David Beckett

Pitch Coach
Creator of The Pitch Canvas©
Author of *Blue Moon Pitch*

Best3Minutes.com

Best 3
Minutes

Coached 1500+ Startups & Scaleups

RAISED OVER €360MILLION



29 Countries

TRAINED 25,000+ PEOPLE

























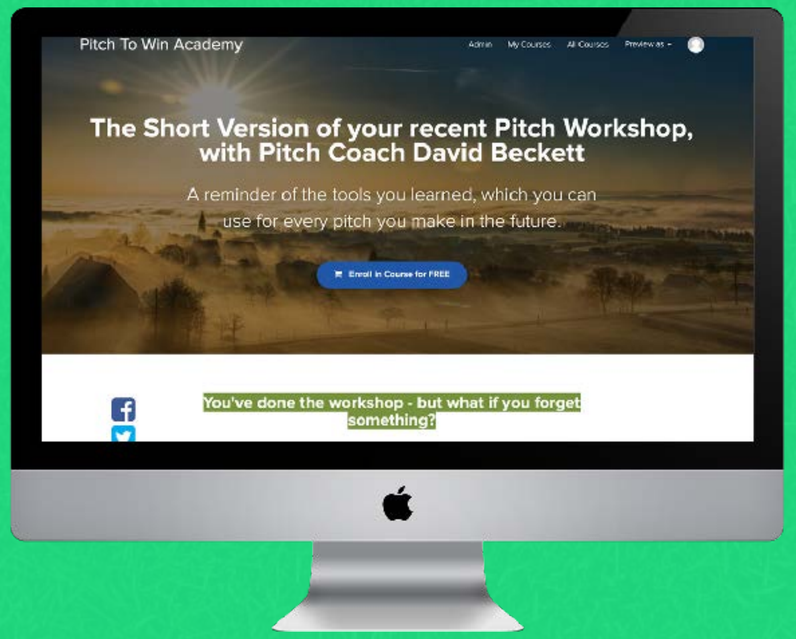
GREAT IDEAS NEED A VOICE



You will receive

SLIDES AND MANY MATERIALS







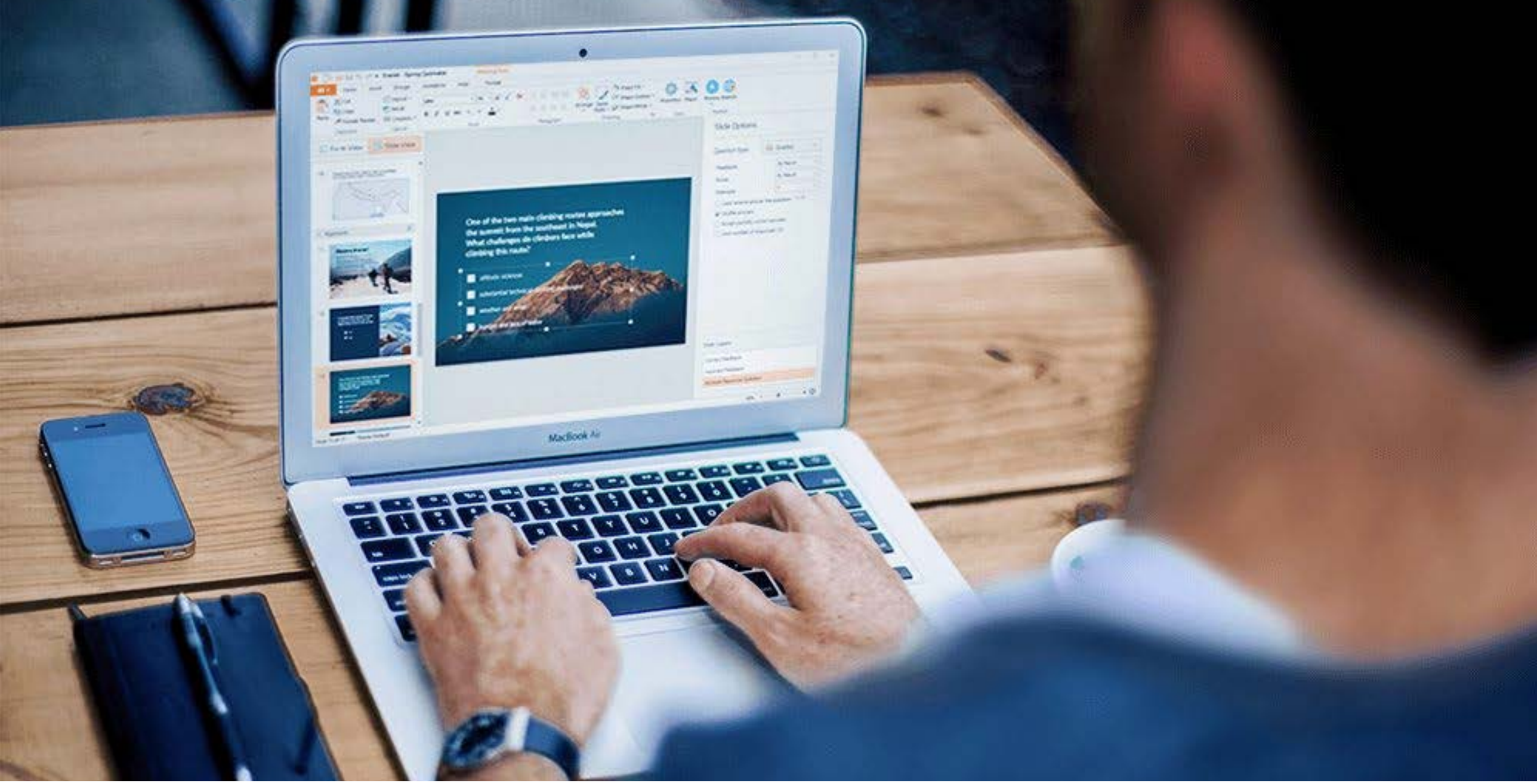

QUESTIONS?
Please ask
IN THE CHAT

MAKE THE PITCH HUMAN





How do you most people **CREATE THEIR PITCH?**


