



Austen Tech

COMPANY PRESENTATION

Our mission and goals for the future



Agenda

Part 1: Our Mission



Part 2: 2 Major Goals



Part 3: 3 Key Company Strategies



Part 4: Summary





Austen Tech

Our company's main mission
remains the same:

To empower people
give beautiful and
informative
presentations





Why?

Because creating
and sharing
presentations should
be smart and seamless

How do we get there?

**We have a
three-step plan
to make this
mission happen**



Our 2 Major Goals



Target Revenue
\$50 Billion

New Users
500,000

A photograph of a person wearing a beige blazer, sitting at a desk. They are holding a gold-colored pen over a brown leather folder. On the desk, there is a laptop, a smartphone, and some papers. In the background, another person wearing a blue and white striped shirt is partially visible.

Our key company strategies for the year

Build a product accessible on all devices

Launch industry's first collaboration feature

Grow a community of empowered presenters



OUR FIRST COMPANY STRATEGY



Our First Company Strategy



.....

Build a product accessible on all devices

Times may have changed, but the way we work hasn't. The ability to make engaging presentations anywhere, on any device is essential for empowered, global teams.



Problems we
are solving or
opportunities
we are going
after

**People - employees, students,
educators, life coaches - are limited
in presenting relevant information.**

**As the world becomes increasingly mobile, so should the
different ways we can make engaging, powerful presentations.**

Build a product accessible
on all devices



A strong engineering foundation is critical as we make a presentation platform accessible on all devices.

Just imagine the ease of creating and sharing a presentation from any device. A goal this massive requires robust backend support.

**Support we
need to achieve
this goal**

Build a product accessible
on all devices



How will
achieving this
goal have a
great impact?

Build a product accessible
on all devices



**With mobile flexibility, we can
expect to grow our users by 200%.**

**At present, 85% of our users who rely on desktops wish
to make and show presentations using their devices.**



How will we know we have achieved this goal? How do we know if we are successful?

Build a product accessible on all devices

By the middle of the year, our number of users should increase by 250,000.

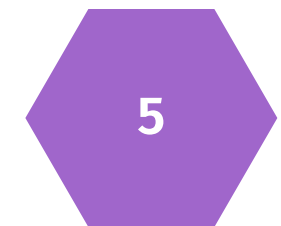
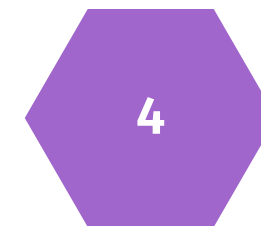
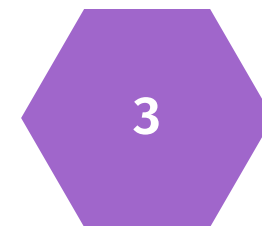
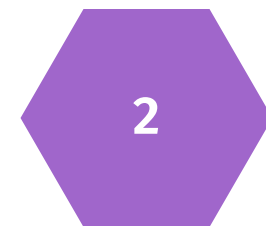
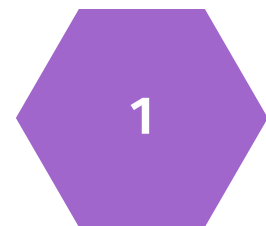
This key metric is based on the behavior that users satisfied with the product will likely recruit 2.5 new users.

Our Roadmap

Build a product accessible on all devices



Our roadmap shows the five small goals we need to achieve within a year.



January Goal:

Mobile app support

March Goal:

Mobile browser support

May Goal:

Tablet computer support

August Goal:

Offline support

November

Goal:

Offline support

Challenges we're anticipating

Build a product accessible on all devices

The scope of
work might
change mid-way,
but that is okay.

Changes are inevitable,
and this could potentially
push back the target
dates of our goals.



Summary



This is our plan as we build a product accessible on all devices.

Problems we are solving or opportunities we are going after

People - employees, students, educators, life coaches - are limited in presenting the information.

As the world becomes increasingly mobile, so should the different ways we can make engaging, powerful presentations.

Support we need to achieve this goal

A strong engineering foundation is critical as we make a presentation platform accessible on all devices.

Just imagine the ease of creating and sharing a presentation from any device. A goal this massive requires robust backend support.

How will achieving this goal have a great impact?

With mobile flexibility, we can expect to grow our users by 200%.

At present, 85% of our users rely on desktop wish to make and show presentations using their devices.

How will we know we have achieved this goal? How do we know if we are successful?

By the middle of the year, our number of users should increase by 250,000.

This key metric is based on the behavior that users satisfied with the product will likely recruit 2.5 new users.

Challenges we're anticipating

The scope of work might change mid-way, but that is okay.

Changes are inevitable, and this could potentially push back the target dates of our goals.



Launch industry's first collaboration feature

The way we work has changed significantly, making the ability to collaborate in real-time even more necessary.

Problems we are solving or opportunities we are going after

Launch industry's first collaboration feature



The distance among teams should not be a hindrance to productivity.

