

# The 10 Most Interesting Slides from the Pitch Deck that Helped Us Raise \$9 Million



# THE ANALOG TO DIGITAL TRANSFORMATION



# THE PROBLEM



## TOP 5 BIGGEST ISSUES caused by paper-based processes\*

1. Time spent re-keying data, searching for paper copies and filing
2. Storage volume and costs
3. Inability to monitor workflow progress
4. Lost paperwork
5. Compliance and audit issues

\*(Association for Information and Image Management, June 2013)

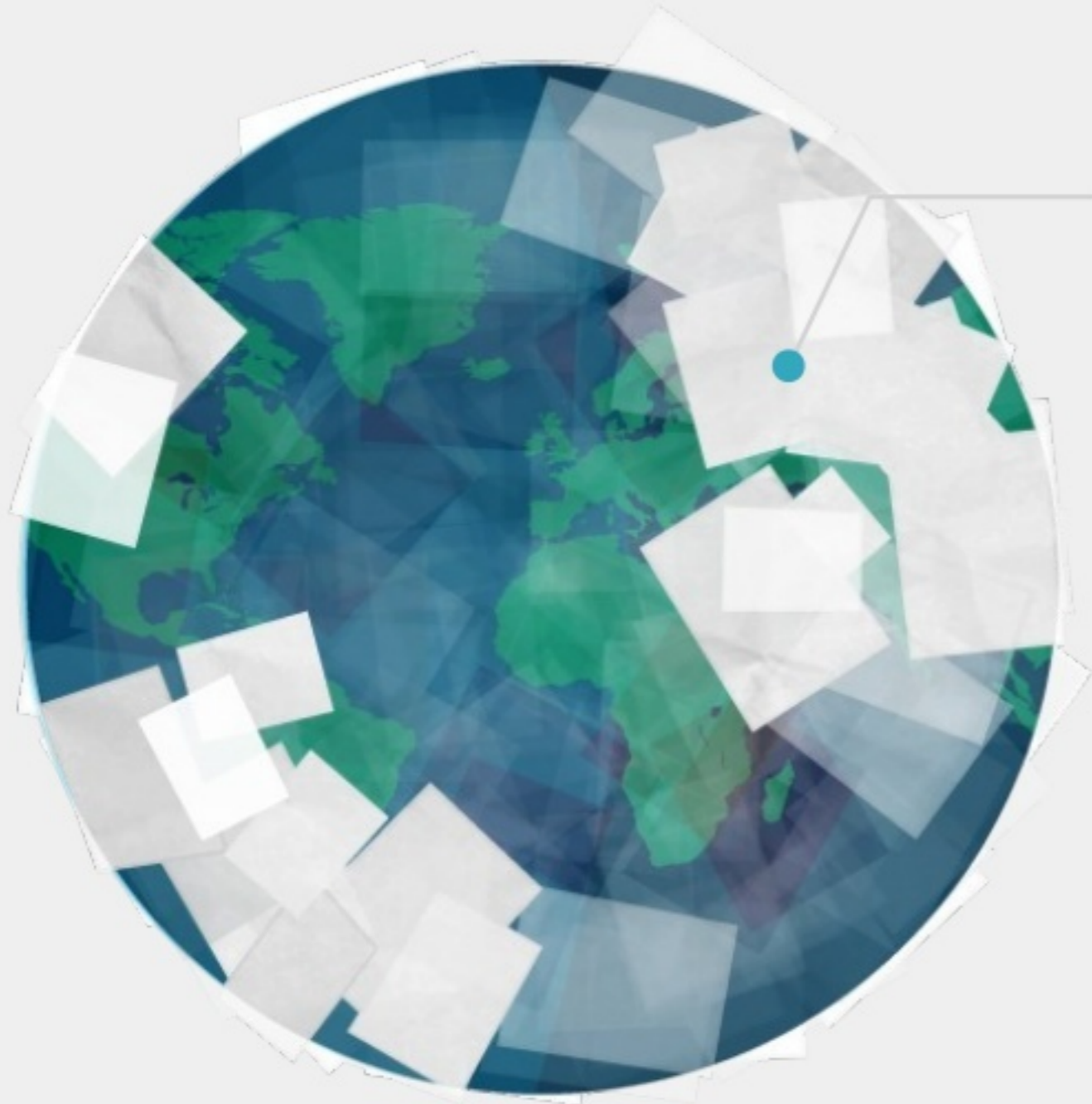
# CANVAS REVOLUTIONIZES HOW WORK IS DONE



“ Globally... One of the 8 Most Disruptive Mobile Technologies For Business



# OPPORTUNITY: A WORLD OF PAPER



## **\$25-\$35 Billion\***

- Amount U.S. businesses alone spend per year on filing, storing and retrieving paper documents