MacBook Air


STOP!!!



Don't Open **POWERPOINT**

Until you've spent time thinking about **WHO** you're pitching to



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



ACTION STEP

Take time to research and write down who the **audience** is for your pitch

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What's their biggest **challenge**?

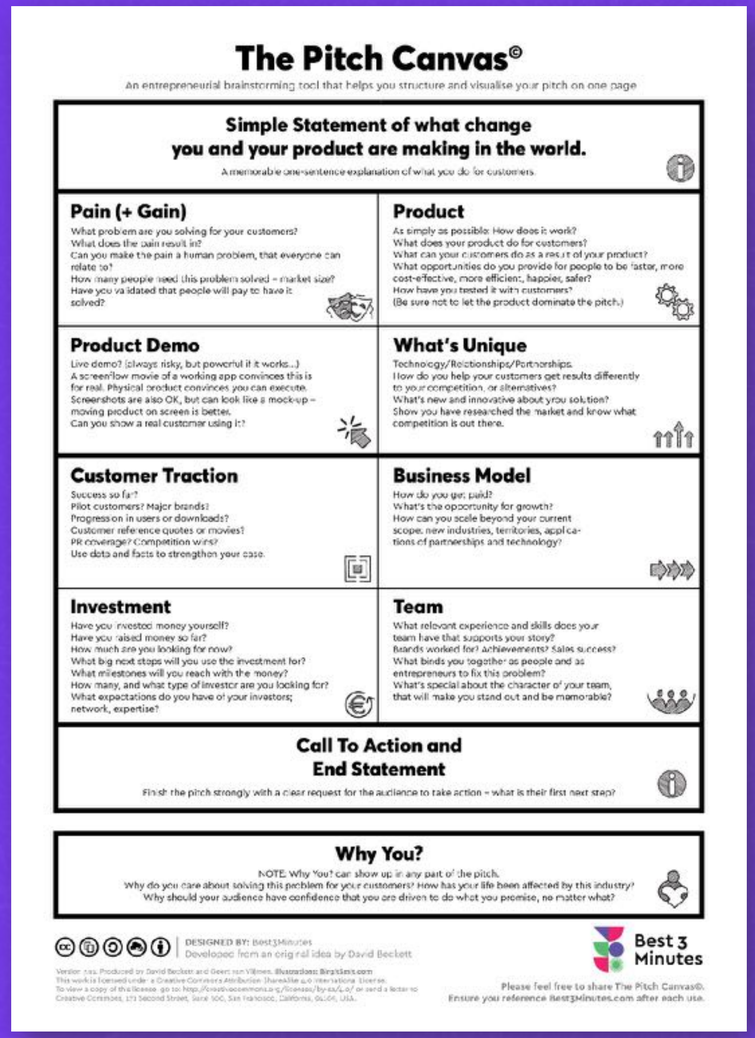
Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What do they **already** know?

