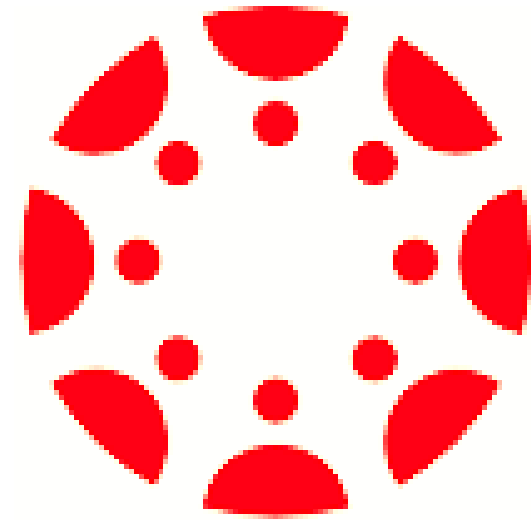
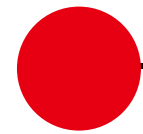


NOVEMBER 2, 2022



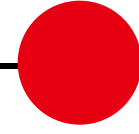
**CANVAS**  
BY INSTRUCTURE

# From BYU to Universities worldwide



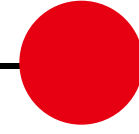
2008

Founded at BYU  
by Brian  
Whitmer and  
Delvin Daley



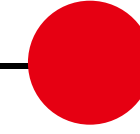
2015

Went Public  
on NYSE  
(INST)



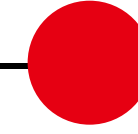
2017

Hit \$1B  
market  
cap



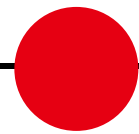
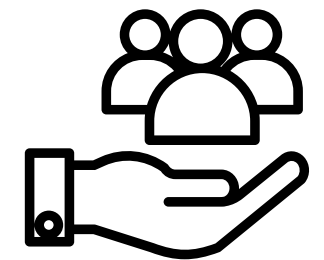
2019

