

Innova
TRAINING INSTITUTE

Design, Brand, and Launch with Just Canva

Canvapreneur

Pitch-ready deck | Freelance kit | Hands-on learning

CanvaPreneur: Build, Brand & Launch Your Business with Canva



The CanvaPreneur course empowers students, entrepreneurs, and freelancers to build, brand, and launch businesses using Canva. Over four weeks, learners create brand kits, pitch decks, and social media assets to establish impactful digital ventures.

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Capstone Project

About Innova

Turn Your Ideas into a Branded, Pitch- Ready Business with Canva

This 4-week program is designed for aspiring entrepreneurs, freelancers, and small business owners looking to build their brands using Canva. Through guided sessions, you'll learn to design professional content, set up a digital presence, and create marketing assets that stand out in a competitive landscape.

The course also covers freelancing strategies, digital monetization, and personal branding essentials. Whether you're building a startup or a creative portfolio, CanvaPreneur helps you turn ideas into visuals, and visuals into impact—with your final project being a full-fledged business branding kit and a startup pitch deck.

Master Visual Branding with Canva Tools

Learn to design logos, templates, and brand assets that reflect your vision and communicate your value clearly.

Build, Pitch, and Monetize Your Business

Develop a complete branding kit, craft your pitch deck, and explore freelancing platforms to monetize your Canva skills.

Key Highlights



Duration

4-week program
2 sessions per week



Mode of Delivery

Fully online with live
interactive classes



Assessment

Weekly tasks, peer
reviews, final project



Outcome

Brand kit, pitch deck,
and certification

Entrepreneurial Mindset

The first week builds a strong foundation in both entrepreneurial thinking and Canva fundamentals. You'll explore different types of entrepreneurs, validate startup ideas, and develop a problem-solving mindset.

Simultaneously, you'll get hands-on with Canva's interface, learning how to create your first digital designs using ready-made templates and tools.