## **Addressable Market**

- Any business that collects information
- All shapes and sizes
- Transcends verticals and geography

# HOW CANVAS WORKS

**FAST:**  
Build an app with  
our App Builder



**FASTER:**  
Find an app in our  
Application Store  
(15+ apps for 30+  
verticals)



**FASTEST:**  
Send us your form! First  
form to app conversion is  
free!



“ Canvas is ridding the world of  
paperwork and replacing it with  
mobile apps  
— Dow Jones VentureWire

# WHY BUSINESSES LOVE CANVAS

Redacted

## General Retail, Sales & Wholesale Distribution

Redacted uses Canvas for all in-store inspections in North America. 70k inspections per month



## Household Appliances/General Retail

HAFSCO recoups \$10,000 per month from lost work orders



## Plumbing

The Plumbing Doctor saves \$40,000 on admin costs

Redacted

## Agriculture, Forestry & Fishing

Redacted saves \$20k+ per month on audits and inspections



Redacted

## General Manufacturing:

Demmer improves work processes and saves \$1 million+ annually

## Sales and Service Automation:

400+ salespeople using Canvas for trainings and qualifying prospects for improved communications and real-time access to data

Redacted

## Hospitality:

Uses Canvas for surveying attendees at games and capturing fan info for promotions



## Beverage:

"Our own team was blown away how fast we deployed such new technology and Canvas is the reason."



## Education:

Imported 20k+ items teachers need to order for class. 14 apps, 118 users



## Healthcare:

Use 60+ apps to record treatments and improve patient care. Has saved over \$100k in paper and time/productivity costs

Redacted

## Residential Inspections:

Large inspection company in the US, using Canvas for residential and commercial inspections and providing custom output to customers



