

# Investment Memo

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Generated on July 29, 2025

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## Canva Investment Memo

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Prepared on Jul 29, 2025

### 2. Problem

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Welcome to /r/startups, the place to discuss startup problems and solutions. Startups are companies that are designed to grow and scale rapidly. Be sure to read and follow all of our rules--we have specific places for common content and requests. Long story short, I just started using Canva recently for design Have you ever sent out or reviewed by pitch made in Canva? What's your take on it?

Sources: [website](#)

### 7. Team

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The Canva team includes Jennie Rogerson, Monica Silvestre, Christina (CJ) Jones in key leadership roles.

**Key Team Members:** - Jennie Rogerson — Global Head of People - Monica Silvestre — Canva - Christina (CJ) Jones — Canva - Jason Wilmot — Canva - Becky White — Canva

Sources: [linkedin](#), [linkedin](#), [linkedin](#), [linkedin](#), [linkedin](#)

### 9. Competition

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**Key Competitors:** - including Zapier, Meta Ads, Akita, Shopify, and more

Sources: [googlesearch](#), [googlesearch](#), [google\\_search](#)

## Missing Information

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The following sections could not be populated with evidence: - intro - solution - product - *businessmodel* - *traction* - *financials* - *market* - *growthstrategy* - roadmap - risks - moat - why\_now