Canva - Business Model Canvas

Keys Partners

- Graphic Designers / Photographers
- Integrators

Key Activities

- Canva Platform Development and Maintenance
- Marketing & Customer Support

Key Resources

- Canva Platform
- Library of illustrations, photos, and imagery

Value Propositions

- **Anyone can be a designer** (Quick and easily done graphics)

Customer Relationship

- Self-service
- Customer Support

Channels

- Canva.com website
- Canva App

Customer Segments

- **Mass Market** (From casual individual users to businesses' teams. From non-designers to professionals)

Cost Structure

- Software Development and Infrastructure
- Staff
- Marketing

Revenue Streams

- Subscription (Pro and Enterprise Plans)
- Canva Print
- One-Time Fee (Marketplace items)