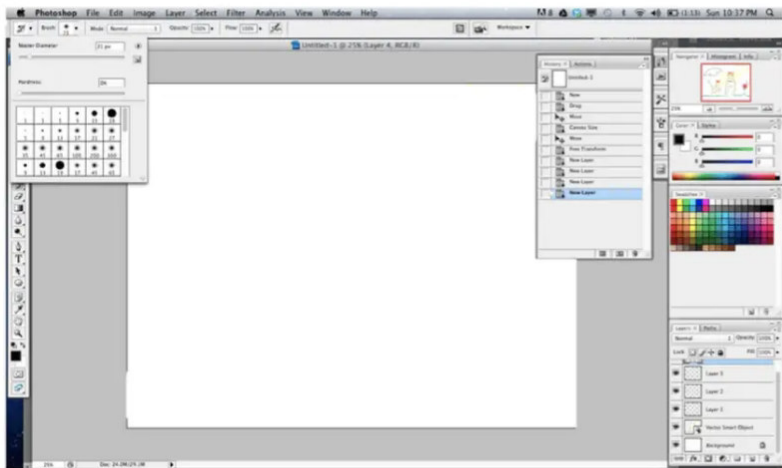
1860

1983

2012



DESKTOP PUBLISHING

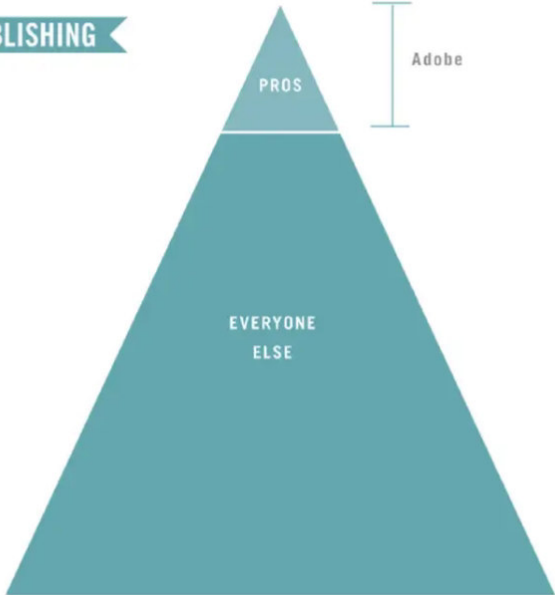


DESKTOP PUBLISHING

PROS

Adobe

EVERYONE
ELSE

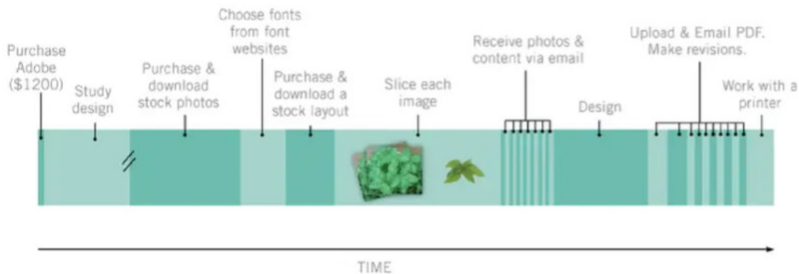


GAP IN THE MARKET



PRO DESIGN PROCESS

Designing *anything* takes a lot of time and experience.



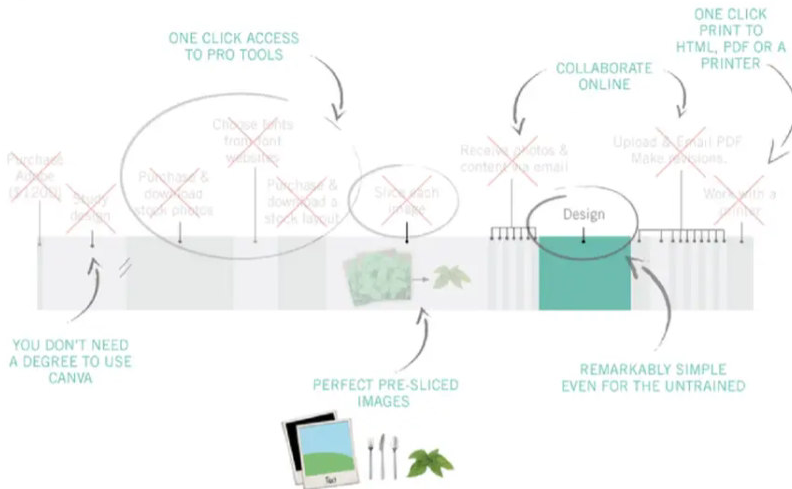
WE BELIEVE...



Canva

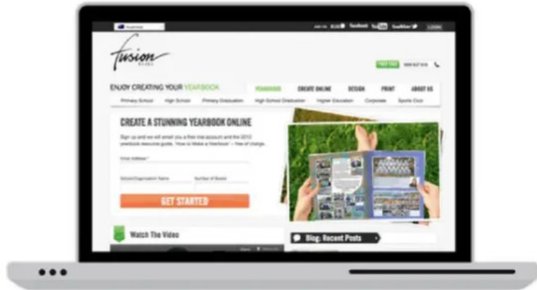
Design - the way it should be.
Online, collaborative and remarkably simple.

SOLUTIONS



WE'VE DONE THIS BEFORE

- Over 10% of Australian high-schools use Fusion Books
- Licensed in international markets (France & New Zealand)
- **4 years of Research and Development** will be transferred to Canva for \$0.