Reached  
>30M  
global  
users



2020

Increased  
State  
partnerships  
begin

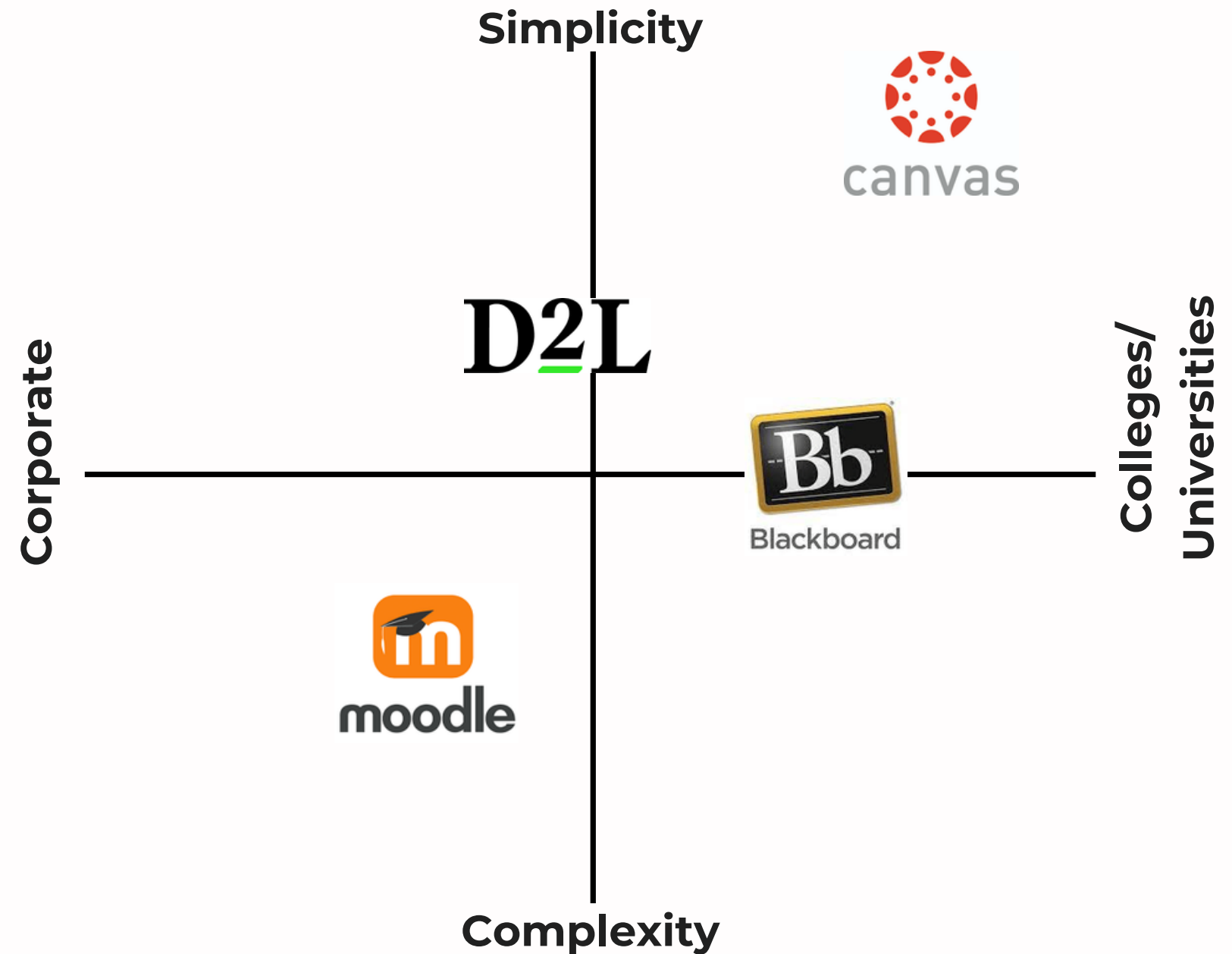


2022

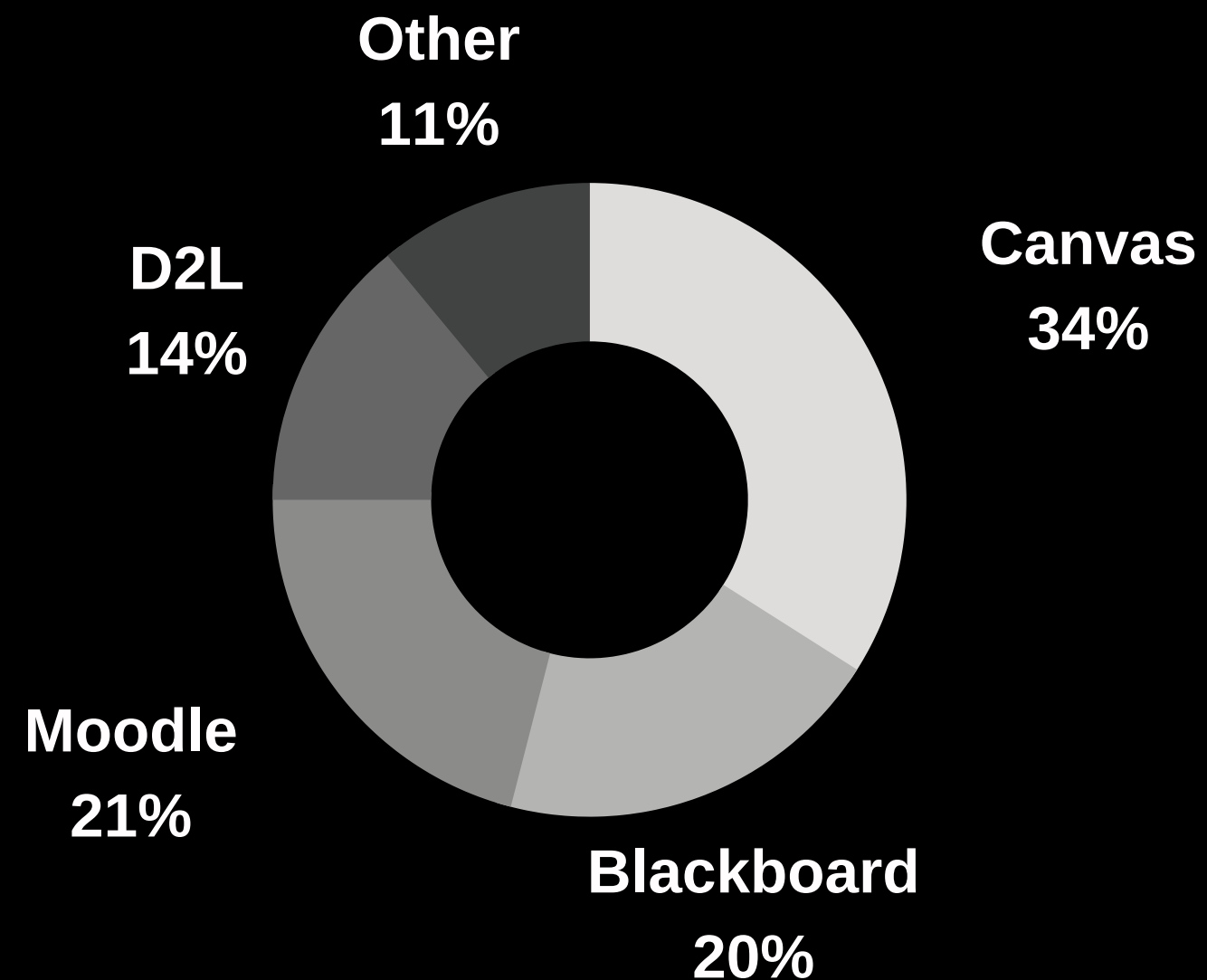
reached  
over  
6,000  
customers

# Sticking to our roots

Universities.  
Our first customer,  
Our favorite customer.



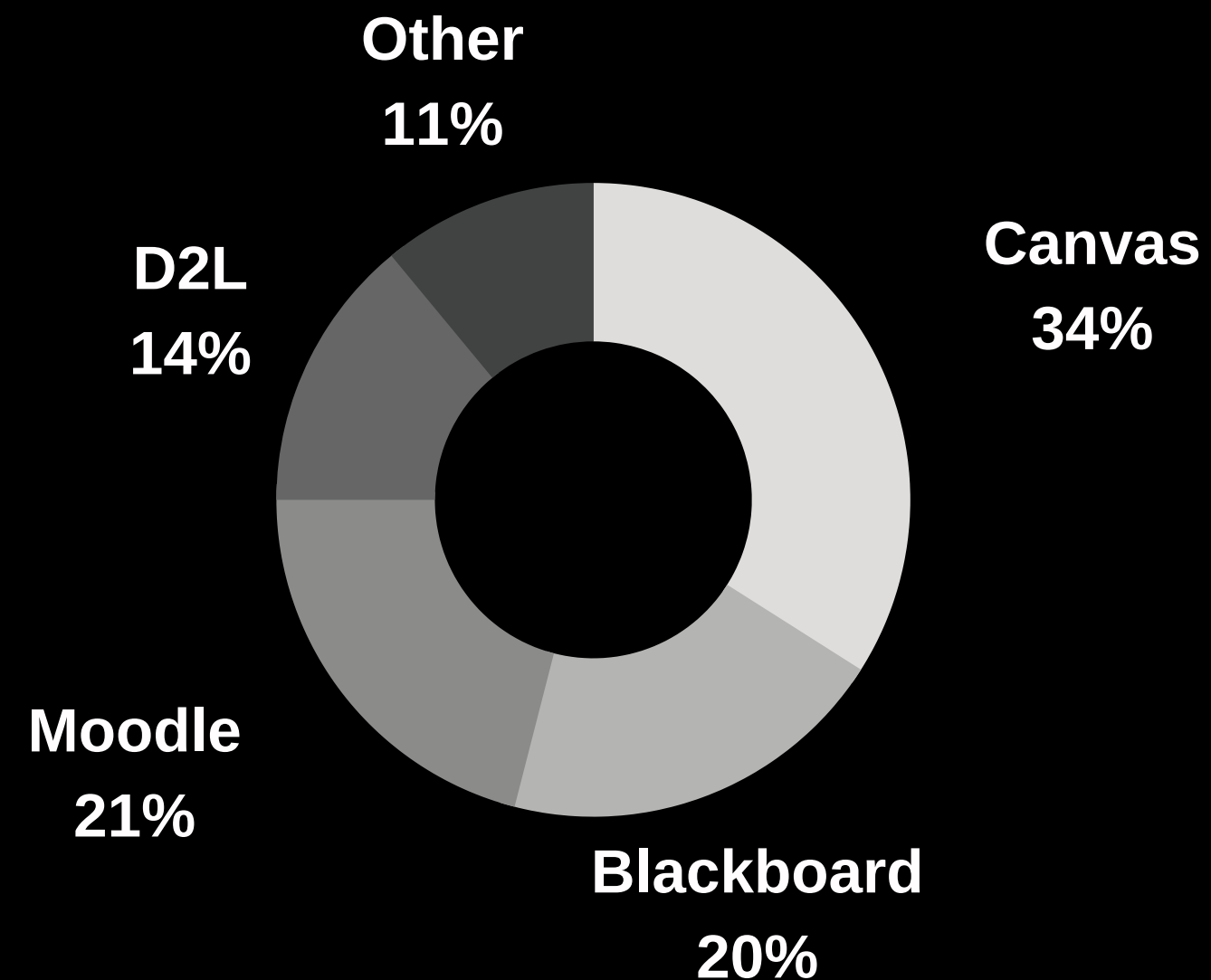
*The MOST used LMS in North America and the FASTEST growing worldwide.*



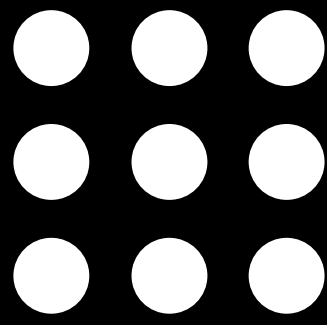
Going deep,  
not wide...  
and not worried!



