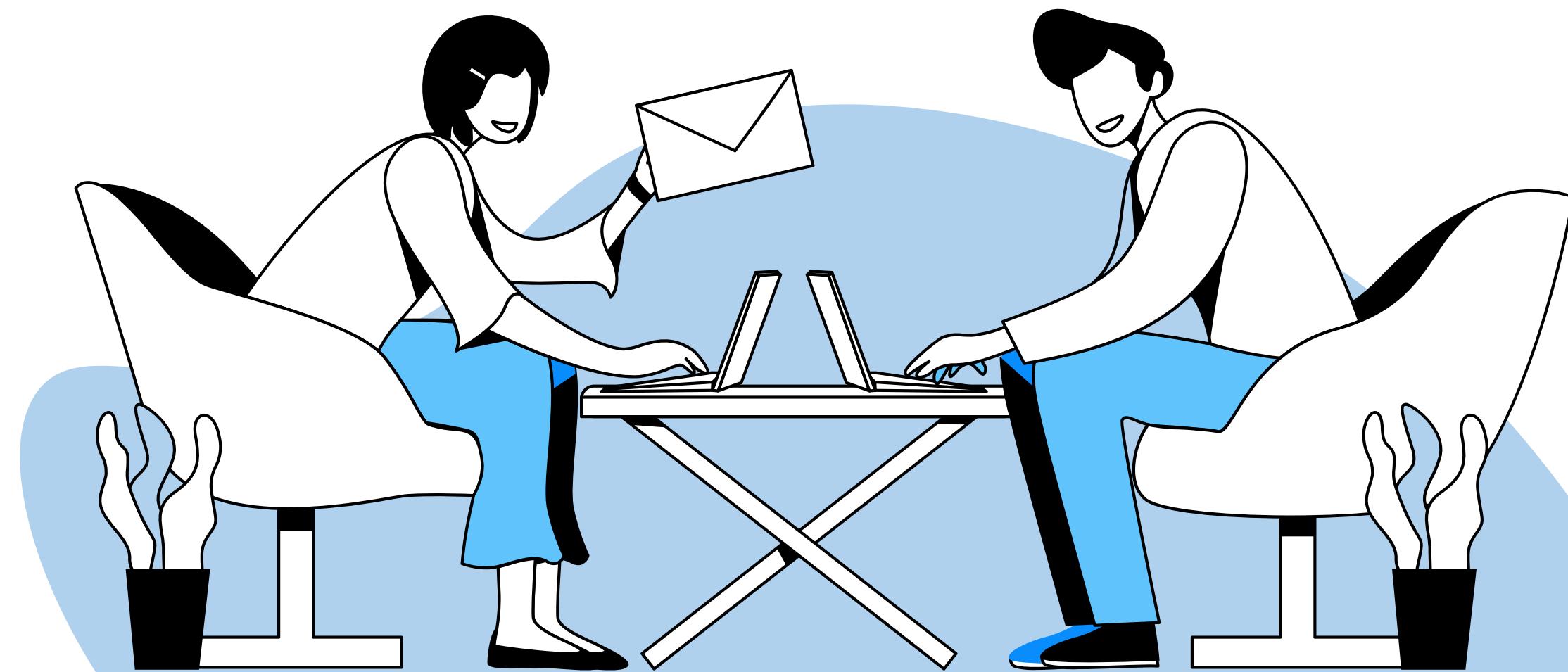


Canva

By
Team Product Pros





Meet the Team

Anuja Thakar

Anuja is an Information Technology and Management masters student at UT Dallas. She is a data and product enthusiast. Before pursuing her masters she was working as a Digital Product Quality Lead. She has experience in data driven decision making, agile project implementations and loves to crack the code. Anuja is excited to leverage her technical skills, leadership and creative problem solving to build innovative products that solve real-world problems. In her free time, she likes to play pickleball, read books and explore new cities.



Meet the Team

Kavita Khetavat

She is currently pursuing a Master's in Marketing at the University of Texas at Dallas, building on my strong foundation in Mass Communication and Psychology from Osmania University. With hands-on experience as a Social Media Manager in the hospitality sector, she successfully executed campaigns that significantly increased customer engagement and satisfaction. Her skills encompass social media marketing, customer management, and data analysis, complemented by proficiency in tools like Canva and Photoshop. She is passionate about leveraging my diverse background to drive innovative marketing strategies. She likes to read, cook, organize & travel.



