

Strategy Proposal

The Canva Company

The Canva logo, featuring the word "Canva" in a white, cursive script font, set against a teal and blue gradient circular background.

Canva

It all started with a dream of empowering everyone to design



2013



"Our goal was to take the entire design ecosystem, integrate it into one page, and then make it accessible to the whole world." - Melanie Perkins



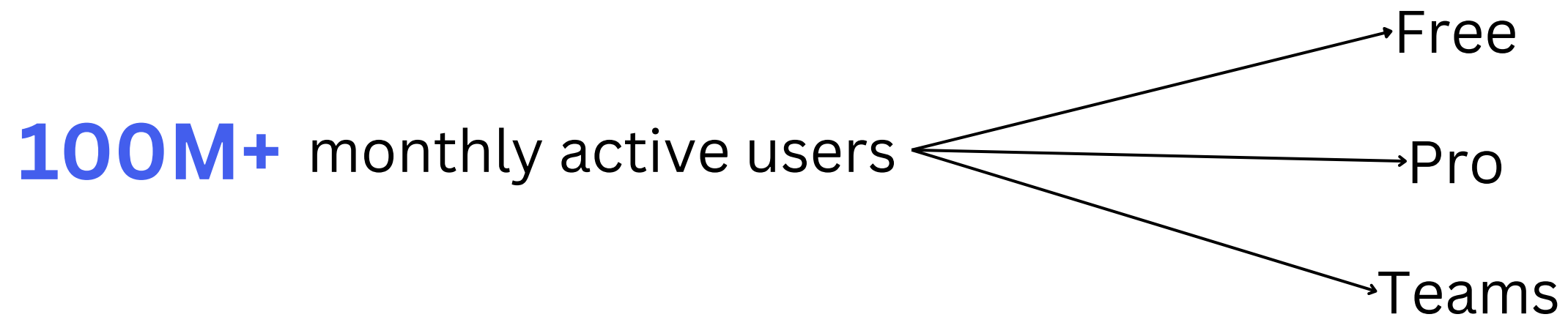
With Canva, anyone can hit the road running when it comes to design.



A high value free product offering for the end user

Canva has many more individual users than it does enterprise

~65% * users are 18-34 year old

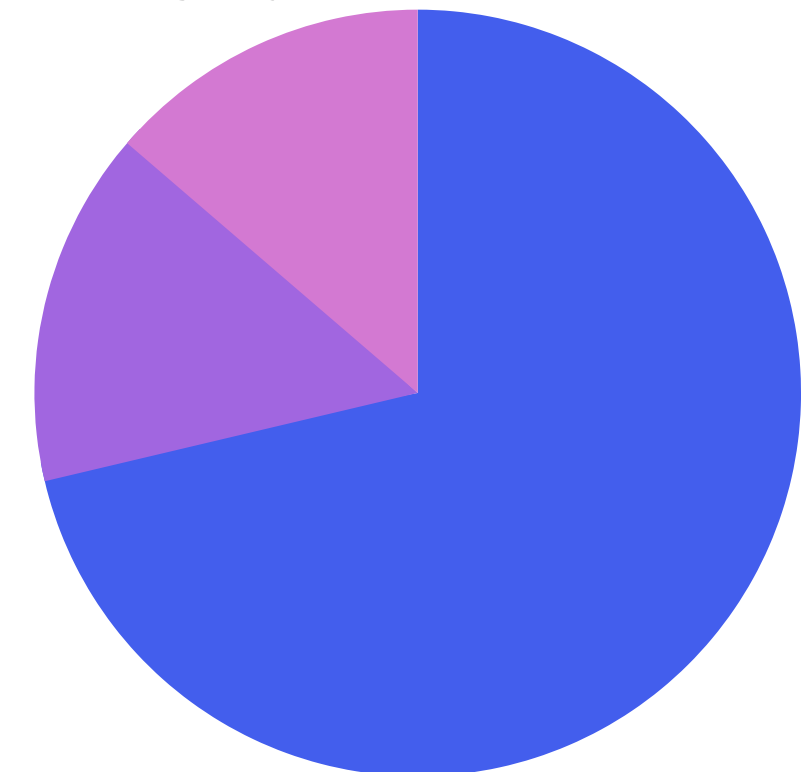


~800K * paid plan accounts including individual and teams

Canva for Teams was launched in **2019**

Medium Business
15%

Enterprise
13.7%



Small Business
71.3%

Target audience

Considering the number of MAUs and the different pricing plans, the revenue generated does not seem proportionate

\$1B+ revenue in the last fiscal year

3 pricing models available for the users to choose from:

Canva Free

For anyone wanting to design anything, on your own or with others.

\$0.00

/year for one or more people

Canva Pro

For individuals, solopreneurs and freelance designers who want unlimited access to premium content, to create professional designs with ease and scale their productivity. For one person only.