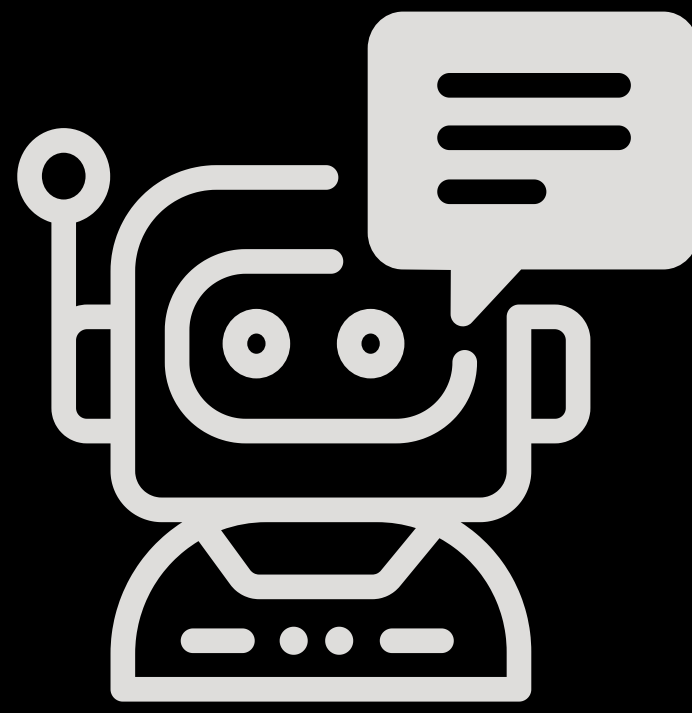
*The MOST used LMS in North America and the FASTEST growing worldwide.*



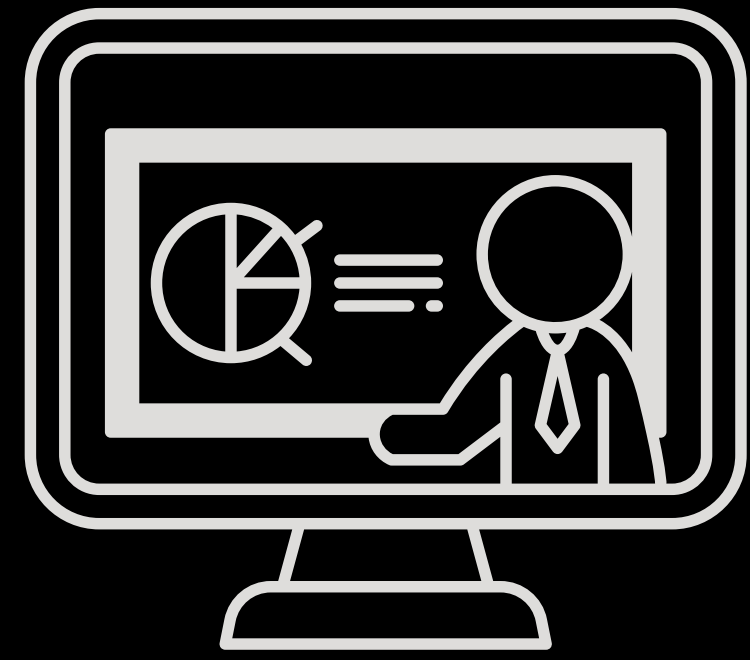
Going deep,  
not wide...  
and not worried!



# WHERE THERE IS CHALLENGE THERE IS OPPORTUNITY!



Chat Bot for quick  
user assistance



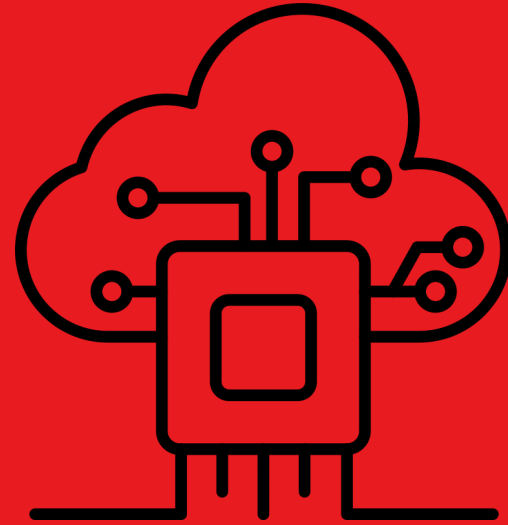
Standalone e-  
learning platform



Analytics platform to  
analyze progress

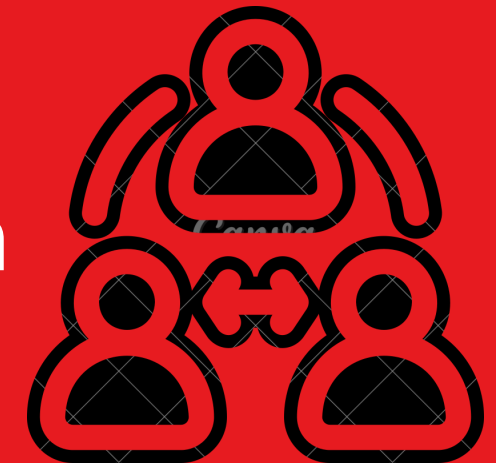
How can Canvas grow?