Meet the Team

Chaitanya Moregaonkar

Chaitanya is a Master's student in Information Technology and Management at UT Dallas with a background in data analysis, business intelligence, and software development. As a Certified Scrum Product Owner (CSPO) and Product Analytics certified professional, he is passionate about digital product management and innovation. Chaitanya focuses on leveraging his skills in analytics, data science, and software development to transition into product management. In his free time, he enjoys playing video games and the piano.

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



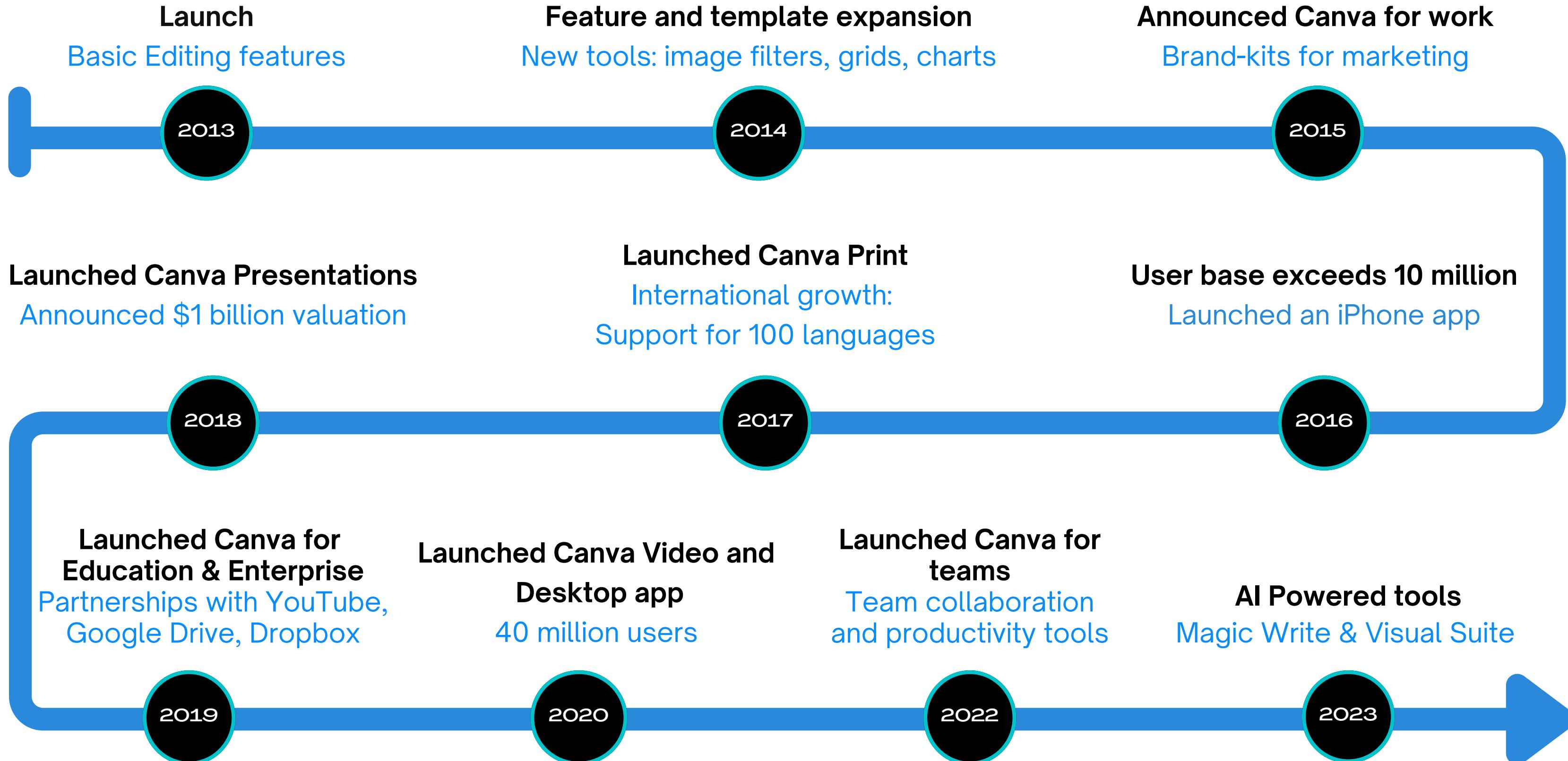
Why Canva?