With the ability to collaborate in real-time, teams can make incredible presentations no matter where they are in the world.

Foundational engineering support is here and available.

All we need is a set of fantastic layouts to show off the collaboration feature. Coupled with engaging marketing efforts, we can deliver collaboration features in the hands of our users at the soonest time possible.

Support we need to achieve this goal

Launch industry's first collaboration feature



We're projecting that this strategy can help us achieve our second primary company goal.

By launching the collaboration feature, we're expecting a rise in revenue by 250%.

We should be able to achieve 1/2 of our target revenue by the third quarter of the year.

This is based on the trend that satisfied users are likely to refer us to 5 to 7 of their friends or people they work with.

Our Roadmap

Launch industry's first collaboration feature



Tasks

1st month

2nd month

3rd month

4th month

5th month

Planning

Research

Prototype Production

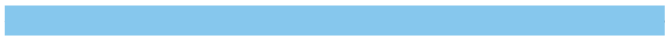
Testing

QA

Implementation

Follow up

Documentation





Challenges we're anticipating

Launch industry's first collaboration feature

Approval of application for collaboration license might take longer than usual.

If the application takes longer than expected, this could push back our market release slated at the end of the second quarter of this year.

Summary



This is our plan as we launch the industry's first collaboration feature

Problems we are solving or opportunities we are going after

The distance among teams should not be a hindrance to productivity.

With the ability to collaborate in real-time, teams can make incredible presentations no matter where they are in the world.

Support we need to achieve this goal

Foundational engineering support is here and available.

All we need is a set of fantastic layouts to show off the collaboration feature. Coupled with engaging marketing efforts, we can deliver collaboration feature in the hands of our users at the soonest time possible.

How will achieving this goal have a great impact?

We're projecting that this strategy can help us achieve our second major company goal.

By launching the collaboration feature, we're expecting a rise in revenue by 250%.

How will we know we have achieved this goal? How do we know if we are successful?

We should be able to achieve 1/2 of our target revenue by the third quarter of the year.

This is based on the trend that satisfied users are likely to refer us to 5 to 7 of their friends or people they work with.

Challenges we're anticipating

Approval of application for collaboration license might take longer than usual.

If ever the application takes longer than expected, this could push back our market release slated at the end of the second quarter of this year.



Grow a community of empowered presenters

Our success is proportional to the
number of empowered presenters
we will create in the days to come.



Summary

	Problems we are solving or opportunity we are going after	Support we need to achieve this goal	How will achieving this goal have a great impact?	How will we know we have achieved this goal? How do we know if we are successful?
Build a product accessible on all devices	People - employees, students, educators, life coaches - are limited in presenting information.	A strong engineering foundation is critical as we make a presentation platform accessible on all devices.	With mobile flexibility, we can expect to grow our users by 200%.	By the middle of the year, our number of users should increase by 250,000.
Launch industry's first collaboration feature	The distance among teams should not be a hindrance to productivity.	Foundational engineering support is here and available.	We're projecting that this strategy can help us achieve our second primary company goal.	We should be able to achieve 1/2 of our target revenue by the third quarter of the year by 250,000.
Grow a community of empowered presenters	Our support center is backed up, and our support website is still currently in the works.	We need our satisfied users' enthusiasm in empowering fellow users of our product.	A harmonious and supportive community is the backbone of any successful product.	We should grow our community by 100% on all our social media groups by the end of the year.



Thank you!

Meet our Team



Andy Cruz

Founder



Phoenix Martin

Chief Executive Officer

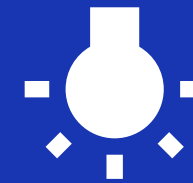
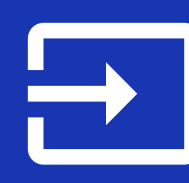
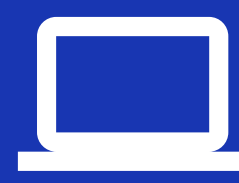


Wyatt Meyer

Head of Engineering

Resource Page

Use these icons and illustrations
in your Canva Presentation.
Happy designing!



Resource Page

Find the magic and fun in
presenting with Canva Presentations.
Press the following keys while
on Present mode!

B for blur

.....

D for a drumroll

.....

Q for quiet

.....

C for confetti

.....

O for bubbles

.....

X to close

.....

Any number from **0-9** for a timer

Resource Page

Find the magic and fun in
presenting with Canva Presentations.
Press the following keys while
on Present mode!

Click the three dots on the top right corner of your screen, and select
‘Present and record.’

Click **‘Go to recording studio’** where you can choose the video and audio
source for your video presentation.

Feel free to choose the **‘No camera’** option and record your voice only.

Start recording, and press pause in between takes if you have to.

Once you're done, download your Canva Presentation in MP4 file format or
get a link to your Talking Presentation and share it with others.

You can also record a video inside the editor! Go to **‘Uploads’** and click on
‘Record yourself’.