# WHAT THE TECH?!



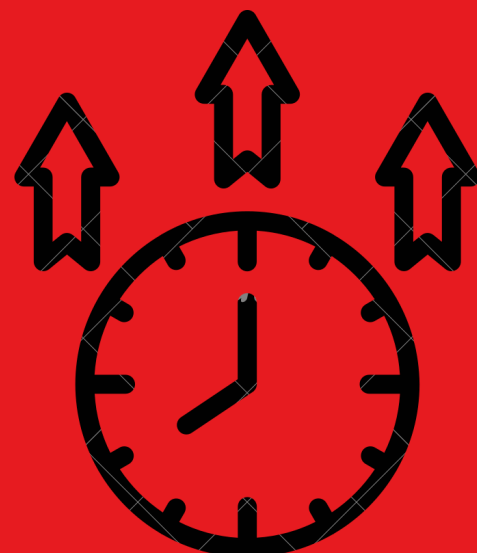
Cloud-based learning platform

Third-party integration



Data backup and recovery

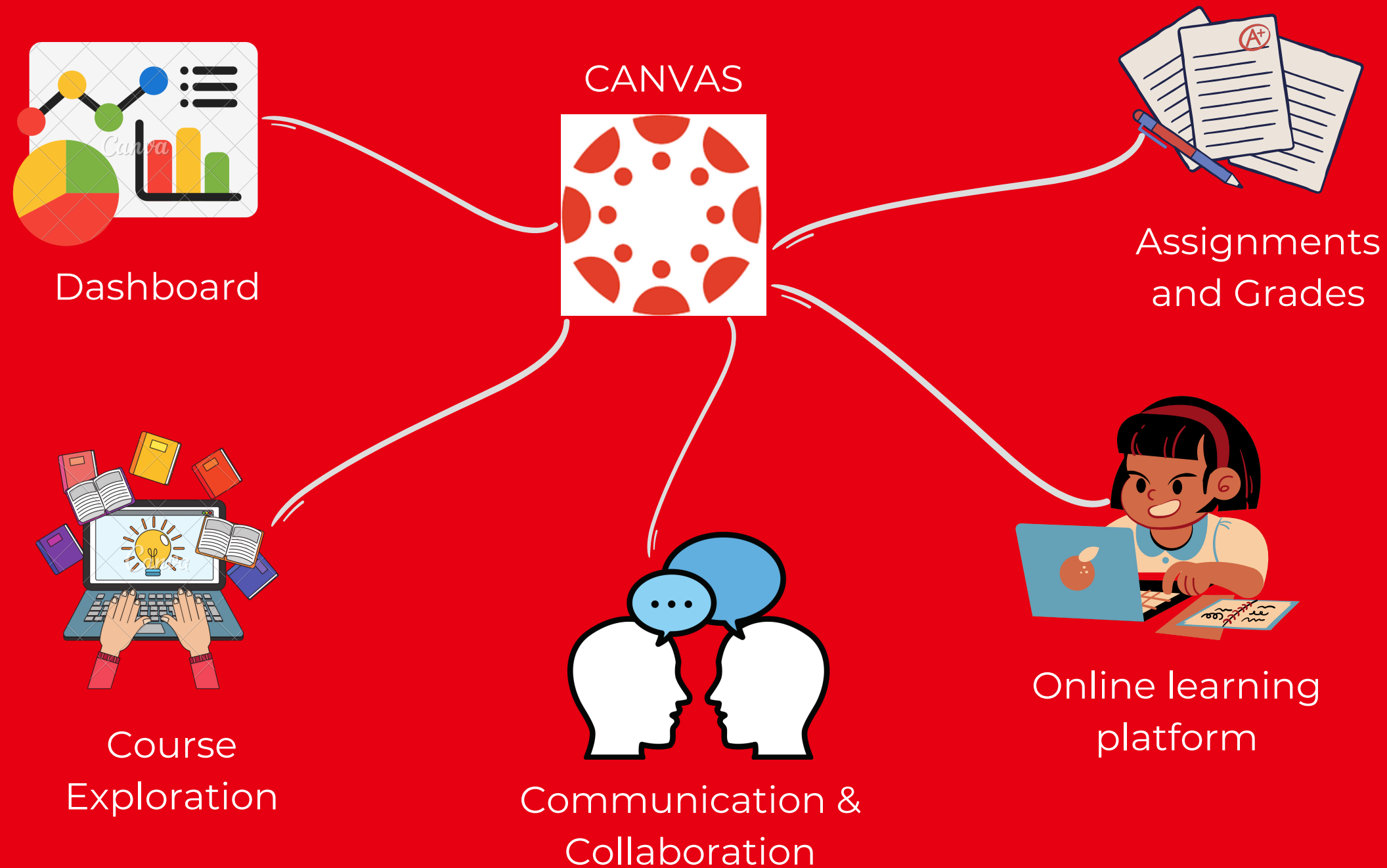
Platform-neutral



99.9% system up-time

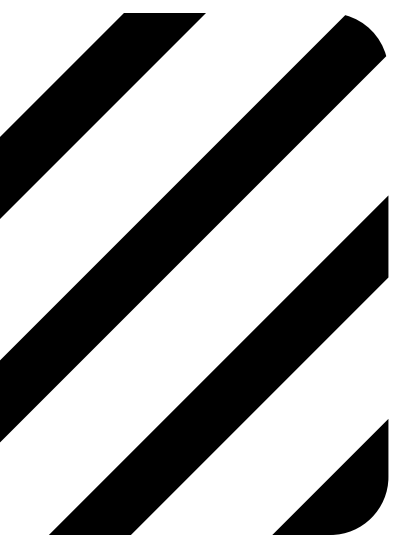
# SIMPLICITY DRIVES OUR SUCCESS

"Our software makes lifelong learning easier. We strive for clarity and ease of use across the board, from product design to communication to customer experience."



Users can have fun with Canvas!

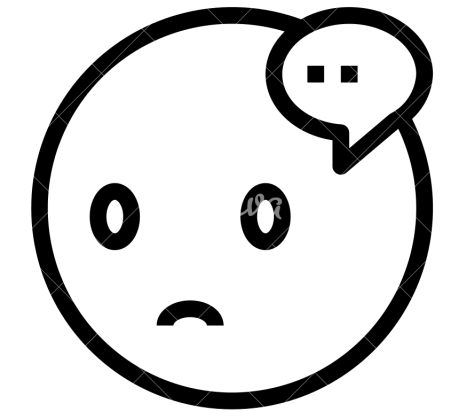




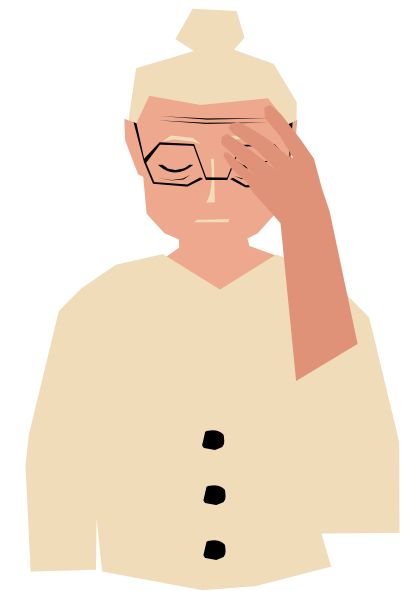
# TOO SIMPLE?!