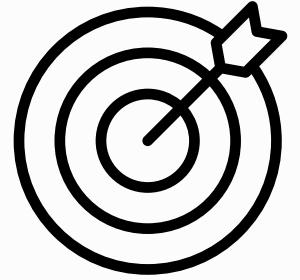
Product Strategy Canvas

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

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

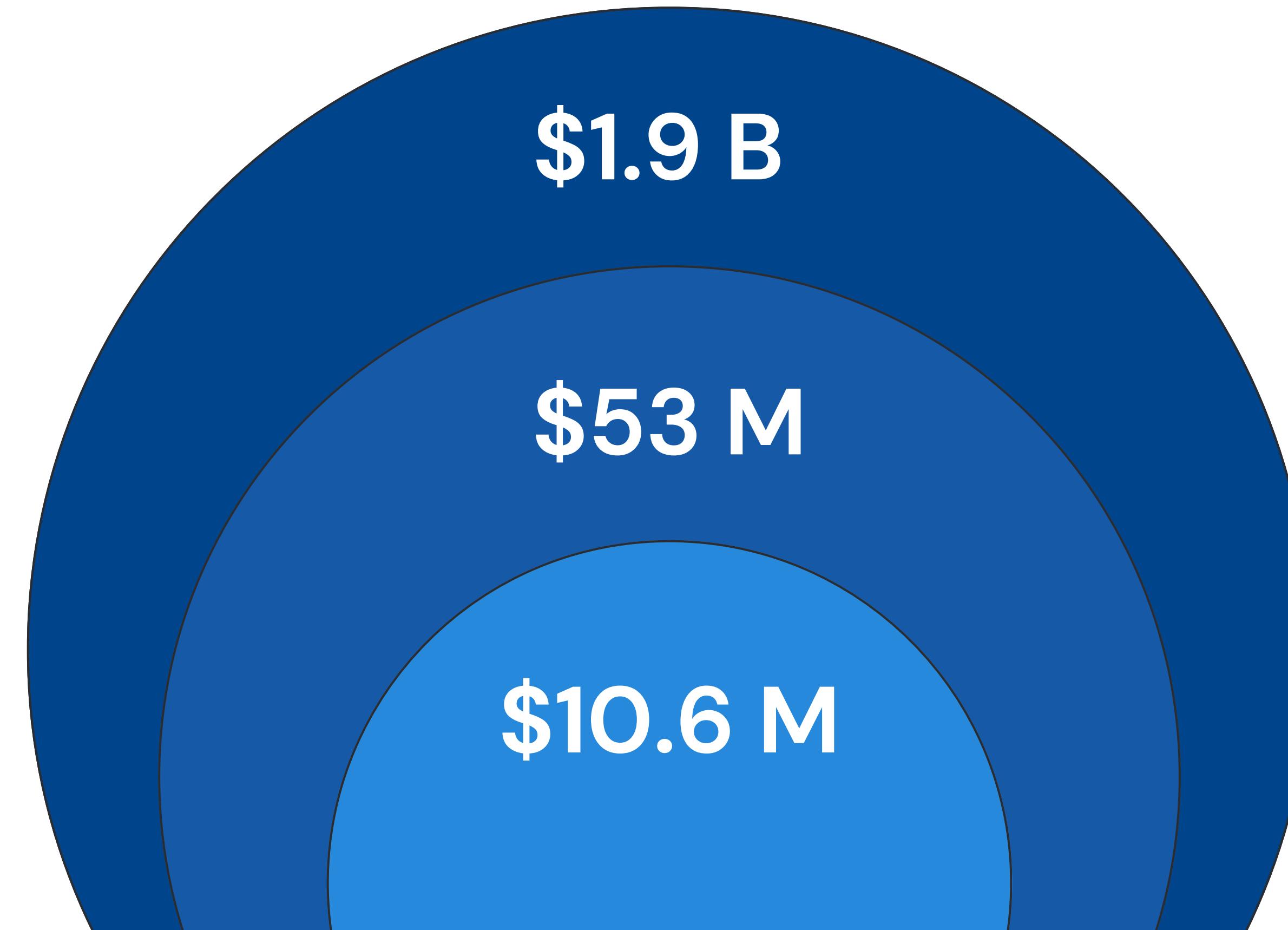
- Product Research & Development
- Marketing and Global User Acquisition
- Infrastructure and Technology
- Customer Support
- Sustainability



