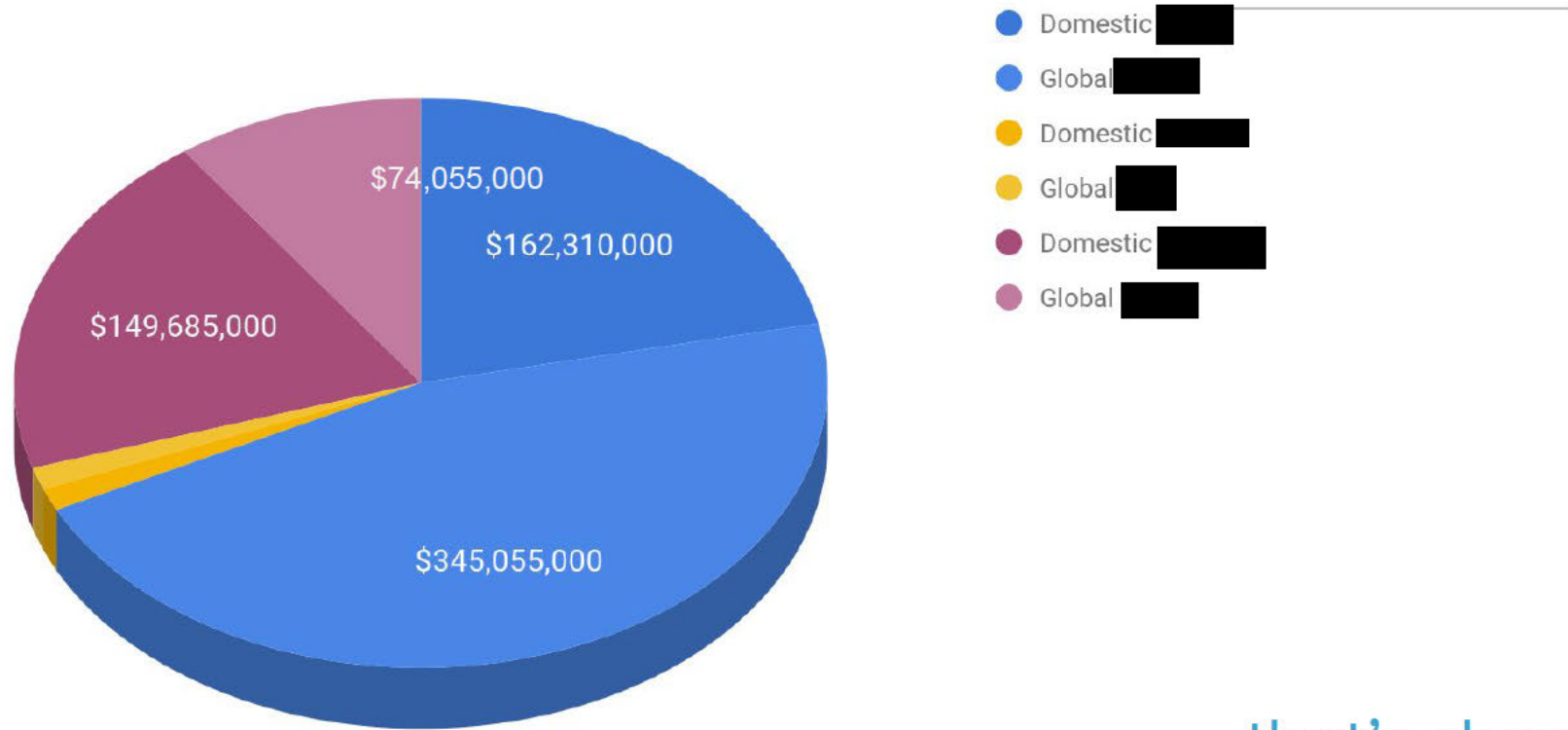tl;dr: If build a shopping cart on the Canvas website, we could increase 2019 bookings by $100-250K, only paying ~$5K in CC fees

There's $▇▇ million in small accounts we don't want;

- Domestic ▇▇
- Global ▇▇
- Domestic ▇▇
- Global ▇▇
- Domestic ▇▇
- Global ▇▇

$74,055,000

$162,310,000

$149,685,000

$345,055,000

that's dumb.