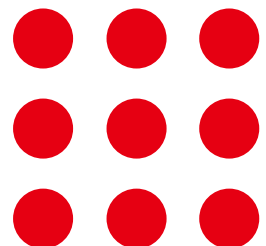
Unaware of new features



Difficulty in accessing information



Too much navigation



**Customer  
vs.  
User  
satisfaction**

**90%**

CUSTOMERS SATISFACTION SCORE

**28%**

OF USERS ONLY RATED 6 OR HIGHER  
OUT OF 7 ON USER SATISFACTION

# 40%

OF USERS ARE UNAWARE OF OUR  
BASIC FEATURES

# 90%

OF USERS ARE UNAWARE OF OUR  
NEWEST FEATURES

**What is  
driving poor  
user  
satisfaction?**

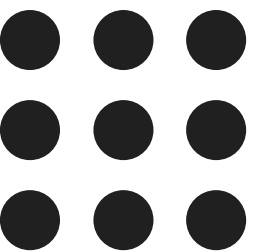


new features?

existing shortcuts?

improved functionality?

**prove it.**







Become the most **easily navigable** and **insight-driven** learning management platform (C)

*Reduce the number of clicks to complete tasks by 25%*

# Our Objectives & Key Results



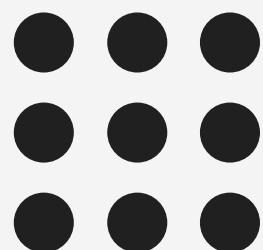
Become a platform of **boundless learning possibilities** (B)

*Increase learning interaction between students and professors by 15% in 6 months*



Transform Canvas users into **Canvas Champions!** (T)

*Increase time spent on new features by 25%*

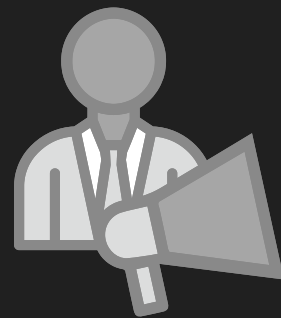
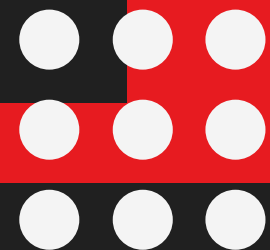


# Success Metrics



**2%**

Increase in customer base  
(B)



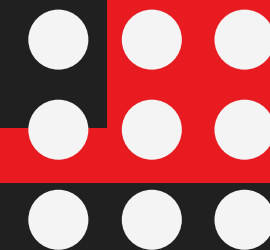
**10%**

Increase in time spent on  
Canvas month on month  
for the first quarter  
(B, T)



**9/10**

Increase student  
satisfaction rating over the  
next 1 year  
(C, u)

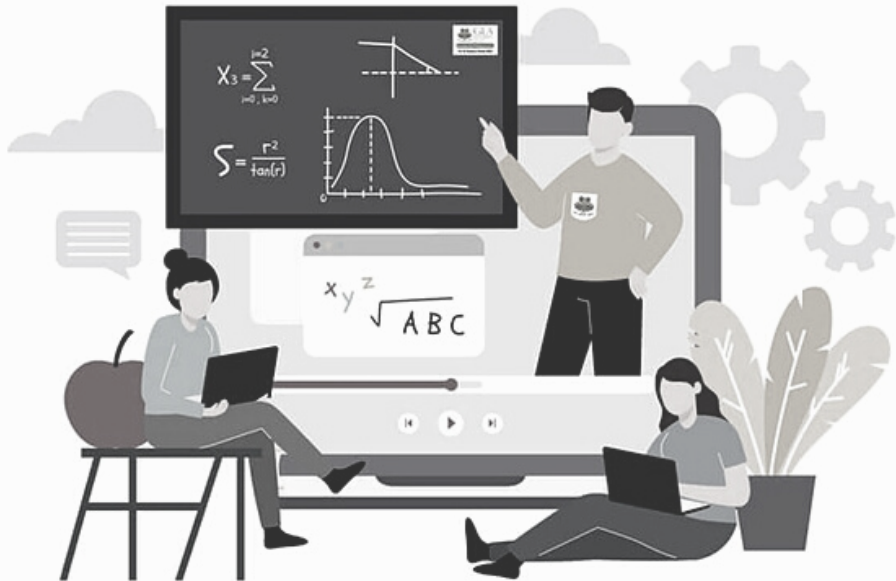
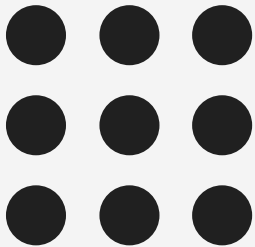
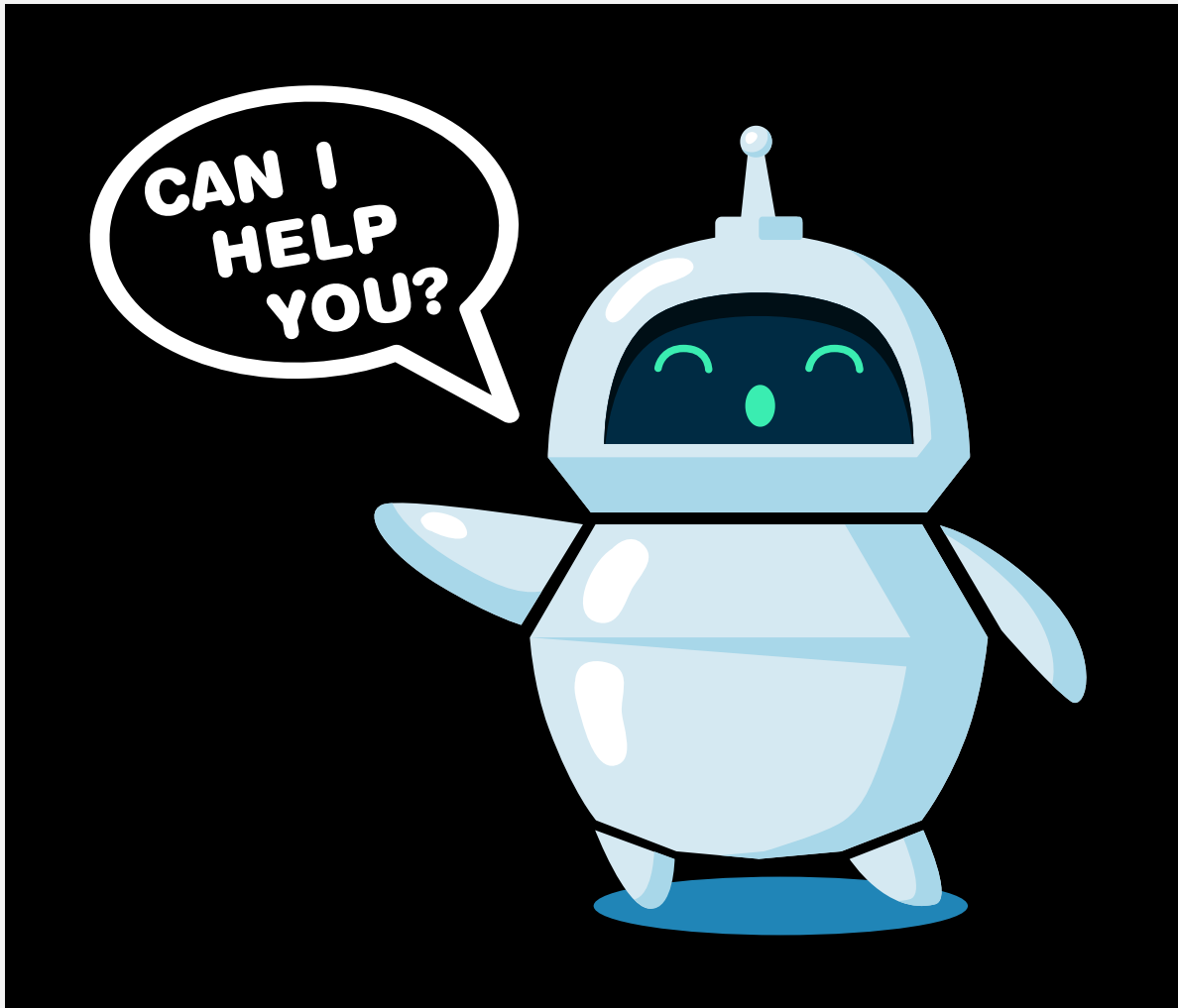