\$119.99

/year for one person

Canva for Teams

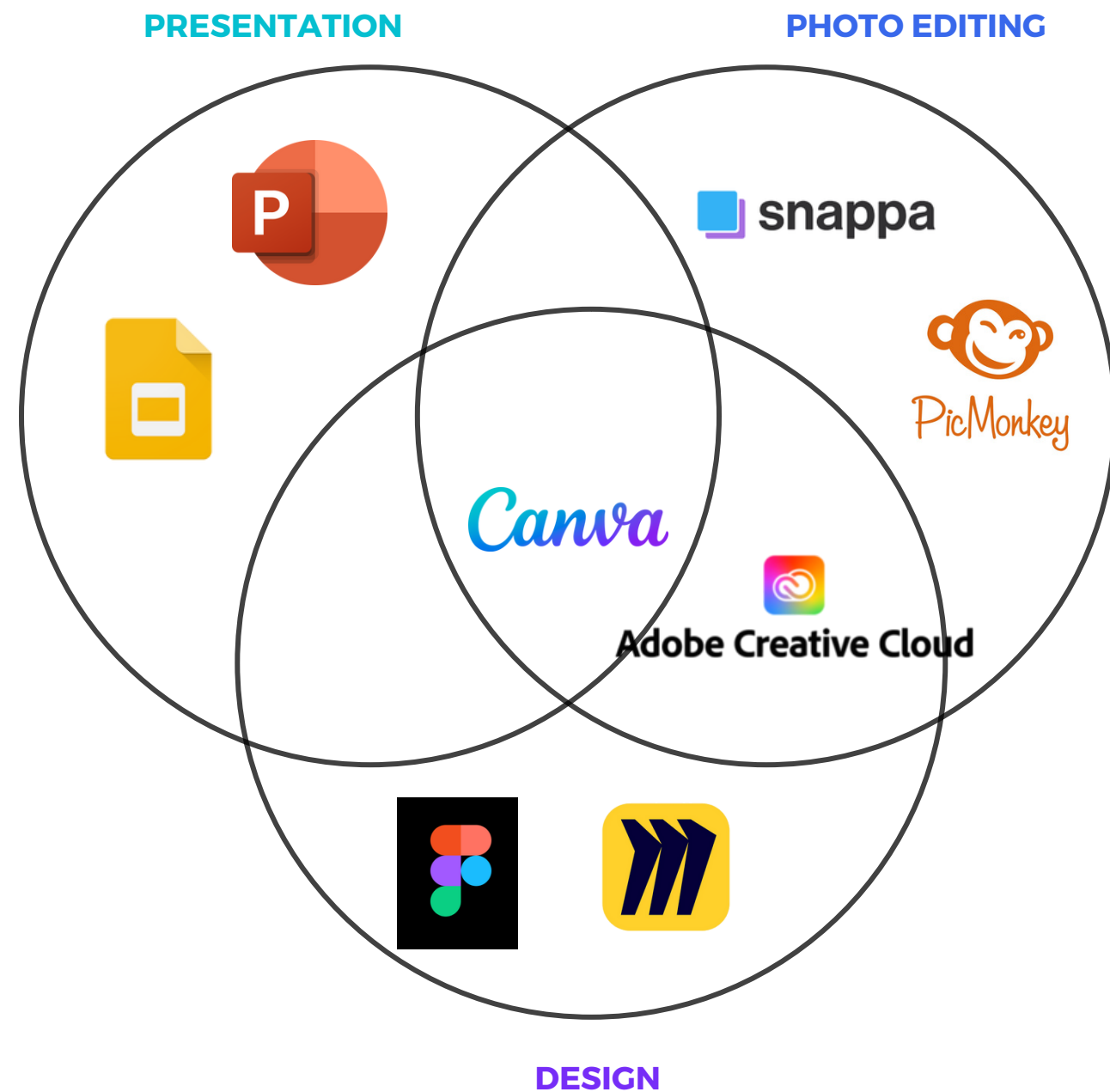
All the great features of Canva Pro, plus we think you'll love these features designed to allow teams of all sizes to collaborate with ease.
Plan for 2+ people.

\$149.90

/year total for the first 5 people*

Pricing for Canva for Teams varies between \$149.90 to \$6429.90 depending upon the team size ranging from 2-5 to 50

Canva has created a unique space for itself in the market. Yet it isn't the preferred choice for creating presentations, photo editing and design.



- When it comes to Microsoft, Google and Adobe, corporates have invested in traditional suite offerings.
- Canva as a product does not look and feel professional enough.
- When it comes to brand new users, a lot of them have a pre-biased notion of having to park their knowledge to learn a new skill when it comes to Canva.
- Canva's offering feel a mile-wide and an inch-deep.

Monitoring the number of paid customers will help with revenue generation. Focusing on acquiring enterprise clients will help with Canva being considered a "professional" product.

% Paid Plan Users

- Highlights the conversion gap between free to paid users
- Underscores the revenue generating opportunity from paid users

Annual Revenue Generated

- Canva has somewhat garnered acceptance from a user base, now is the time for shifting focus to optimizing and drilling down on revenue generation

No. of Enterprise Clients

- Majority customers are either free, individual users or small businesses. There is a vast opportunity to tap into with enterprise clients.