What might be their biggest **objection?**



The Pitch Canvas©

An entrepreneurial brainstorming tool that helps you structure and visualise your pitch on one page

Simple Statement of what change you and your product are making in the world.

A memorable one-sentence explanation of what you do for customers.

Pain (+ Gain)

What problem are you solving for your customers?
What does the pain result in?
Can you make the pain a human problem, that everyone can relate to?
How many people need this problem solved = market size?
Have you validated that people will pay to have it solved?

Product

As simply as possible: How does it work?
What does your product do for customers?
What can your customers do as a result of your product?
What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer?
How have you tested it with customers?
(Be sure not to let the product dominate the pitch.)

Product Demo

Live demo? (always risky, but powerful if it works...)
A screenflow movie of a working app convinces this is for real. Physical product convinces you can execute.
Screenshots are also OK, but can look like a mock-up – moving product on screen is better.
Can you show a real customer using it?

What's Unique

Technology/Relationships/Partnerships.
How do you help your customers get results differently to your competition, or alternatives?
What's new and innovative about your solution?
Show you have researched the market and know what competition is out there.

Customer Traction

Success so far?
Pilot customers? Major brands?
Progress on in users or downloads?
Customer reference quotes or movies?
PR coverage? Competition wins?
Use data and facts to strengthen your case.

Business Model

How do you get paid?
What's the opportunity for growth?
How can you scale beyond your current scope, new industries, territories, applications of partnerships and technology?

Investment

Have you invested money yourself?
Have you raised money so far?
How much are you looking for now?
What big next steps will you use the investment for?
What milestones will you reach with the money?
How many, and what type of investor are you looking for?
What expectations do you have of your investors; network, expertise?

Team

What relevant experience and skills does your team have that supports your story?
Boards worked for? Achievements? Sales success?
What binds you together as people and as entrepreneurs to fix this problem?
What's special about the character of your team, that will make you stand out and be memorable?

Call To Action and End Statement

Finish the pitch strongly with a clear request for the audience to take action – what is their first next step?

Why You?

NOTE: Why You? can show up in any part of the pitch.
Why do you care about solving this problem for your customers? How has your life been affected by this industry?
Why should your audience have confidence that you are driven to do what you promise, no matter what?