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)

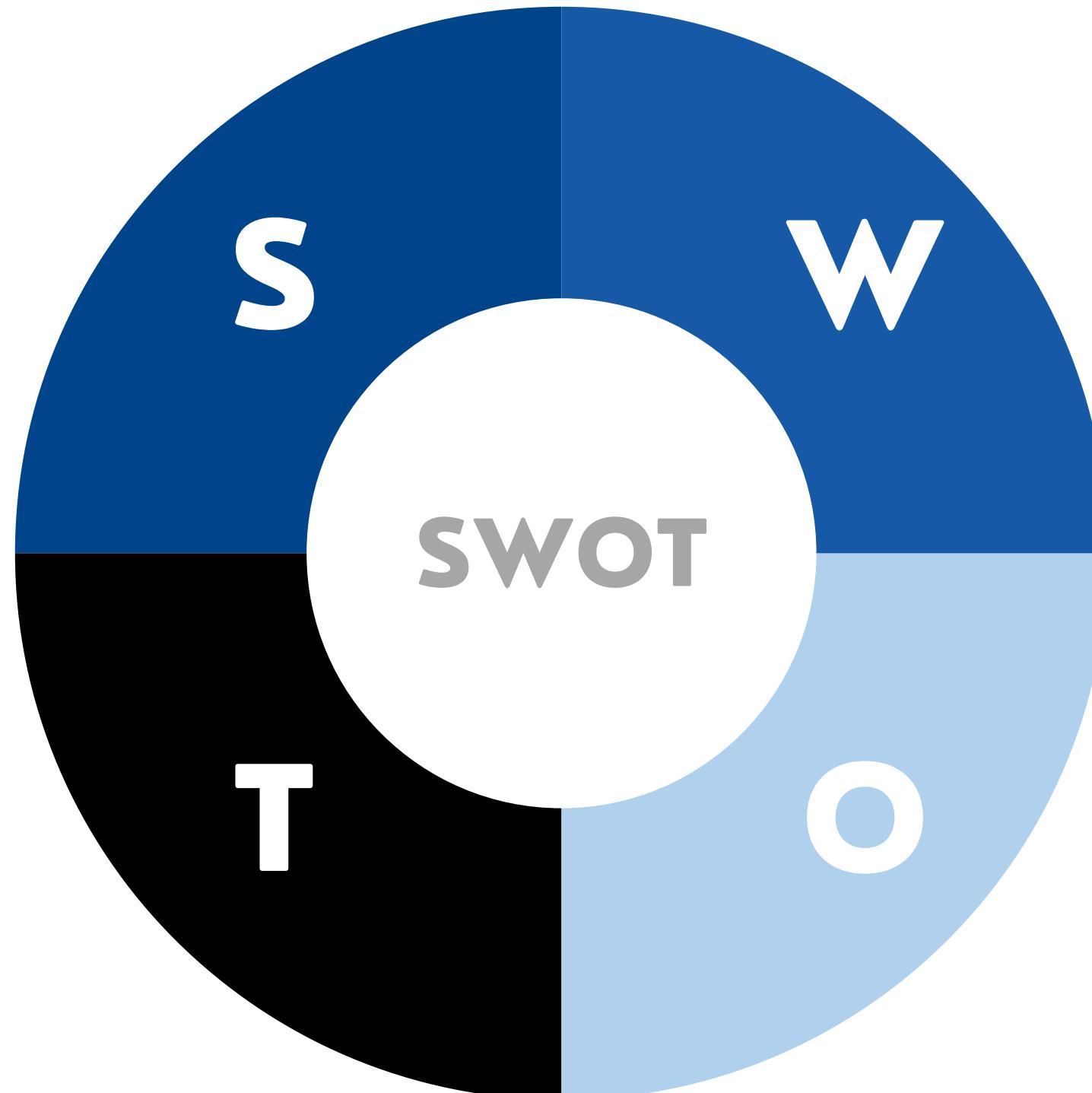
SWOT Analysis

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)

