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CANVA
Empowering extraordinary design

WHY?

Before we tell you what CANVA is, let us tell you why.

Desktop publishing is a big market. \$138.4b big.
The dominant players built their companies in the days
before Facebook roamed the earth when Encyclopedia's
held pride of place on bookshelves.

The world has changed.
But these companies haven't.

We turned our idea into a product, our product into a
company and our company into profits. Clients loved it.

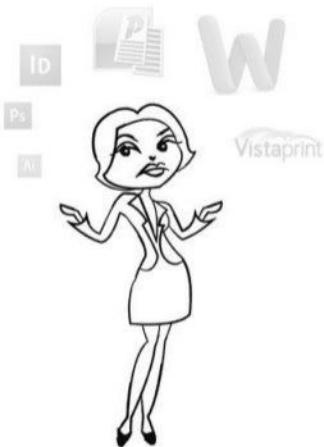
We did it for a niche market and we are now ready to
implement this on the world stage.

\$138.4 BILLION MARKET, FRUSTRATING PRODUCTS

Currently when a small business wants to create a marketing brochure they can (1) outsource to a designer, which is expensive, (2) use *Vista Print*, *Microsoft Word* or *Publisher*, which creates an unprofessional product or (3) purchase and learn to use an expensive desktop publishing program such as *Adobe InDesign*.

For an amateur publisher, sending files to professional printers can be riddled with issues such as file incompatibility, corruption, font embedding and low resolution issues. Resolving each issue takes a considerable amount of time and expertise.

The current process is frustrating and doesn't take advantage of today's technology.



CANVA: ORDINARY PEOPLE, EXTRAORDINARY DESIGN

CANVA enables people who have had no design experience to create professional designs for web and print.

CANVA has combined a simple-to-use web interface, the power of *Adobe InDesign* with the collaboration of *Google Docs* to provide everyday people with the ability to create professional quality documents in minutes.

Users can start designing immediately, without having to spend weeks or years learning complex publishing programs.



EASILY PRINT & SHARE ONLINE

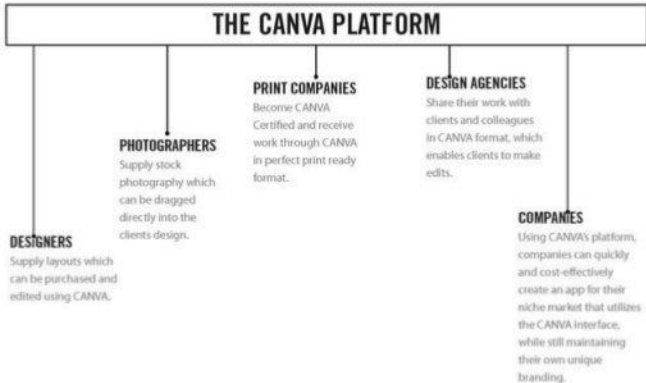
With CANVA users simply click 'Print' and the file is sent to a CANVA Certified Printer in perfect print-ready format. Printed and delivered.

Sharing your designs online is also easy. Simply click "Share" and you can collaborate with friends and colleagues or post to your social network of choice.



COMMUNITIES: THE KEY TO SUCCESS

CANVA is an aggregate of all the tools and companies required to produce a professional design. At the core of CANVA are its communities who build their business and flourish using our platform.

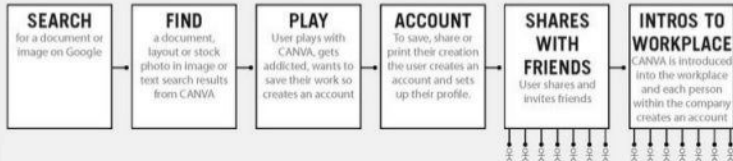


TENTACLES, SEARCH ENGINES & VIRALITY

CANVA will contain a library of millions of photos and layouts, enabling the creation of an infinite number of designs. Each of these will work as tentacles on search engines. When a search is made, CANVA results will appear and with one click, the user will be lead straight to the CANVA editor where the user can start customizing immediately.