**10%**

Increase in score on self  
assessment of Canvas  
knowledge  
(B, T, u)

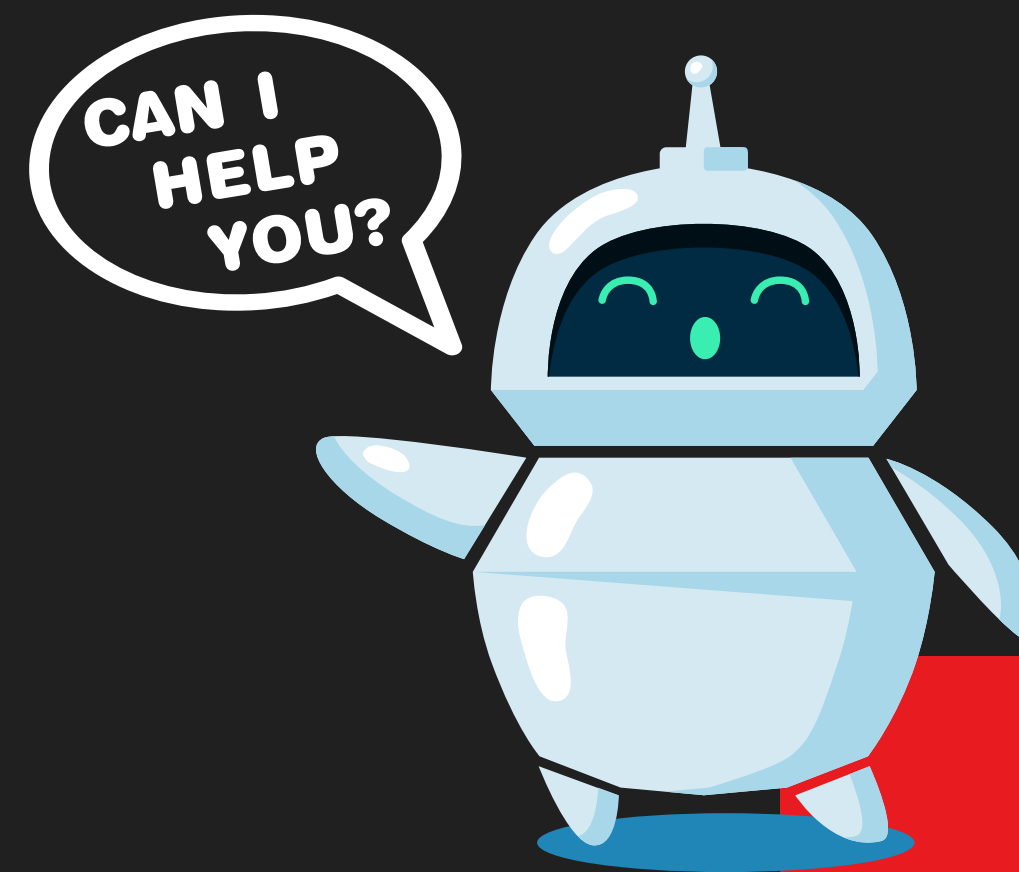
# Ideas & Selection

WINNER



● ●  
● ●  
● ●

**GIVING USERS THE  
SUPPORT THEY NEED  
WITH CANVAS CASSO  
- OUR SMART  
ASSISTANT!**





# Establishing a human foundation for an AI approach

1.

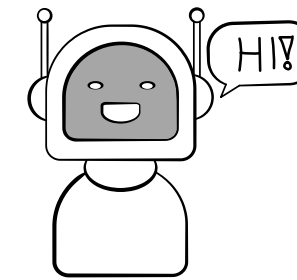
## Smoke and Mirrors



- Start with a low-effort & high-value MVP
- Humans / Researchers will speak to students to understand their requirements
- Gather insights to validate hypothesis and assumptions

2.

## True Beta

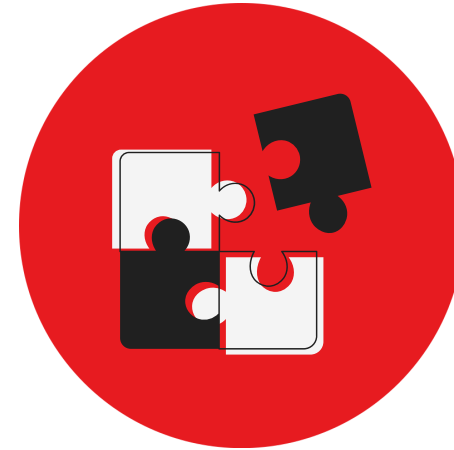


- Incorporate types of questions from phase 1 into bot's recommendation system
- More enlightened bot prepared to accurately answer students' questions

