Why Canvas?

WHAT ACTUALLY MATTERS IN AN LMS

ADOPTABILITY

Canvas gets used
Why Canvas: Adoptability

WHAT ACTUALLY MATTERS IN AN LMS

Average Incumbent

Average new LMS

Champlain College

Michigan Tech University

University of Mary Washington

South Puget Sound Community College

Clover Park Technical College

(6 yrs) 48%

(8 yrs) 44%

(12 yrs) 55%

(3 yrs) 35%

(4 yrs) 14%

(10 Mo) 69%

(6 Mo) 80%

(6 Mo) 82%

(15 Mo) 99%

(18 Mo) 45%
Why Canvas?

WHAT ACTUALLY MATTERS IN AN LMS

2

ADAPTABILITY

Canvas is a platform that grows with you
Why Canvas: Adaptability

WHAT ACTUALLY MATTERS IN AN LMS

OPEN API

LTI INTEGRATION

138 APPS IN 1 CLICK
Why Canvas?

WHAT ACTUALLY MATTERS IN AN LMS

3

RELIABILITY

Canvas is there when you need it
Why Canvas: **Reliability**

WHAT ACTUALLY MATTERS IN AN LMS

<table>
<thead>
<tr>
<th>NATIVE CLOUD</th>
<th>OPEN SOURCE</th>
<th>AMAZON WEB SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Cloud Icons" /></td>
<td><img src="image2.png" alt="Arrow Icons" /></td>
<td><img src="image3.png" alt="Web Services Icons" /></td>
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</tbody>
</table>
What Matters Most

Canvas is adaptable

Canvas is adoptable

Canvas is reliable

2.5% Innovators

13.5% Early Adopters

34% Early Majority

34% Late Majority

16% Laggards

CHASM OF WANT