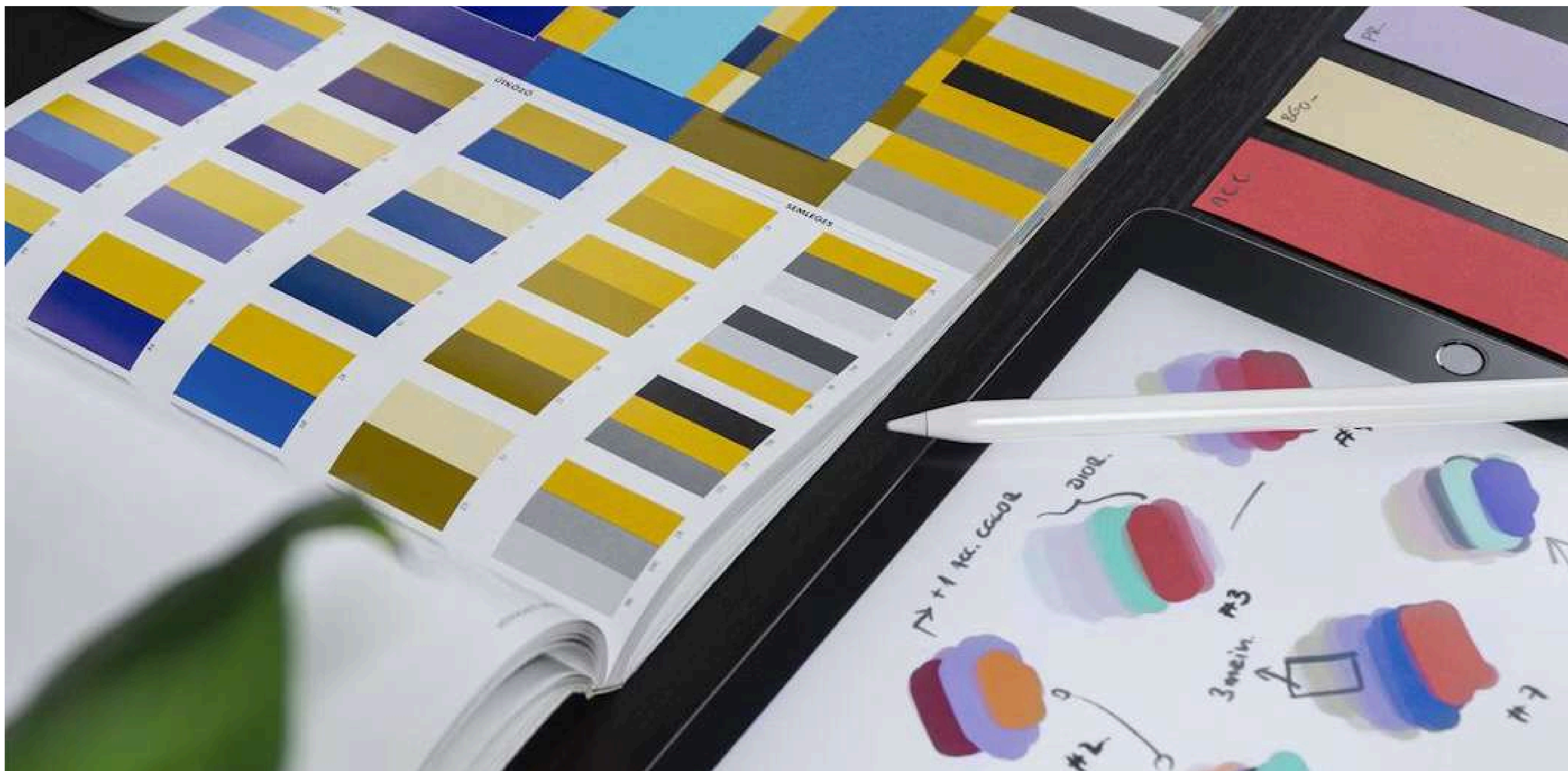


Topics Covered

- What is Entrepreneurship?
- Types of Entrepreneurs & Startup Journey
- Problem Solving, Idea Validation & Mindset
- Introduction to Canva: Interface, Templates, and Tools
- Creating First Designs: Posters, Flyers, Stories
- Branding Basics: Color Psychology, Typography, Layout
- Creating Your Own Brand Kit in Canva

Brand Building + Product Design

Week two focuses on turning your ideas into a personal brand. You'll learn to design digital resumes, portfolios, and product mockups that reflect your identity. The sessions also cover creating business materials like menus, e-books, and proposals—all crafted using Canva's templates to establish a consistent and professional visual language.



Topics Covered

- Building Personal Brand: Canva CVs, Portfolios
- Digital Profiles for Instagram, LinkedIn
- Product Mockups: Menus, Brochures, E-books
- Canva for Freelancers & Small Business Services
- Designing Business Cards, Proposals, Presentations
- Creating Brand Guidelines Using Canva Templates

Marketing, Growth & Monetization

This week dives into marketing strategies and how to grow your brand online. Learn to design content for Instagram, YouTube, and Reels, while planning your campaigns. You'll also explore how to monetize your Canva skills through freelancing platforms, pricing strategies, and designing client proposals that win business.



Topics Covered

- Social Media Strategy & Content Planning
- Designing Instagram, YouTube, and Reel Covers
- Canva + Tools Integration (WhatsApp, Trello, QR Codes)
- Designing Lead Magnets: Freebies, Landing Pages
- Monetizing Canva Skills: Fiverr, Upwork, Etsy
- Creating Pricing Sheets, Client Proposals & Portfolios

Build, Brand & Pitch

In the final week, you'll apply everything you've learned to create your own brand identity and pitch-ready startup. This is your chance to build a visual brand from the ground up using Canva.

From logos to social media kits and presentations, you'll develop a portfolio that reflects your business vision and creative strategy.



Brand Identity

Analyze order and restaurant data from a food delivery app



Pitch Deck

Create a 10-slide Canva presentation for your startup idea.



Social Presence

Set up branded banners for Instagram, LinkedIn, and WhatsApp.



Portfolio Showcase

Present your brand kit and pitch deck for final feedback.

