

Canva

Board Deck

Website: <https://www.canva.com>

Industry: Design Tools

Executive Summary

Canva is a leading player in the Design Tools industry. This quarter, the company has achieved remarkable milestones, including strong growth in revenue and app usage. The following board deck outlines key metrics, updates, and future plans.

Key Metrics

Headcount: 277

Headcount Growth: 19.3%

Employee Breakdown:

- Engineering: 126

- Sales: 57

- Support: 50

Product Rating: 4.2

Total Fundraising: \$391M

Last Round Date: Jan 2022

Monthly Revenue: \$2,183,702

Annual Revenue: \$16,607,888

CAC: \$2288

Retention Rate: 87.9%

Market Trends

The Design Tools industry continues to grow rapidly. Notable trends include:

- Increasing demand for innovative, user-friendly solutions.
- Growing competition from emerging players.
- Expansion into international markets.

Product Updates

Canva has made significant strides in product development this quarter:

- Launched a new feature to enhance user experience.
- Improved scalability and performance.
- Expanded capabilities to serve a larger audience.

Financial Performance

Monthly Revenue: \$2,183,702

CAC: \$2288

Challenges and Opportunities

Challenges:

- Maintaining competitive pricing while scaling operations.
- Attracting and retaining top talent in a competitive market.

Opportunities:

- Expanding to new geographical regions.
- Introducing new features based on user feedback.

Future Roadmap

Canva aims to:

- Expand into international markets by Q4 2025.
- Launch a new subscription-based pricing model.
- Achieve a 20% increase in user retention by the next quarter.

Board Requests

We request the board's support in:

- Providing strategic guidance for entering new markets.
- Introducing potential investors for future funding rounds.
- Expanding our network of industry advisors and mentors.