DESIGNED BY: Best3Minutes
Developed from an original idea by David Beckett

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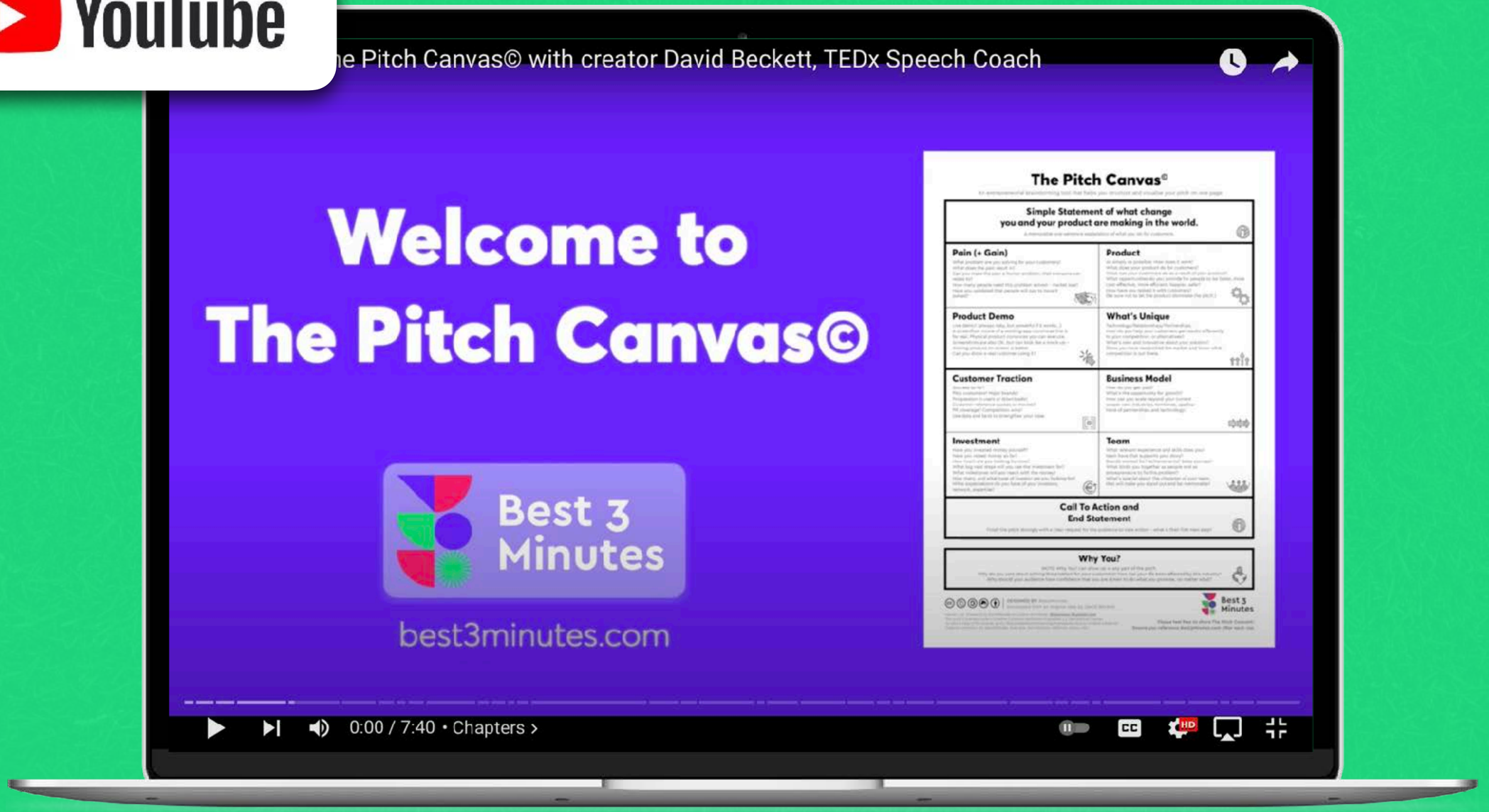
Please feel free to share The Pitch Canvas©.
Ensure you reference Best3Minutes.com after each use.