Customer Reviews Across the Market

- Canva has a reputation of not being a "serious" or a "professional" platform. Tracking reviews across an array of users will help in correcting brand reputation

Canva is using cloud and emerging technology like AI to keep the platform flexible and up-to-date with the evolving market

Technology



Cloud computing architecture
AWS for infrastructure, database, and services.



Snowflake
Data warehousing, and analytics to gain user insights and improve engagement



Greater agility & speed to market
Weekly and MVP releases and using monorepo strategy

Industry Trends and Emerging Technologies



Artificial Intelligence (AI)
Canva uses AI to power its Magic Resize, Magic Write, and Text-to-Image features.



Machine Learning (ML)
Canva uses ML algorithms to analyze user data and provide personalized design



Blockchain
Canva has announced plans to use blockchain technology to protect creators' intellectual property rights.



Image generated by Text-to-Image on Canva
Prompt: Kangaroo holding an award

Despite having easy to use designs, Canva faces pains, largely with its user experience and pricing models



Intuitive UI with a Low Learning Curve



Versatility



User Community, Support, and Resources



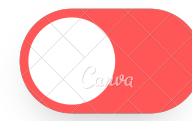
Constant Improvements



Don't Find Value in Converting to Canva Pro



Offering a Wide Range of Features, but Lacking Specialization in Any One Area



Overwhelming UX - Too Many Features



Sluggish Performance when Creating Complex Designs



Missing Advanced Design Features



QUESTIONS?



**Democratize design and simplify the
process of bringing ideas to life**

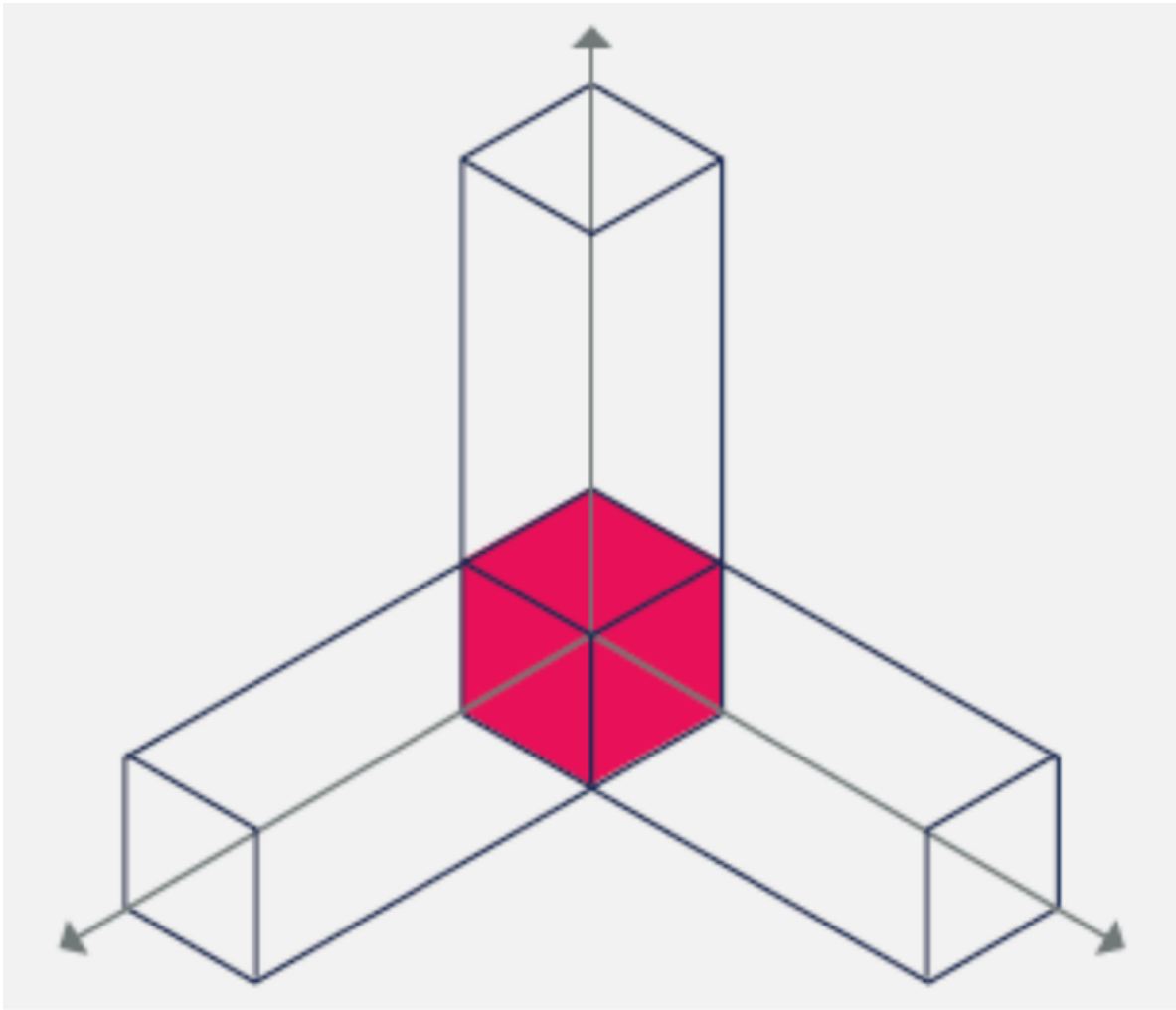


**Revolutionize the way people design by
providing an intuitive platform that inspires
creativity and incorporates emerging
technologies.**

