

BROCHURE



**CanvaPreneur: Build, Brand & Launch Your
Business with Canva**

COURSE OBJECTIVE

To equip learners with entrepreneurial knowledge and creative design skills to launch, brand, and promote their startups using Canva as the central tool for content creation, branding, and marketing.

TARGET AUDIENCE

- Students
- Aspiring Entrepreneurs
- Freelancers & Creators
- Small Business Owners

COURSE DURATION

4 Weeks Program

Mode: Fully Online

Sessions: 2 per week, 120 minutes each

Capstone Project: Final startup pitch deck + branding portfolio

TOOLS USED

- Canva (Free/Pro)
- Google Workspace
- Zoom / Google Meet
- Instagram, LinkedIn, WhatsApp Business
- Trello / Notion
- ChatGPT

WEEK 1: ENTREPRENEURIAL MINDSET + CANVA BASICS

Session 1:

- What is Entrepreneurship?
- Types of Entrepreneurs & Start-up Journey
- Problem Solving, Idea Validation & Mindset

Session 2:

- Canva Introduction: Interface, Templates, and Tools
- Creating First Designs (Posters, Flyers, Stories)



Session 3:

- Branding Basics: Color Psychology, Typography, Layout
- Creating Your Own Brand Kit in Canva

WEEK 2: BRAND BUILDING + PRODUCT DESIGN

Session 4:

- Building Personal Brand: Canva CVs, Portfolios
- Creating Digital Profiles for Instagram, LinkedIn

Session 5:

- Product Mockups: Menus, Brochures, E-books
- Canva for Freelancers & Small Business Services

Session 6:

- Designing Business Cards, Proposals, Presentations
- Brand Guidelines using Canva Templates

WEEK 3: MARKETING, GROWTH & MONETIZATION

Session 7:

- Social Media Strategy & Content Planning
- Designing Instagram, YouTube, and Reel Covers

Session 8:

- Canva + Tools Integration:
WhatsApp Business, Google Forms, Trello, QR Codes
- Designing Lead Magnets: Freebies, Landing Pages

Session 9:

- Monetizing Canva Skills:
Freelancing on Fiverr, Upwork, Etsy
- Creating Pricing Sheet, Client Proposals & Portfolios





WEEK 4: CAPSTONE PROJECT & FINAL PRESENTATION

Session 10:

- Final Project Briefing:
Create a Business Branding Kit + Canva Pitch Deck
- Canva Pro Features: Magic Resize, Animation, Background Remover

Session 11:

- Peer Review, Guest Mentor Session (Optional)
- Final Edits, Feedback & Presentation Tips

Session 12:

- Final Pitch Presentations
- Evaluation, Feedback & Certification Ceremony

FINAL DELIVERABLES

- Canva Brand Identity Kit (Logo, Poster, Social Media Posts, Business Card)
- 10-Slide Canva Business Pitch Deck
- Social Media Setup with Branded Banners





CERTIFICATION

- Certificate of Completion
- Optional: CanvaPreneur Certified Entrepreneur
- Add badges/micro-credentials via Accredible/Certifier

PROMOTIONAL STRATEGY FOR THE COURSE (FOR YOUR ORG)

- Instagram & LinkedIn posts using Canva designs
- Canva-based short videos & testimonials
- Free intro workshop/webinar for leads
- Partner with schools, colleges, and incubators



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Potential
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