



Once upon a time, in the sunny land of Australia, a young woman named Melanie Perkins had a big idea. She was teaching design programs at the university and saw how difficult they were for people to use. "There has to be a better way!" she thought.



Melanie shared her idea with her partner, Cliff Obrecht. "Let's make design software simple and accessible for everyone," she said. Cliff, who was always ready for an adventure, loved the idea. Together, they started their first company, Fusion Books, to test their concept.



Fusion Books was a success! It helped schools create their yearbooks easily. But Melanie's dream was much bigger. She wanted to create a platform that could be used for everything, from presentations to social media posts.



To make her big dream a reality, they needed help. They found a brilliant tech expert named Cameron Adams. Cameron was excited by the challenge and joined their team. The three of them were ready to build something amazing.



They called their new company "Canva." It was a short, catchy name that was easy to remember. Their mission was simple: to empower the world to design.



Building Canva wasn't easy. They worked long hours, faced many rejections from investors, and had to overcome countless challenges. But they never gave up on their dream.



Finally, in 2013, Canva was launched to the world. People loved it! It was so easy to use that anyone could create beautiful designs in minutes.



Canva grew bigger and bigger. Millions of people from all over the world started using it to bring their ideas to life. The small team from Australia had created a global phenomenon.



Melanie, Cliff, and Cameron became successful entrepreneurs, but they never forgot their mission. They continued to improve Canva, adding new features and making it even more powerful.



And so, the story of Canva is a reminder that with a big idea, a lot of hard work, and a great team, you can change the world. What will you design?