THE PITCH CANVAS©

Copies available

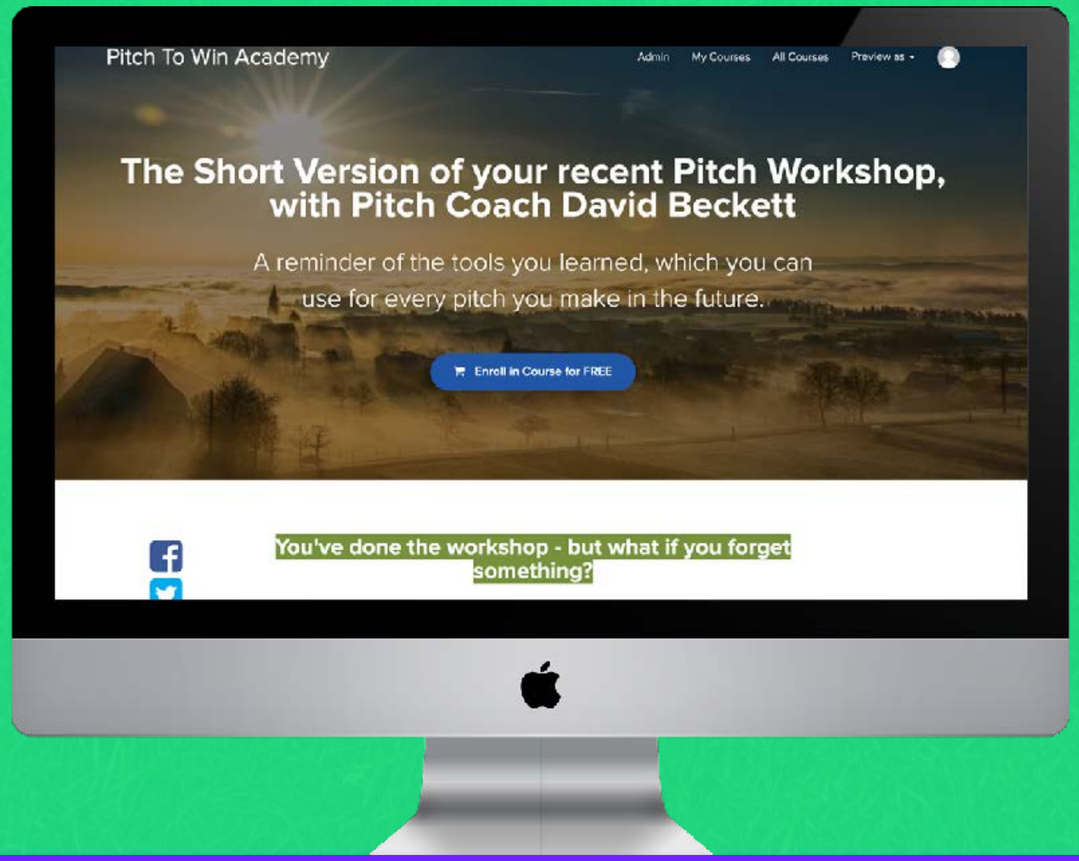
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YouTube


e Pitch Canvas© with creator David Beckett, TEDx Speech Coach
Welcome to
The Pitch Canvas©
Best 3 Minutes
best3minutes.com
The Pitch Canvas©
Simple Statement of what change you and your product are making in the world.
Pain (+ Gain)
Product
Product Demo
What's Unique
Customer Traction
Business Model
Investment
Team
Call To Action and End Statement
Why You?
0:00 / 7:40 • Chapters ›

FREE

Online Pitch Course



best3minutes.com/ggwimpact

MAKE THE PITCH HUMAN



The most important

COMMUNICATION PRINCIPLE

Do people make decisions based on **EMOTIONS or FACTS?**

People make decisions based on emotions

THEN LOOK FOR FACTS TO BACK THEM UP

The best communication combines

RATIONAL

NON-
RATIONAL

RATIONAL

Pain: Quantify the Opportunity

Product

What's Unique

Success So Far

What's in it for Them

Investment

Team - Skills, Experience

NON-RATIONAL

Make the Pain **HUMAN**

The **CHARACTER** of The Team

Why You? Your **PERSONAL** Enthusiasm

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PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

What's the
Human Result
of the problem
you're solving?



PAIN

Example:
"We need to merge
our **six data systems**
into **one** system"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Be specific

PUT A NUMBER ON IT



"It wastes a lot of hours"

"They have to make a lot of calls"



"It takes up to 72 hours"

"They have to make up to 30 calls"

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Q:What's the most **important** thing in a **Startup**?



Q:What's the most **important** thing in a **Startup**?

A:TEAM!



Patrick de Zeeuw

Startupbootcamp

"Don't pitch me your **product**. Tell me about the **people** behind it."