# Things to prepare for!

*"By failing to prepare you are preparing to fail."*

-Benjamin Fanklin



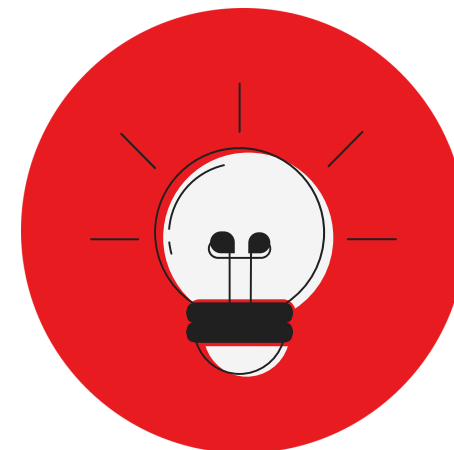
## Potential Downtime

- Prepare trained tech support team



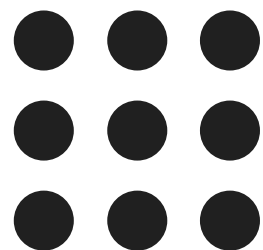
## Vendor Knowledge Transfer

- Clear communication in setting expectations and knowledge transfer



## User Data Privacy

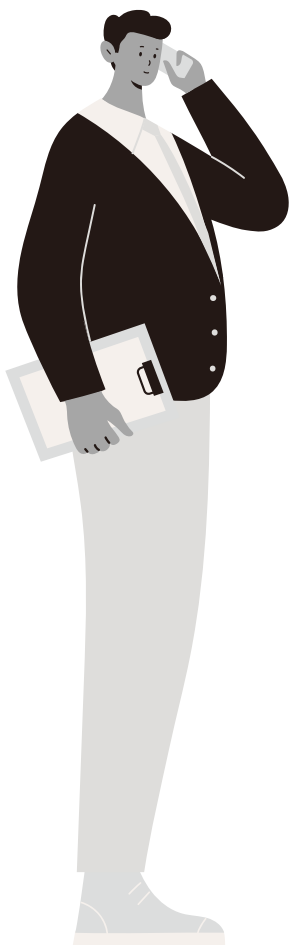
- Cross-verifying vendors' privacy policies



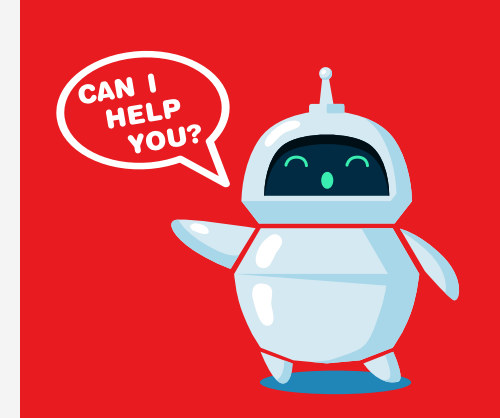
# PROJECT SCOPING



In Scope	Out of Scope
Product Research and resource allocation	Vendor's Data Privacy Policies
Feature Integration and Platform Compatibility	Compatibility with languages other than English
Product Testing	Integration with external data sources



# BRINGING CASSO TO LIFE



## IDEATION & PLANNING



### Tasks

Opportunity Analysis, Market & Competitor Research, Risk Assessment, OKRs and Project Planning

### Stakeholders

PMs, Customers, R&D

### Resources

Salary (5 FTE), Logistics  
~\$31000

## APPROVAL & REVISION



### Tasks

Business Case and Scope, Streamlining Project Plan

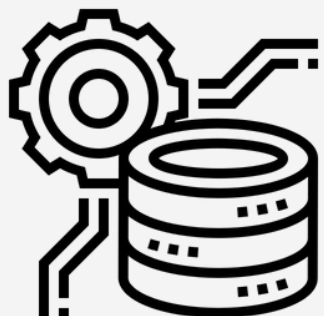
### Stakeholders

Senior Management, Sponsor, Finance and Development Team

### Resources

Salary (5 FTE), Logistics  
~\$15000

## DATA COLLECTION AND PROCESSING



### Tasks

Data collection and Database Design, Data Processing, Data Analysis

### Stakeholders

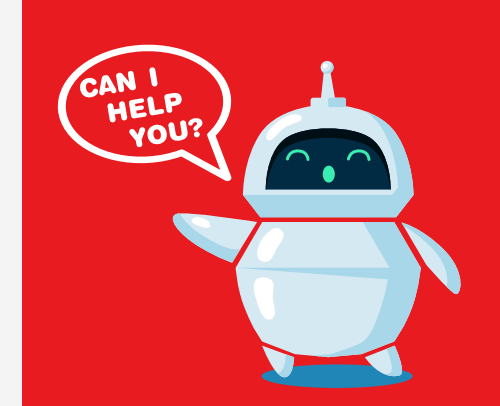
Data Engineers and Business Intelligence Team

### Resources

Software, Salary (5 FTE), Logistics  
~\$37000



# BRINGING CASSO TO LIFE



## DESIGN, DEVELOPMENT AND INTEGRATION

### Tasks

Feature Development and Integration, UI design and Customization

### Stakeholders

Software Development Team, UI/UX Team

### Resources

Software, Labour (5 contractors), Salary (5 FTE) Logistics  
~\$218000

## TESTING



### Tasks

Test Planning and Strategy, Test Implementation, Test Results and Analysis, Next Steps

### Stakeholders

Software Development Team, Quality Assurance Team

### Resources

Software, Labour (3 contractors), Salary (5 FTE) Logistics  
~\$158000

## FEATURE IMPROVEMENT/MVP LAUNCH



### Tasks

Launch, Post Release Validation Checklist, Measuring Success

### Stakeholders

Engineering Teams, UI/UX team, R&D

### Resources

Software, Labour (4 contractors), Salary (5 FTE) Logistics  
~\$100000

**NOT BIG, NOT SMALL**



● **PROJECT SIZE**

MID-SIZED

● **STAFF**

3-5 CONTRACTORS, 5 FTEs

● **POTENTIAL IMPACT**

110+ CUSTOMERS, 5M+ USERS

● **DURATION**

4 MONTHS

# Timeline

JAN 2023 (3 WEEKS)

Research and Planning  
(Smoke & Mirrors included)



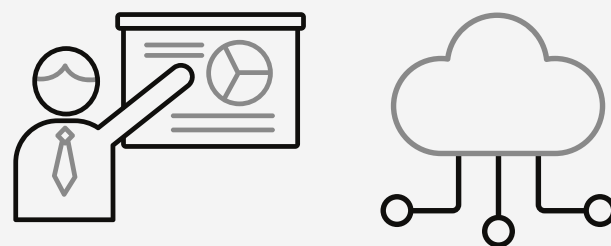
JAN 2023 (1 WEEK)