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

Driving Careers Through Industry-Focused Learning

Innova Training Institute is a KHDA-approved vocational institute based in Dubai Knowledge Park. Backed by global affiliations, it delivers career-focused programs that blend academic rigor with practical skill-building.

With guaranteed internships, small-batch mentorship, and real-world projects, Innova helps learners transition confidently into the workforce. Each course is designed to ensure relevance, industry integration, and job-readiness from day one.



Dual Qualification

Academic degrees with industry-recognized certification



Global Recognition

Endorsed by Pearson, IOA, Qualifi, and Accredited by KHDA



Mentorship Model

1:3 expert ratio with personalized guidance



Career Integration

Projects, internships, and startup simulation embedded

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Empowering students with AI-driven skills, experiential learning, and global industry-ready expertise.

“Dubai’s Innova & The Rise Of Ai-Education”
Featured In *AI & Tech* January 2026 Edition Of

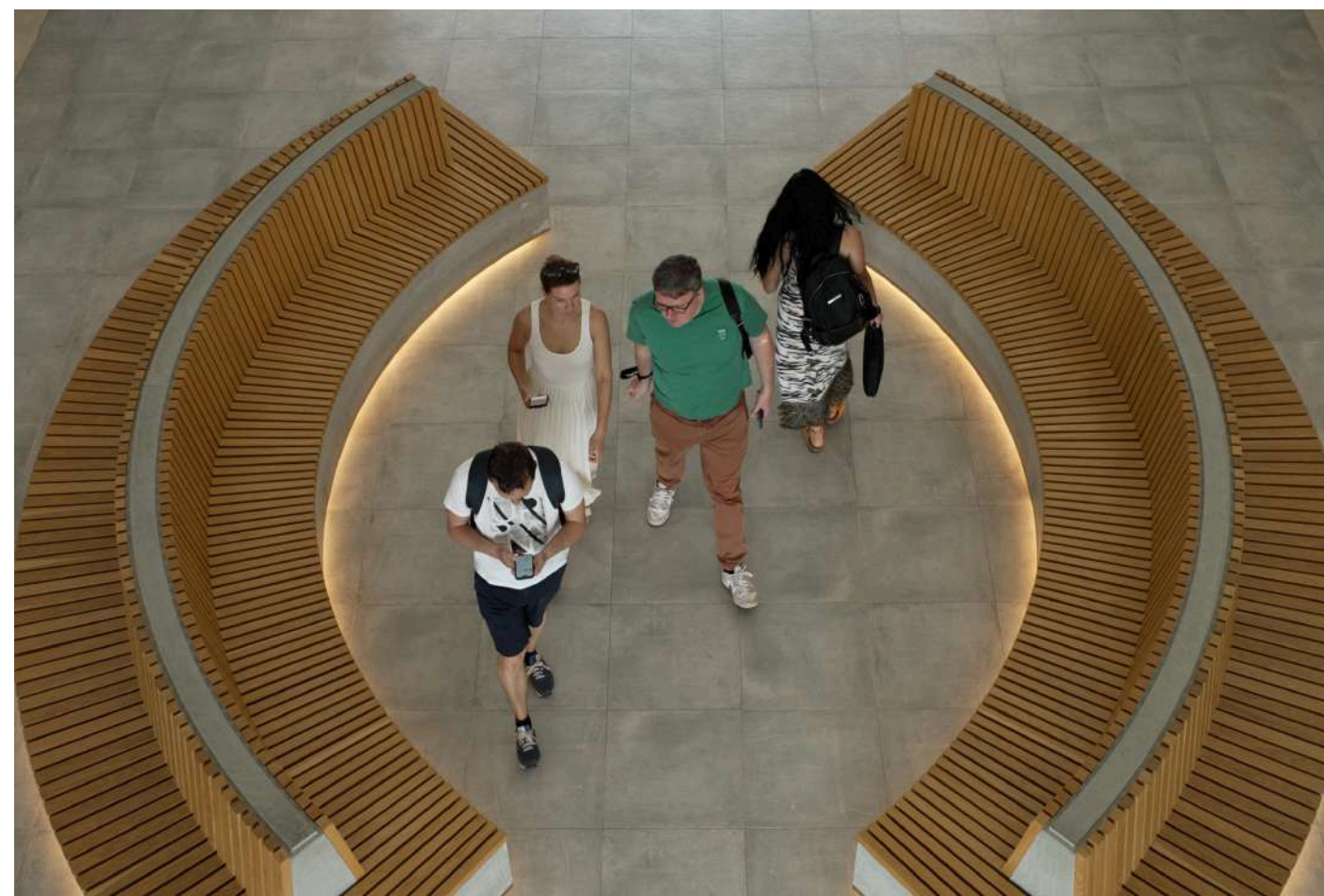
OUTLOOK BUSINESS
THINK BEYOND. STAY AHEAD.