And yet... you never have
ENOUGH TIME

Pick out one or two
MEMORABLE POINTS





TEAM

Who will make it happen?

Complimentary **Skills**?
Years of Experience?
Previous startups/exits?



TEAM

Character?

Driven by the same **purpose**?

Young and **Hungry**?
Experienced and ready for **new** challenges?


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STUSSY

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SEAN PERCIVAL

Silicon Valley Investor



SEAN PERCIVAL

Investors put money into **conviction**, so if you don't have **energy** and **passion** we're probably **not going to invest.**

So what do they mean by

ENERGY AND PASSION?



Ton van 't Noordeinde

01 V + N T U R E S

"I want to get to know you as a **person**."



Paul Graham

Y Combinator

"At which moment in your pitch will you be **animated**?"


Co-Founder Startupbootcamp
PATRICK DE ZEEUW



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WHY YOU?

What's your **personal motivation** to offer this proposition?

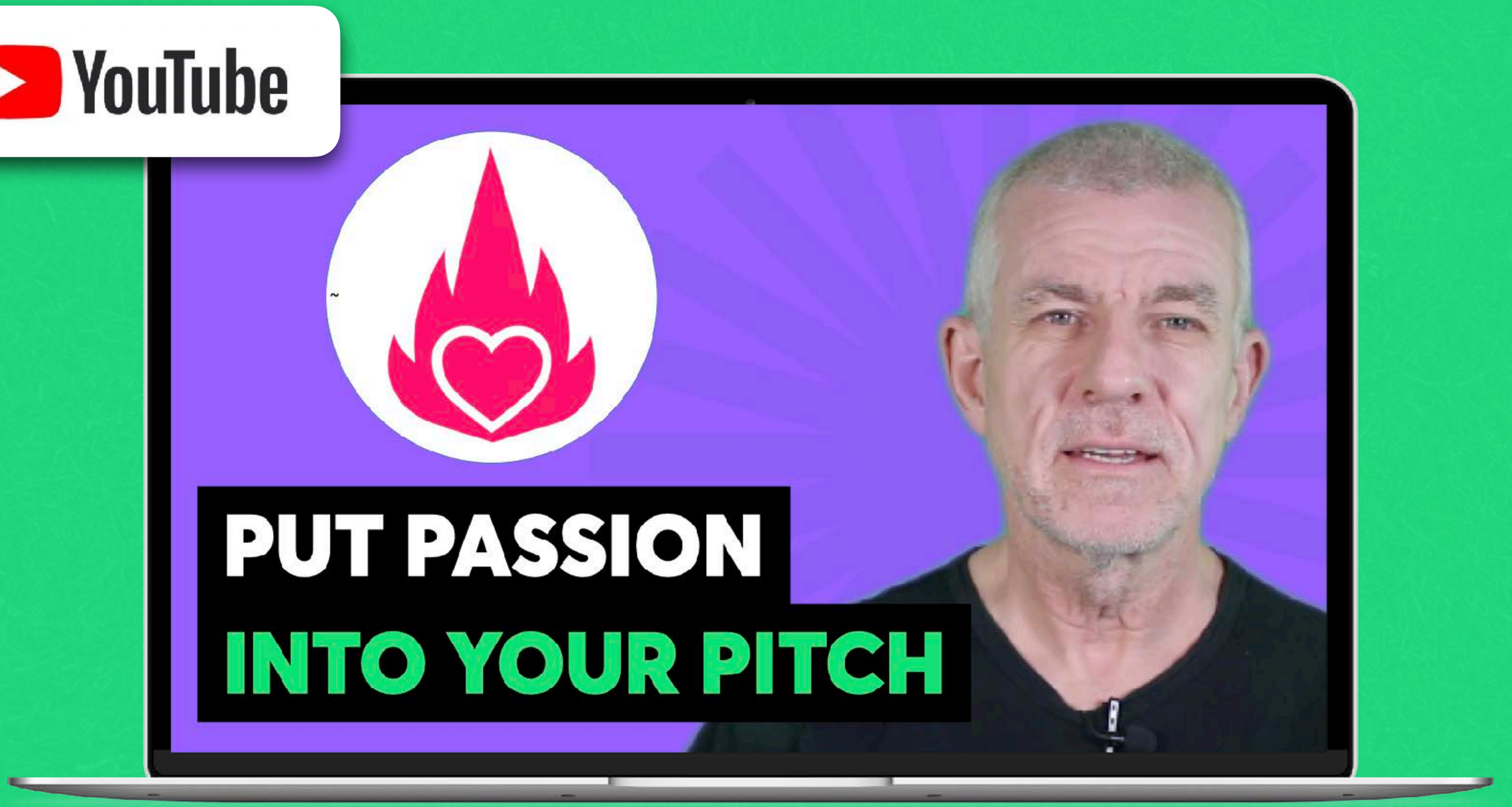
Why did you **start** this in the first place?