Approval and Revision



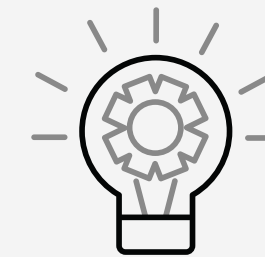
FEB 2023 (2 WEEKS)

Data Collection and Processing



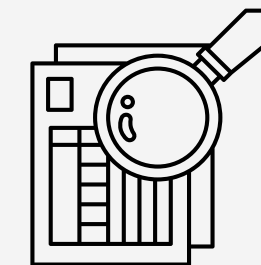
FEB-MARCH 2023 (4 WEEKS)

Design, Development and Integration



MARCH-APRIL 2023 (4 WEEKS)

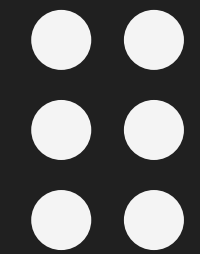
Testing



APRIL 2023 (2 WEEKS)

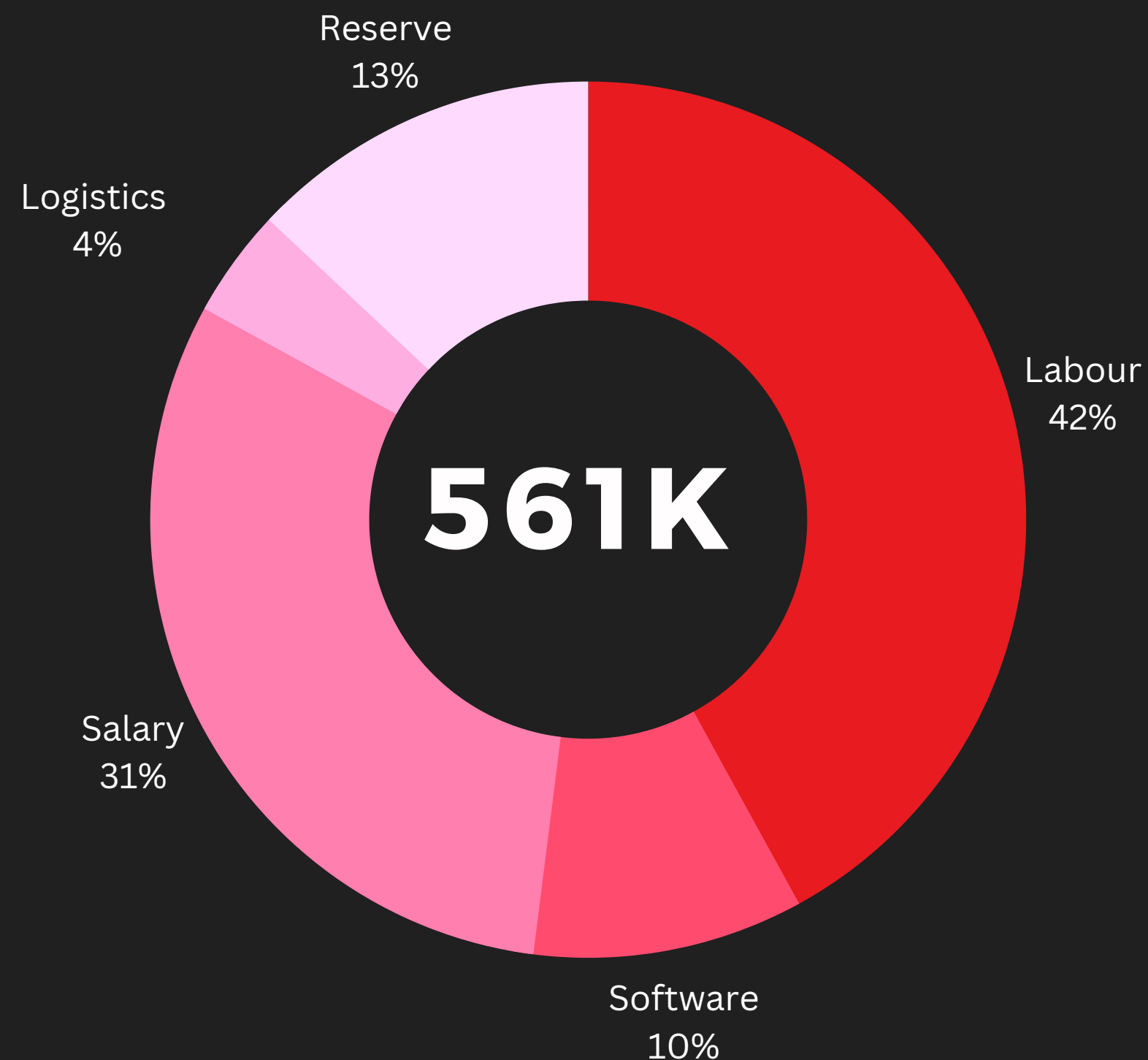
Feature Improvement/MVP Release





# Our Ask

## 2 PHASED MVP INVESTMENT



### HUMAN RESOURCES

(Staff + Contractors)

415000

### SOFTWARE + DATA INFRASTRUCTURE

50000

### LOGISTICS & RESERVES

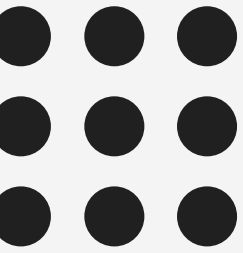
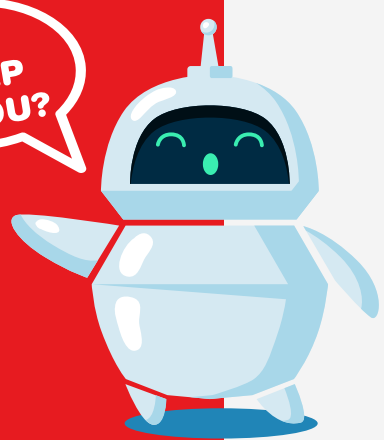
96000

TOTAL INVESTMENT ESTIMATE

~1.2M





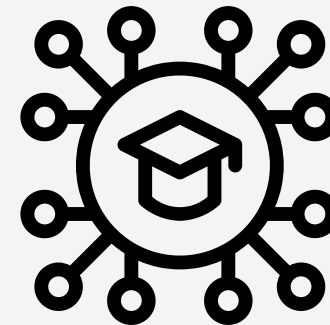


# CANVASSING FOR GROWTH



**BREAK EVEN  
BY THE END OF THE  
FIRST FINANCIAL  
QUARTER**

**PROJECTED 2%  
GROWTH OF  
CUSTOMERS (In turn,  
users & market share)**



**LEARNING - A MORE  
TECH-AWARE TEAM  
OPEN TO NEW  
AVENUES**

*Elevate student success, amplify the power of teaching, and inspire everyone to learn together*



THANK YOU

Questions?