in a world-class academic environment
modern infrastructure
easy access



Dubai Knowledge Park Learning Hub

Study in Dubai's premier education district, home to cutting-edge classrooms, collaborative lounges, and a dynamic student community. Located in a hub of academic and corporate activity, the campus encourages innovation, peer interaction, and career-focused learning in an inspiring, multicultural environment.



Accessible, Connected, Student-Friendly Facilities

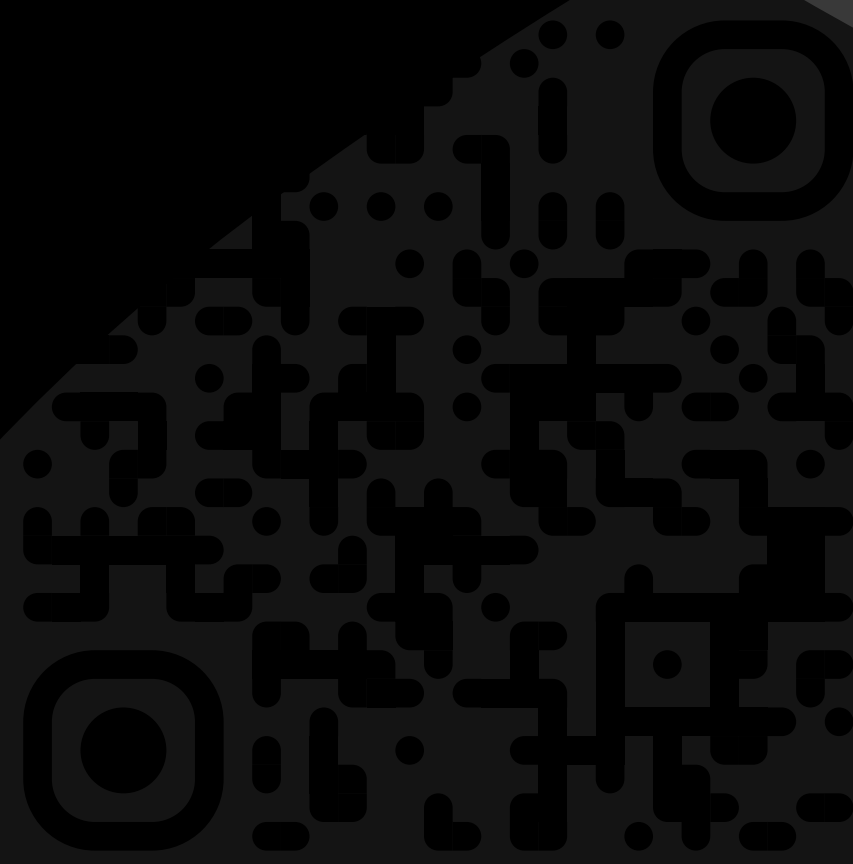
Enjoy seamless access to public transport, cafés, business centers, and well-equipped learning zones. From quiet study areas to interactive lounges, every facility is designed to support comfort, focus, and collaboration, creating the ideal atmosphere for productive and enriching learning experiences.



At Innova, we believe in nurturing talent through immersive learning experiences, real-world projects, and a future-ready academic environment.



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