Accounts we don't talk to

- ████████████████

- ███████████

- Too small for playbook

Proposal

Build a shopping cart on the website

- $5k minimum deal
- Up to 500 users
- Includes implementation, 24/7 support, & canned training

Benefits:

- Low CAC
- High WAP
- Incremental bookings*
- Sell to principals

Risks:

- Logo churn
- CS workload

Solution: Click to Buy

If we close ███████████████████████████, that's $150K in bookings

Roadmap

1) MVP: Domestic EDU New Logo < 500 FTE
2) Internationalization
3) Corporate (incl. ██████)
4) Additional stand-alone products (███████████████)
5) Install base, FFT Conversion

Improve automation, minimize CAC, increase gross margins.

The Appendix

Revenue Estimates + Cost Savings

If we close ███████████████████████████, that's $150K

MVP: ~$5,000 for CC processing, + marketing landing page

Credit Card Payments

Allows us to scale down the sales playbook and target ultra-small institutions in the way they're used to purchasing

Allows us to be cost effective my minimizing CAC

Challenges

- Stand up payment gateway
- Deliver high-quality implementation (incl. In package)
- Provide sufficient level of support to deliver a positive customer experience (24x7 in package)
- Establish pathways for growth/upsell (CSM in package)
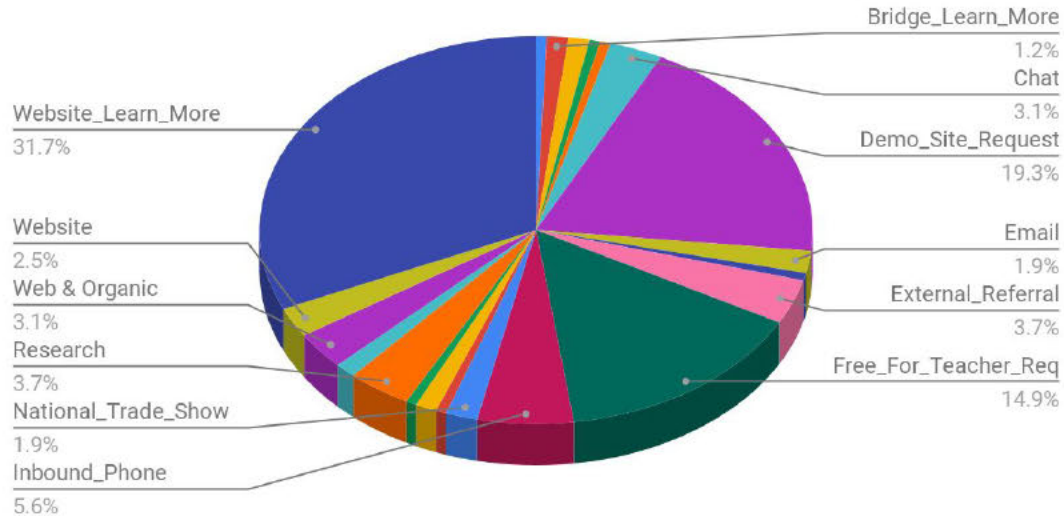- Manage internal costs and bandwidth (package research)

Current Situation

"At Instructure, we earn our unfair share of the markets we serve by building a predictable, repeatable, cost effective, and scalable revenue engine."
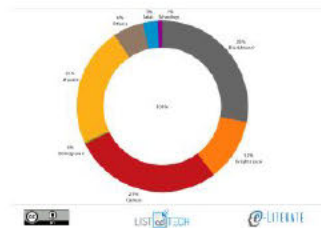
Where are leads coming from?

