

FUTURE STATE FOR CANVA

PURPOSE

Democratize design and
simplify the process to bring
ideas to life

MISSION

Bringing access to high quality
design tools and elements to
everyone, everywhere

VALUES



Create designs
yourself with
CONFIDENCE



Serve as a UNIFIED
platform for all
design needs



Building a design
COMMUNITY to
foster learning



Empower people by
sharing CREATIVITY
through designs

VISION

We envision a world where anyone can be a creative genius

OBJECTIVES & KEY RESULTS

Expand Canva's Reach

Increase monthly active users by 5%

Increase social media engagement by 10%

Enhance Canva's Personalised Customer Experience

Increase in Average revenue per user (ARPU) by 7%

Increase in Conversion Rate (Free users to Pro users)
by 10%

Improve Canva's Customer Feedback

Increase an NPS score of 72+

Increase in positive reviews by 10%