To save, print or share their creation the user needs to create an account. The user can then share their document on social networking sites and invite their contact list to use CANVA.

Once the user is familiar with CANVA it will be introduced into their workplace, where each person creates an account in order to access the companies designs and documents.



A MARKET WHERE PEOPLE ARE HAPPY TO PAY

CANVA uses the freemium model, which ensures clients are hooked before they have to pay. Clients pick and choose the images, backgrounds, layouts and fonts to suit their budget and needs. This ensures CANVA appeals to students and clients undertaking personal projects, whilst also maximizing profits for businesses who expect to pay more.

Average Yearly Spend by User Group

	YEARLY AVERAGE	PURCHASES
Small Business Owner	700	Sliced Art, Backgrounds & Printing
Graphic Designer	380	Annual Subscription (\$15/month) Sliced Art & Backgrounds
Consumer	80	Sliced Art & Printing
Student	40	Sliced Art & Printing

OUR EXPERIENCE HAS PAVED THE WAY

Melanie Perkins and Cliff Obrecht founded Fusion Books (www.fusionbooks.com.au) which is an online publishing system that enables schools to create their yearbooks collaboratively online. Fusion Books is now used by hundreds of schools around Australia and just made its international debut in France (www.fusionbooks.fr) and New Zealand.

Fusion Books will give CANVA full use of all its Intellectual Property.



www.fusionbooks.fr

THE CANVA TEAM



MELANIE PERKINS

FOUNDER & DIRECTOR

Founder and Director of Fusion Books, Melanie led R&D and marketing. She has great knowledge of amateur and professional design needs and user interface design. Through her experience with Fusion Books she has demonstrated she can turn her vision into a successful company.



CLIFF OBRECHT

FOUNDER & DIRECTOR

Co-Founder and Director of Fusion Books, Cliff has a deep understanding of market needs, production processes and product requirements. He heads up our sales and marketing. Through his experience as Director of Fusion Books he has demonstrated he can run a successful company that is results driven.



OLIVIER BIERLAIRE

LEAD DEVELOPER

Olivier was CTO at Fusion Books. Senior Developer at Orange and Amadeus. His keen eye for detail and great sense of aesthetic, combined with solid Java experience has seen him take the reigns of CANVA with the same passion. His experience in internationalizing and localizing systems ensures that we have had a global outlook with CANVA from Day 1.



LARS RASMUSSEN

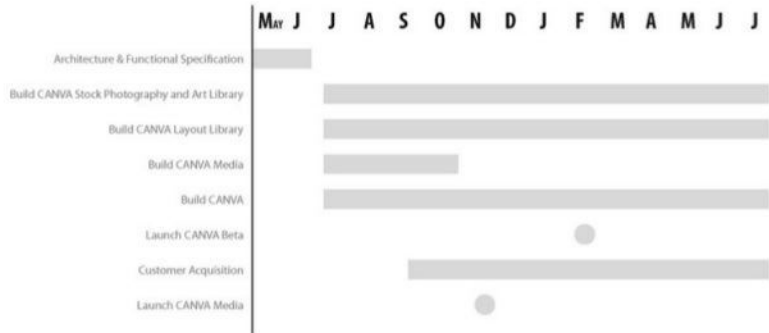
TECHNICAL ADVISOR

Lars founded Google Maps and Google Wave he now works at Facebook. Lars has a deep understanding of the technologies required. Google Wave used many similar cutting edge technologies.

"Making high-quality designing available to non-designers like me is an enormously compelling idea. Melanie and Cliff have already proven with Fusion Books they have the chops to pull it off..."

CANVA'S PATH TO SUCCESS

CANVA will inherit Fusion Books intellectual property, benefiting from 4 years of research and development. CANVA Media will commence development in July 2012 and launch in November 2012. This will enable us to commence building our design and photography communities which will be critical to our success. CANVA will launch in Beta, February 2013.



CANVA WILL BECOME THE DESIGN PLATFORM

CANVA will be a disruptive force across a number of large, mature industries, aggregating design tools and companies to provide clients with a seamless user experience.

With a total market size of \$138.4 billion, CANVA's success is a matter of magnitude.