A need to focus on driving business expansion and customer engagement

↑ Average Revenue per user by 7%
Conversion Rate by 10%

Enhance Canva's personalized experience



Expand Canva's reach

↑ Monthly active users by 25%
Enterprise subscription volume by 10%

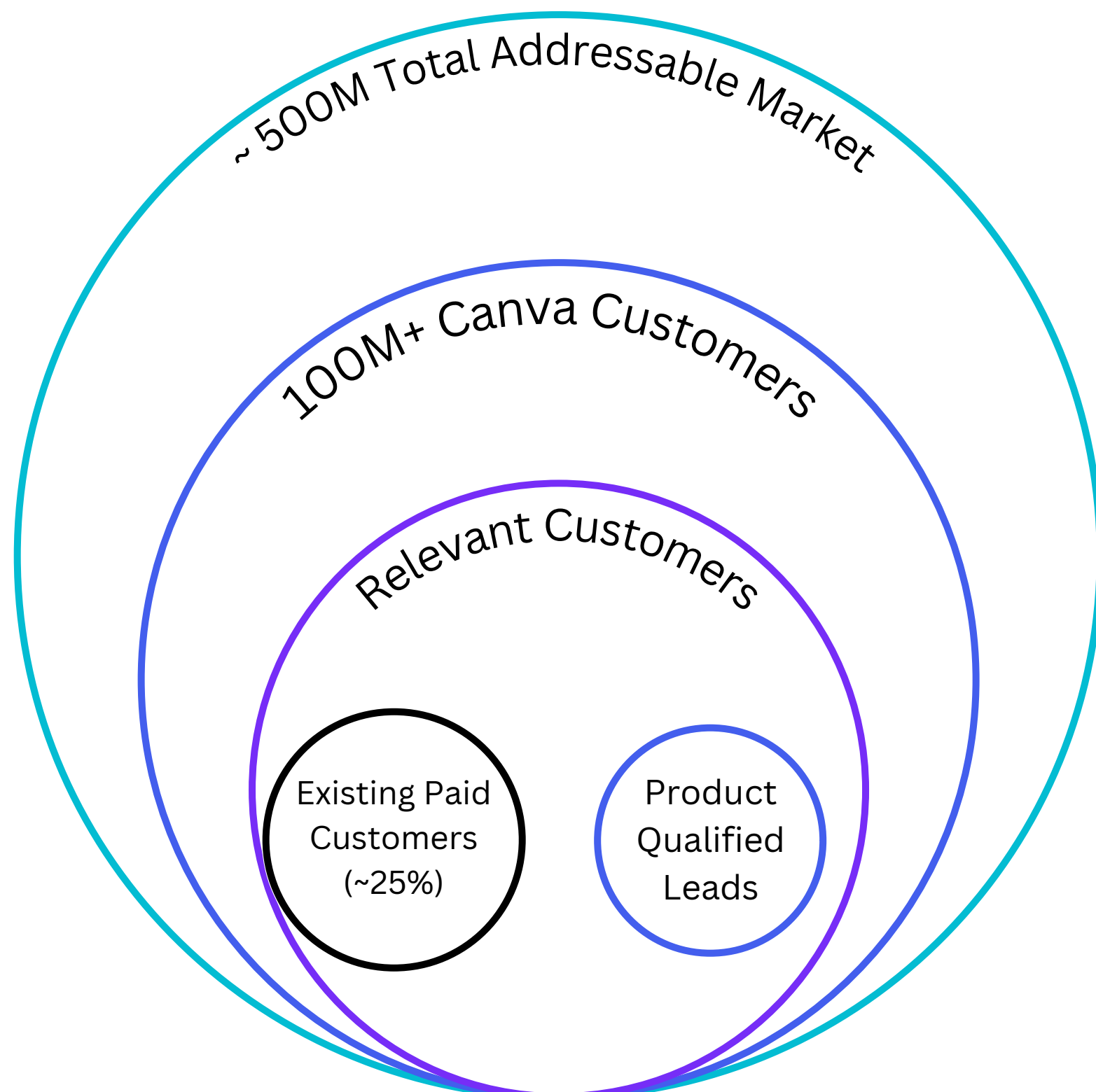
Improve Canva's Customer Feedback

↑ NPS Score to 72 and above
Positive Reviews by 10%



Canva to prioritize remodeling its business to onboard revenue generating users

WHY



WHAT

Enterprises



Individuals



HOW

- **CanvaJam** for Improved communication
- **Canva for Ad Networks** for better time to market
- **File Organization** for improved collaboration
- **Rebranding** for better value for Money
- **New Pro Model** to enhance conversion Rate