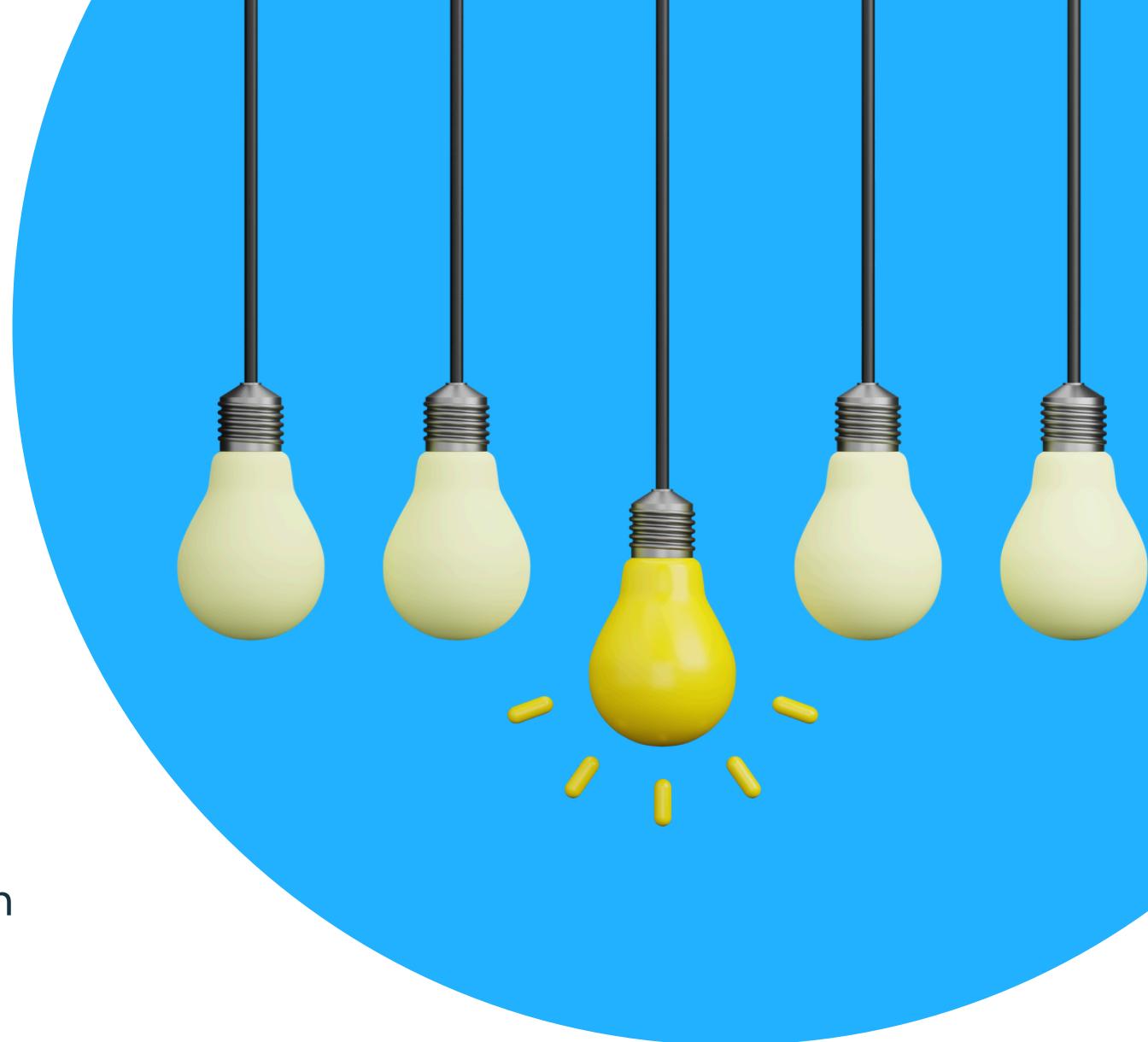
TOP INVESTORS

- 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**