

Fund I
Investment Thesis
Canva



Date of first investment June 2026
Sectors Design AI

Robinhood Ventures

Investment Thesis

Canva

The Company Description and Investment Rationale comprising this Investment Thesis were prepared by Robinhood Ventures, investment adviser to RVI, in connection with RVI's initial investments in this portfolio company. They are based solely on Robinhood Ventures' views and assumptions as of the date of RVI's initial investment, and Robinhood Ventures does not intend to update them. In addition, they have not been reviewed or approved by the portfolio company. They are provided for informational purposes only and should not be considered as investment advice or a recommendation of any particular security, strategy or investment product.

Company description

Canva is an all-in-one platform for visual communication and collaboration. Built to empower everyone to design, Canva serves the creative and design needs of enterprises, small businesses, consumers, and students in more than 190 countries worldwide. Canva is powered by a suite of products and proprietary AI tools that elevate how individuals and teams create, collaborate, and communicate with ease. Canva was founded in 2013 and is headquartered in Sydney, Australia.

Rationale for Robinhood Ventures' investment

- **Scaled and engaged customer base:** Canva has 265M+ global MAUs and 31M paid members, largely acquired through organic growth. Canva's brand also inspires special user affinity, with hundreds of millions of views for organic Canva content across YouTube and TikTok. Enterprise adoption has also accelerated, with Canva now used by 95% of the Fortune 500¹. As a result, the company generated \$4Bn in annual recurring revenue in 2025².
 - **Impressive AI product expansion:** Canva is demonstrating impressive AI product velocity and strong customer reception for AI features. Canva is also developing and productizing its own AI models, trained cost-effectively on open-source models and on its own proprietary image and template libraries.
 - **Special founders:** Melanie Perkins (CEO), Cliff Obrecht (COO), and Cameron Adams (CPO) are a founding team renowned for combining user-centric vision, disciplined scaling, and exceptional product craftsmanship.
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Sources

¹Source: [Canva](#).

²Source: [Techcrunch](#).

Disclosures

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