A focus on improving personalized customer experience on Canva to increase conversion rate to Pro users

- Improving personalized customer experience to increase conversion rate to Pro users as it is a key driver of revenue growth for Canva
- Aligns with the company's OKRs to increase average revenue per user and conversion rate from free to Pro users

WHAT

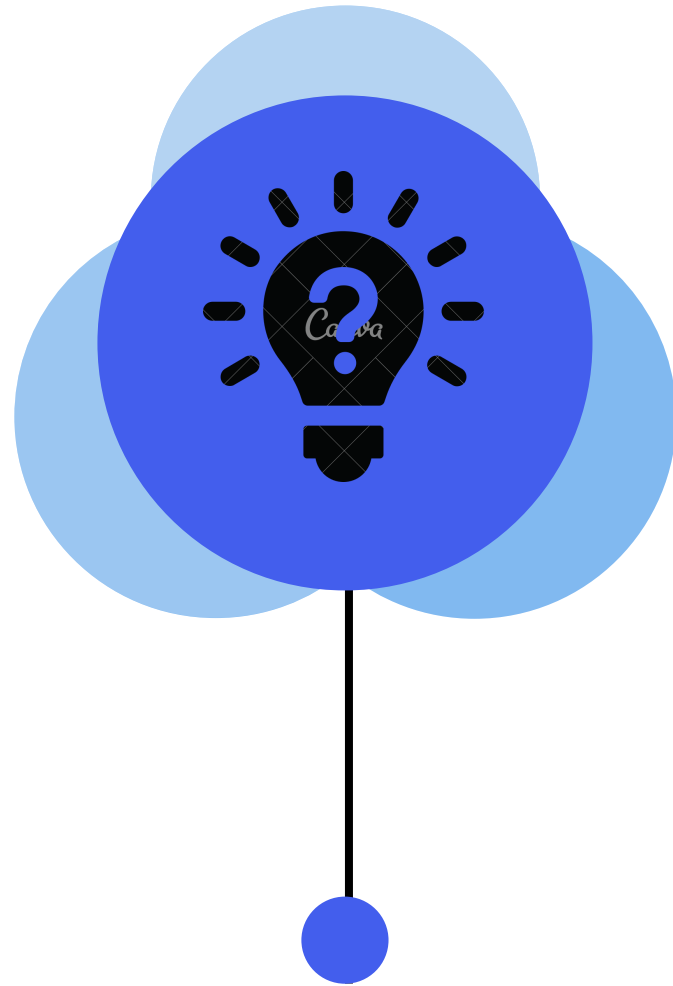
WHY

HOW

- **Personal User Profile** for an enriched personalization experience.
- **Improve Accessibility** for ease of use of all.
- **Pulse Feedback** to increase customer satisfaction.
- **Advertising with FB/Google Ads** for seamless user experience.

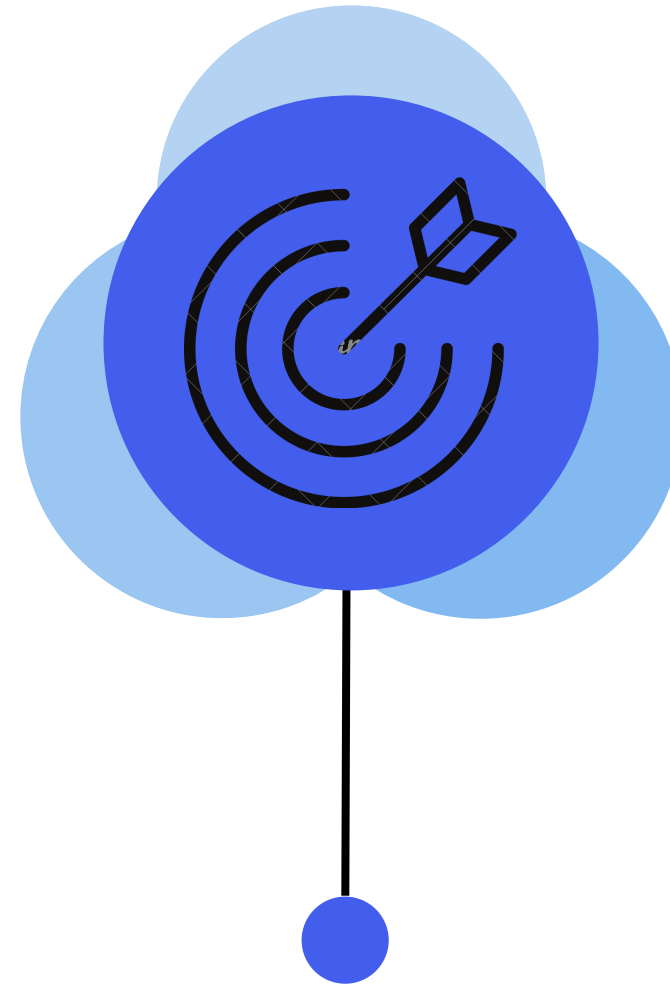
- Users do not see value in converting to pro users
- Not a strong presence in the corporate segment
- Existence of competitive bundled deals in the market
- Perception of Canva as primarily used for casual or personal use
- Limited options for collaboration and difficulties in sharing designs outside of Canva