Lead Source

Website_Learn_More
31.7%

Website
2.5%

Web & Organic
3.1%

Research
3.7%

National_Trade_Show
1.9%

Inbound_Phone
5.6%

Bridge_Learn_More
1.2%

Chat
3.1%

Demo_Site_Request
19.3%

Email
1.9%

External_Referral
3.7%

Free_For_Teacher_Req
14.9%

66% of leads are from web or Free for Teacher

Winning

## Canvas Surpasses Blackboard Learn in US Market Share

July 8, 2018 By **Michael Feldstein**

As of July 6th, our data partner LISTedTECH informs us that Canvas is now the primary LMS in more US colleges and universities than Blackboard Learn. By a margin of two; Canvas has 1,218 installations, while Blackboard Learn has 1,216. Statistically speaking, the two companies are tied for US market share: Still, this is a [...]
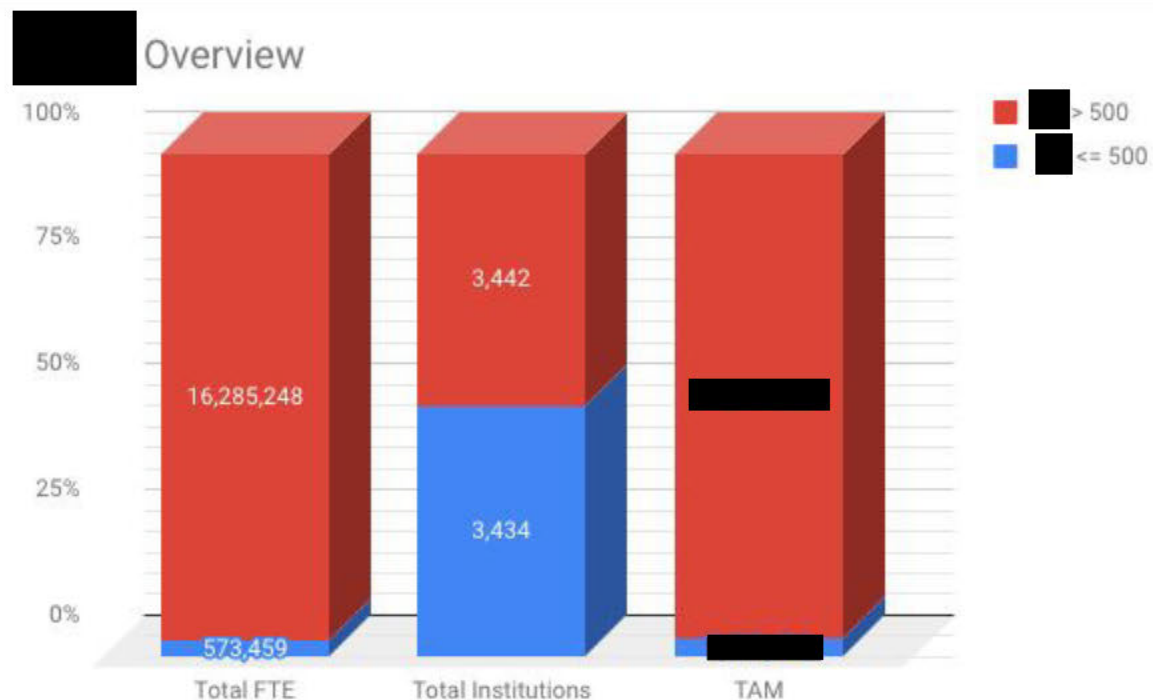
https://mfeldstein.com/canvas-surpasses-blackboard-learn-in-us-market-share/