# COMPETITIVE LANDSCAPE & CANVAS ADVANTAGE

Focused on the **what/tactical**

Focused on **THE WHY**

App development platforms/middleware

Logos Redacted



Rapid ROI at fraction of the cost

Vertical software

Logos Redacted



Fully flexible, thousands of horizontal and vertical applications

Forms software

Logos Redacted



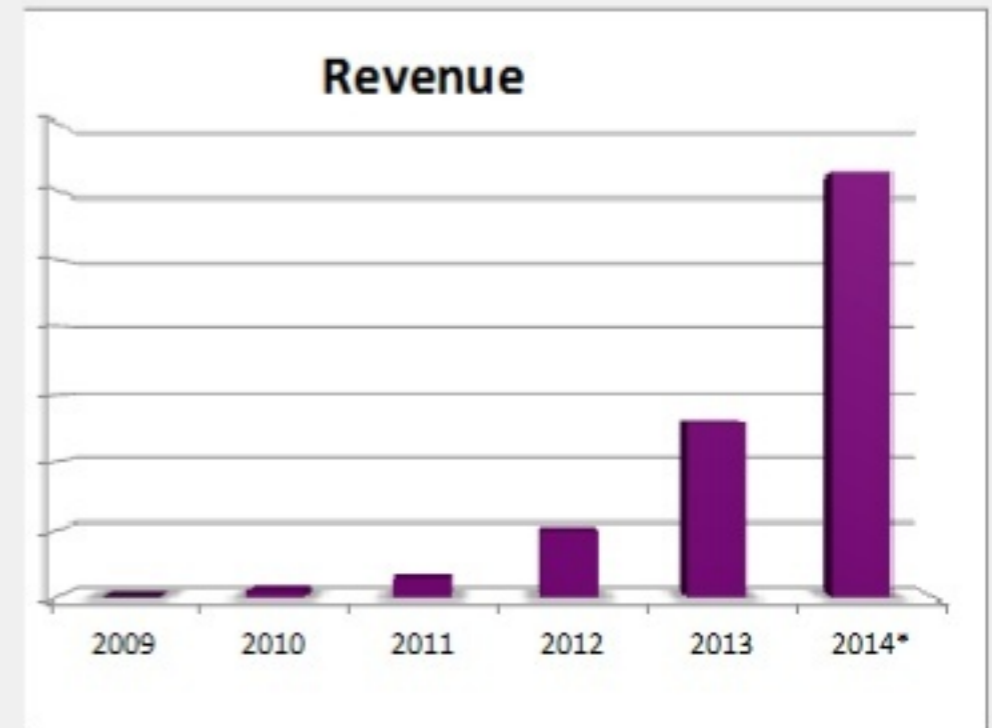
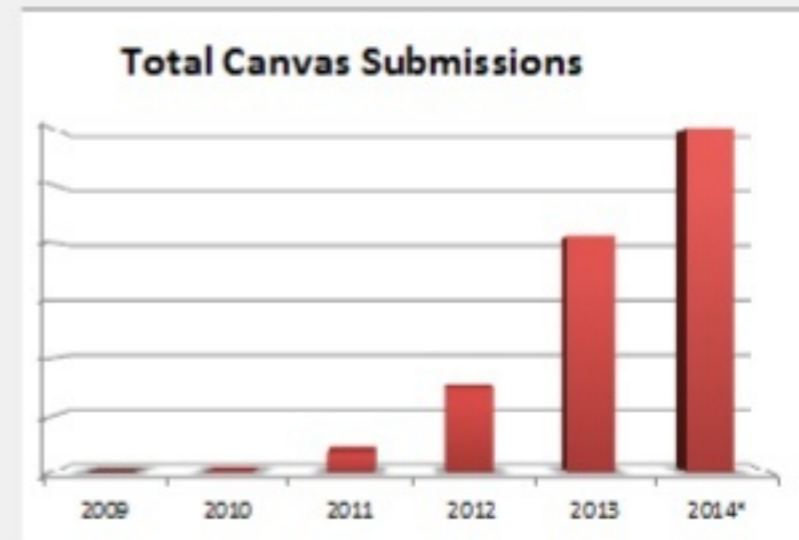
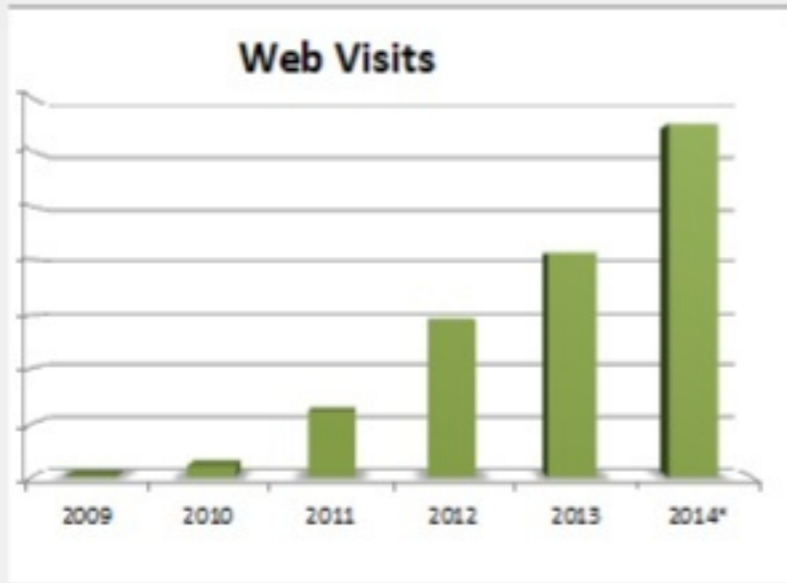
Not just forms, but business processes. Content for every industry.

“ 5 Leading Companies Focused on the Business of Mobility — Capital Business Top chDeck