Leveraging emerging tech to strengthen the platform to enable enhanced User Experience



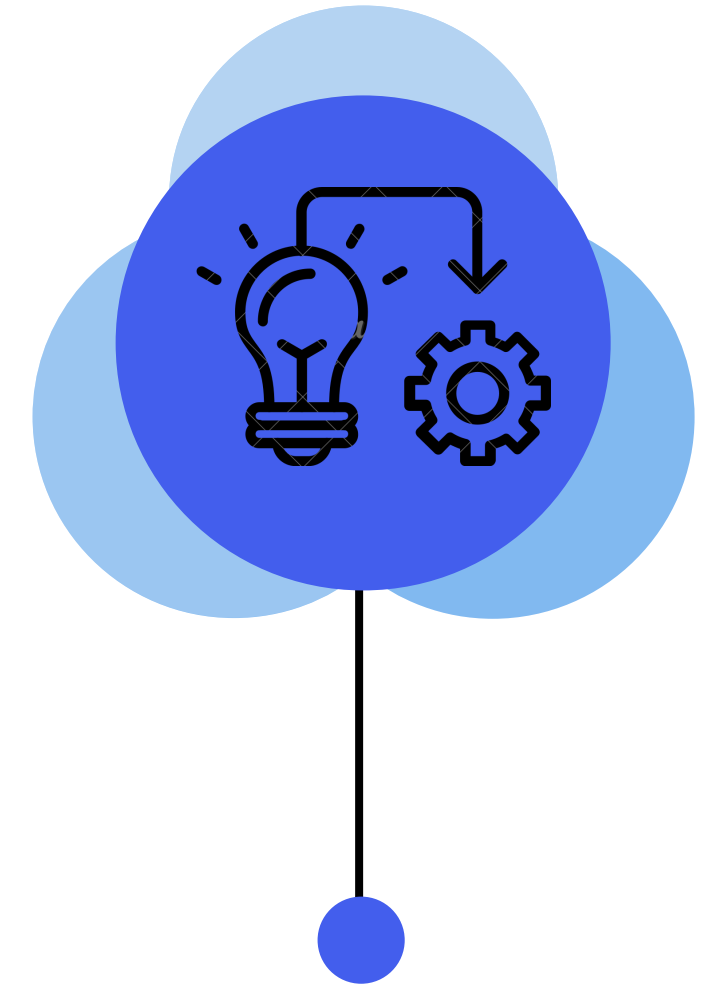
WHAT

Incorporate emerging technology trends such as AI & ML to focus on scaling Canva to new horizons



WHY

Canva has implemented emerging tech features but it has not helped with solving any specific user problems. Instead, the emerging tech features should focus on strengthening the platform for an enhanced user experience.