Challenge

Credit card payments touch a lot of departments, but in small ways.
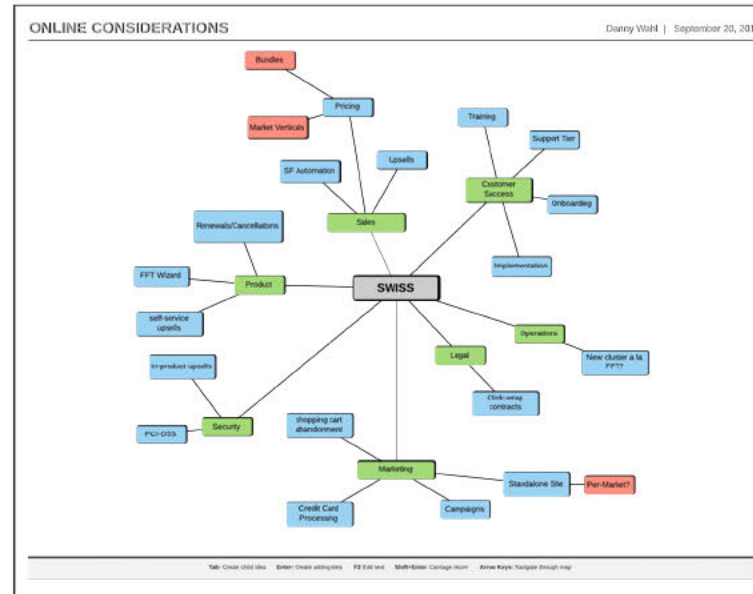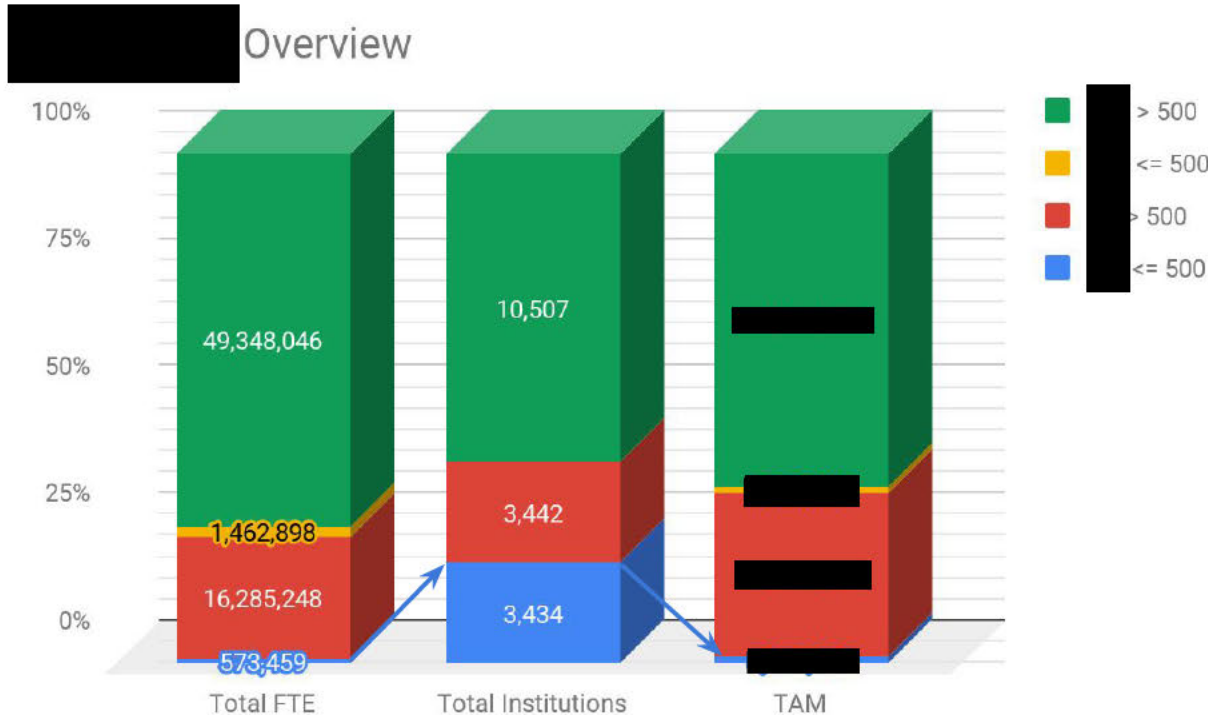

Mind map by Danny Wahl

Overview

"I Want to get to 80% of the Market"

▇▇▇▇▇▇ Overview

3% of FTE make up **50%** of the market

We have ▇▇▇ of the long tail

That's only **6%** of the ultra-small institutions

Data provided by ▇▇▇▇▇▇▇

The Playbook Doesn't Scale

- We either ignore these institutions or

- Make them buy our way, not theirs

The Playbook Isn't Cost Effective

The current sales playbook is not cost effective

By having SDRs and RDs work these accounts, it's practically impossible to recover the CAC.

Not to mention support, implementation, hosting, etc. costs.