# RAPID GROWTH & MARKET PENETRATION

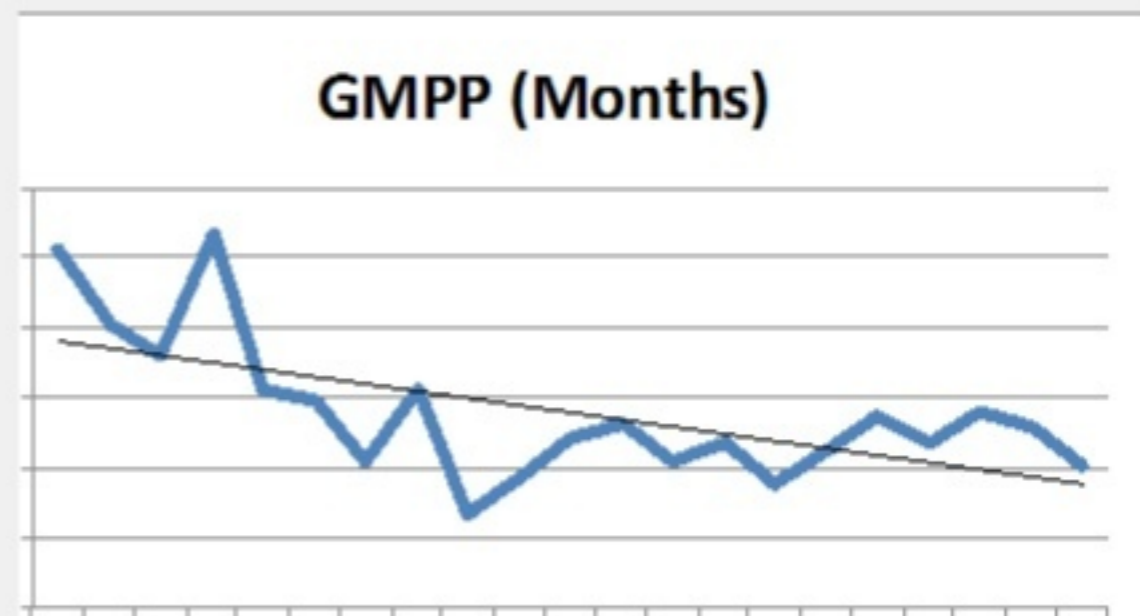
Actual numbers redacted



Their Growth is a Start-Up's Dream

Tech BisNow

# KEY SaaS METRICS

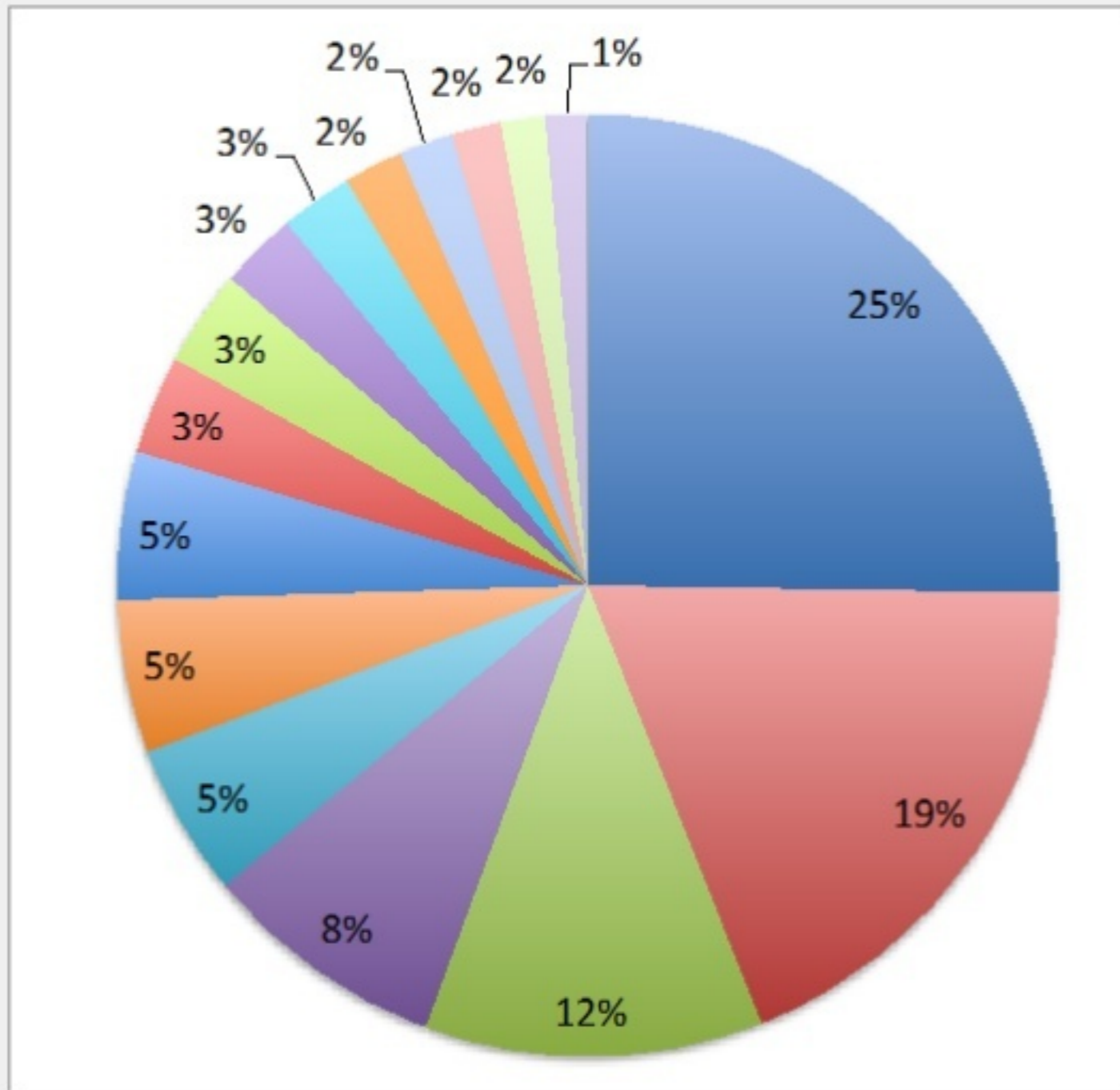


Actual numbers and return on CAC over time redacted



- “For rCAC benchmarks we like to see a return of at least 2.5x, with 3x or more preferred.”

# PAID ACCOUNTS BY INDUSTRY - OVERALL



Industries redacted