HOW

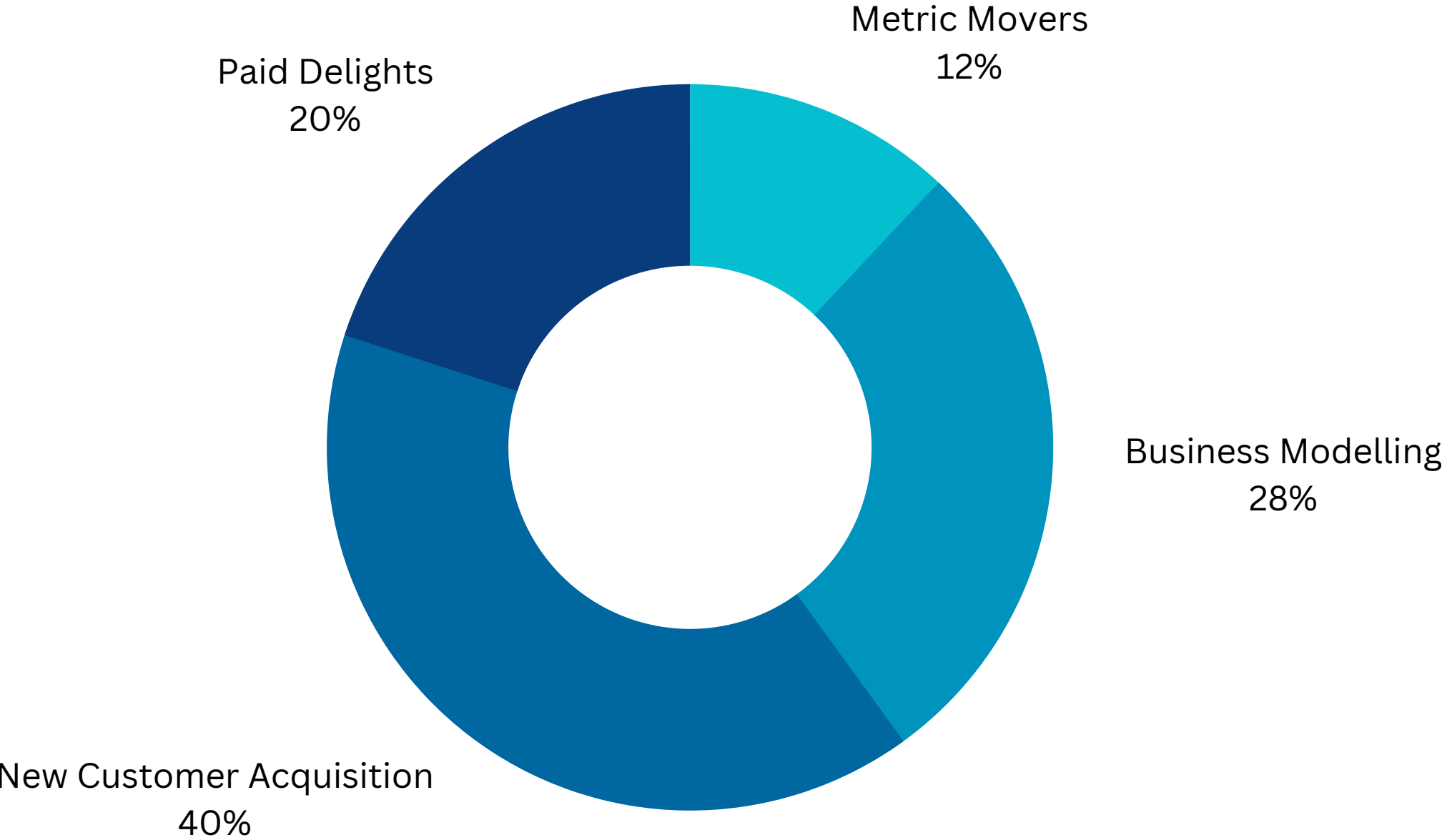
AI-powered template generation (MVP) for ease to create designs.

Integration with social media analytics for seamless integration across all social media

Start Anywhere Designs (MVP) - Start on paper and finish strong on Canva

Business Modelling and New Customer Acquisition together is the need of the hour for Canva's growth

Total investment of
\$25,000,000



Metric Movers

Personal User Profile
Improved Accessibility
Pulse Feedback

New Customer Acquisition

CanvaJam
FB / Google Ads
Improved File Organization
Ad Network Integration

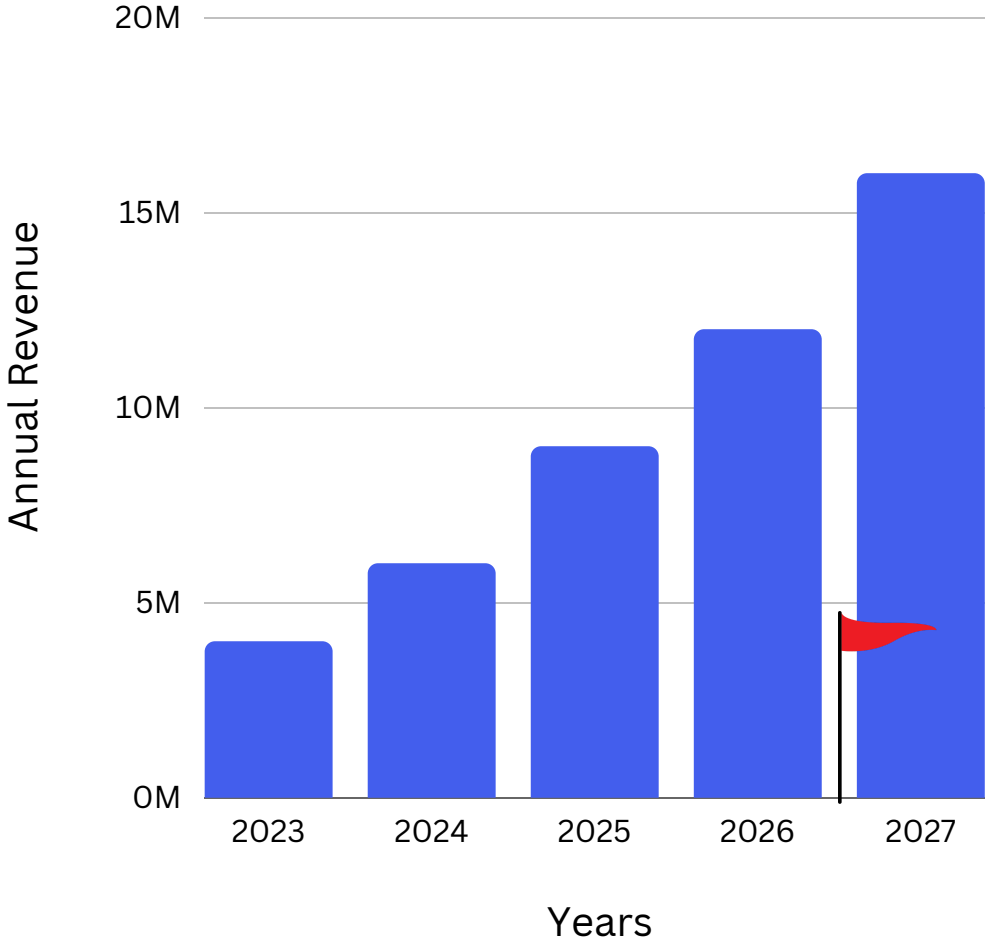
Paid Delights

AI powered templates
Start Anywhere Design
Social Media Integration

Business Modelling

Rebranding Canva
New Pro Model

The value created for Canva is through an increase in MAUs, Revenue generated and Conversion rate