WWW.FUSIONYEARBOOKS.COM

PIXEL MANIPULATION



OBJECT MANIPULATION

iPad

4:20 AM

32 %

Canva

1 Base

Landscape



2 Layout

3 Photos

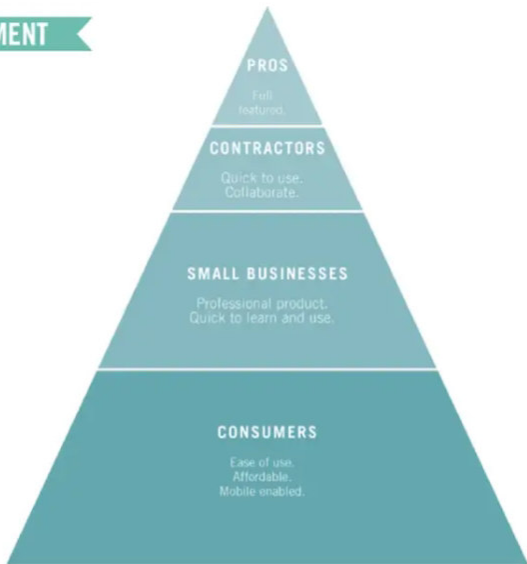
4 Toppings



WHY CANVA?

	DESKTOP EXPERIENCE	CLOUD EXPERIENCE
DEVICE	Desktop	Web, tablet & mobile
USERS	Solitary	Collaborative
PAYMENT	Pay for Software	Micropayments for content
DESIGN ELEMENTS	Seperate	Integrated
ATOM	Pixels	Objects
TRAINING	Months/Years	Minutes
MARKET	Professional	Consumer & Professional

MARKET SEGMENT



USE 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, St Marks College

"Collaborating on our weekly newsletter is a nightmare"

I USE CANVA FOR...

- Weekly newsletters
- Perspectives
- Posters and flyers for events
- Canteen menus and specials
- Staff updates
- Teachers use Canva in the classroom

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
- 'Flyers' for Facebook
- Wedding pitches

HENRY JOHNSON

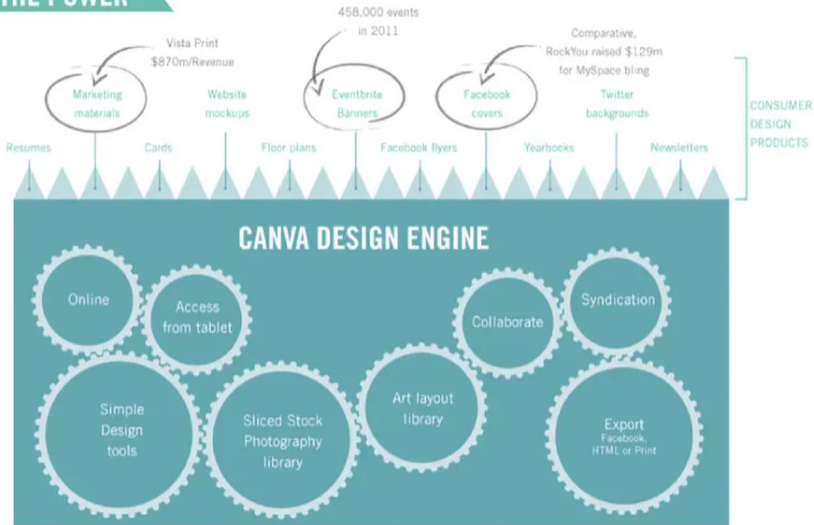
Marketing professional

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

I USE CANVA FOR...

- Proposals for clients
- Mocking up marketing campaigns: web pages, brochures, flyers
- Collaboration with design team
- Company newsletters

THE POWER



SYNDICATION

Active users
Exposed to Canva
New users

NO. PEOPLE EXPOSED

FLYER
CREATED ON
CANVA

FRIENDS &
COLLEAGUES
COLLABORATE

PUSHED TO
FACEBOOK BY
USER

PUSHED TO
SOCIAL
MEDIA
OF ARTISTS
& PRINTER

PUSHED TO
CONTRIBUTORS'
WEBSITE WIDGET

OPTIMIZED
FOR SEARCH



FUNDING

MILESTONES BEFORE SERIES A

(1) Develop the Canva platform

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

(2) 1 million images/art pieces

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

(3) Launch

Web and Tablet for iOS and Android.

(4) 3 million users

Serious traction in the consumer and small business market.

FUNDING AND TERMS

\$1.5 million convertible debt

15% discount

\$8M valuation cap

CANVA TEAM



MELANIE PERKINS
FOUNDER & CEO

CEO of Fusion Books—successfully turned her vision into a profitable company at 19. Taught design at University.



CLIFF OBRECHT
FOUNDER & COO

Founder and COO of Fusion Books. Built and ran profitable sales and marketing teams.



CAMERON ADAMS
FOUNDER & CPO

Founder and product designer at Canva <http://canva.com>. Previously on Fluent <http://fluent.io> & designer at Google (Wave). Speaker, Author.



OLIVIER BIERLAIRE
LEAD DEVELOPER

CTO at Fusion Books. Senior Developer at Orange and Amadeus. Talented Java developer with a unique flair for design.



LEE TORRENS
STOCK PHOTO GURU

Stock photography blogger @ www.microstockdiaries.com author of 'Microstock Agency Research Report' and organize: Microstock Expo.



LARS RASMUSSEN
ADVISOR & INVESTOR

Director of Engineering at Facebook. Founded Google Maps and Google Wave. Deep understanding of Canva's cutting edge technology.



DAVE BAGSHAW
ADVISOR & INVESTOR

Former CEO of Shutterfly. VP Marketing at Silicon Graphics, SVP at @Home Networks/Excite@Home. MBA and MS Mechanical Engineering at Stanford University.

Canva

MICROPAYMENTS

Micropayments for content.