Recouping the initial investment
in **4 years**

↑ **2.5x**

MAUs -Monthly
Active Users

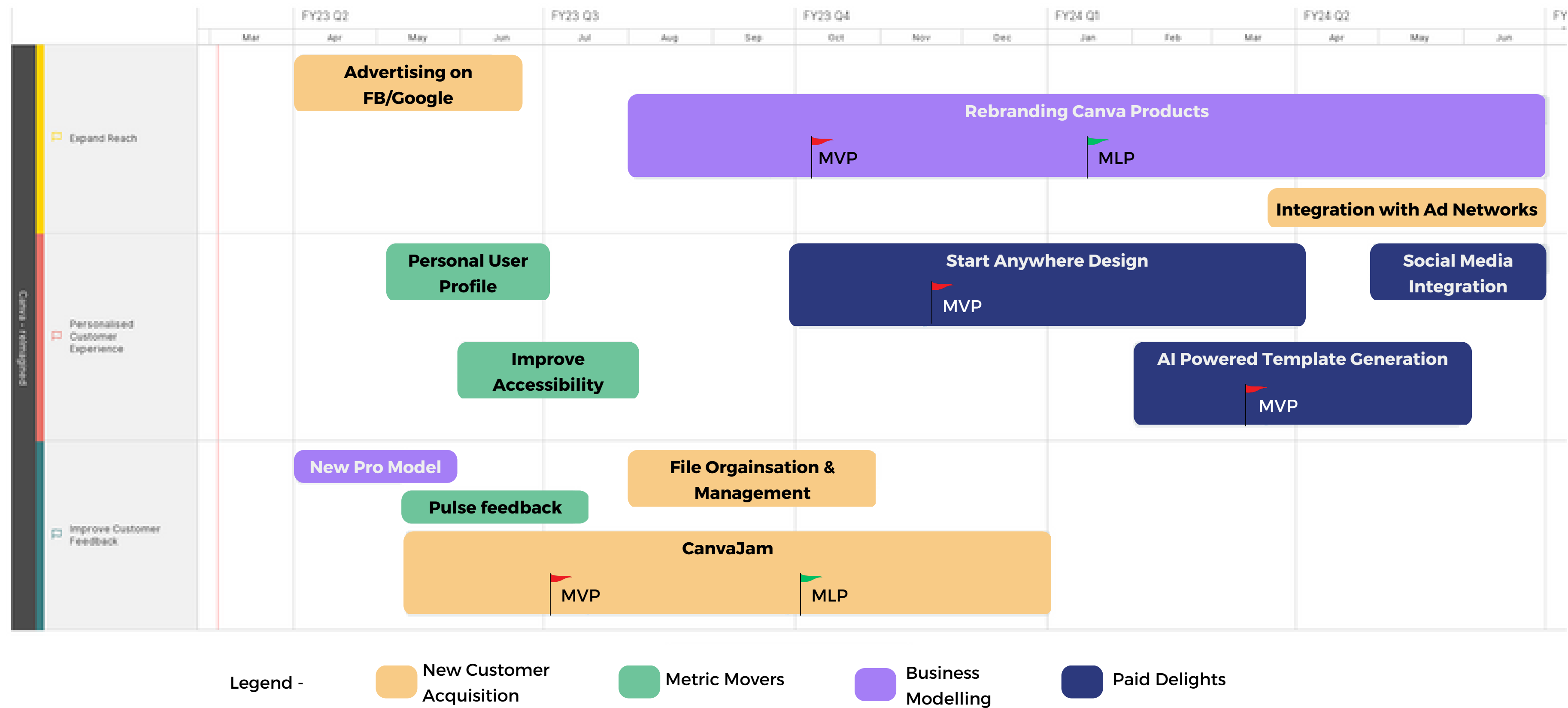
↑ **27%**

CVR - Trial
Conversion Rate

Other Strategic Gains -

- Stronger enterprise offering to support Canva's continued growth
- Rebranding to carve niche to emerge as segment leader
- Market penetration over market expansion to improve corporate adoption

How our funnel-based prioritization will help us achieve our business expansion and customer engagement goals





**We Envision a World where Anyone
can be a Creative Genius!**

Meet the Team



Harshi Thaker



Divyansh Chouhan



Isha Doshi



Durga Prasad Tavva



Siddhi Korad



THANK YOU!