WHY YOU?

What makes **you excited** about your proposition?

Your **Enthusiasm** Counts!


YouTube
PUT PASSION
INTO YOUR PITCH

It all starts with

YOU!

Pitch tools and

RESOURCES







best3minutes.com/ggwimpact



Online Presentation Checklist

Think of this as an online event.
The preparation, professionalism and structure of the meeting,
as well as the content of the presentation, influence how the customer perceives you and the team.

Tech Check 15-30 Mins in Advance.
Camera at EYE level, your internet connection is good, screen sharing works, everything is as expected.

Turn off all notifications and close all apps.
Ensure there are no distractions, so that you can focus on your message and the audience.

Use Laptop/desktop computer, not phone.
Less likely to go wrong, portrait/landscape and background problems often occur with phones

Don't look down on your audience.
Adjust the camera so that you look directly into the camera. This creates a feeling of eye contact.

Have good lighting: make your face
Set up a desk lamp to light up your face. Avoid heavy backlight: draw the curtains or shut

Turn your video on, and ask them to switch on too.
Seeing each other creates a bond. In meetings with a few people: ask them to switch on too.

Make sure your face is not too big on camera!
A big face can cause subconscious anxiety. Target a single head and shoulders

Tidy up your backgrounds: put focus on you.
Have a neutral background, remove all distractions and use a virtual background if possible

Buy a Pop-Up Gr... for an Inst... tidy-up to you...
An engaging virtual... effectively. Cost... £30-£50, and comm...

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Online Presentation FAQ

How do I connect with my audience?

Ensure you don't just broadcast what you think is important. Give the audience something every 8-10 minutes.

Welcome them on arrival
We all love to hear our own name! Say their name and welcome them to the meeting or event.

Run Polls
Simple is best: Multiple Choice (max 3 options), Yes/No questions, and 'What's your biggest challenge with...'

Q&A
The most effective way to connect with your audience. See below for how to manage questions

How do I manage questions?

Questions give the audience a chance to re-set their attention, ask what's on their mind and get new energy.

Inform how and when they can ask questions
Tell them at the beginning if you will take questions during the presentation, or all at the end (I recommend during).

Take questions by chat rather than by voice
When speaking, people sometimes ramble. If they have to type it into the chat, usually they save it short.

Come out of the presentation to answer questions
Exit the screen share, so they can focus on you while you answer questions. This creates more of a personal bond with you.

How to put energy in when presenting to a computer!

Your voice has a big impact on how much energy they feel from you.

Get connected to the story and your content
Remind yourself: why does this matter to you? What is your message? What do you want people to walk away with at the end?

Record yourself. Listen out for energy and emphasis
Which words or key messages really matter? What do you think and feel? Are you conveying that? How try again

Practice the opening 3-5 minutes out loud
Saying things out loud in advance helps you to find out if the story in your head sounds the same when you speak.

How do I know if they like the presentation?

When face to face, we can 'sense' the audience and how they are reacting to the presentation.
It's harder online and how easy there is no easy answer. Only communication creates a bond. Between you and the audience.
The best ways to break through that barrier is to do what's been mentioned here in this checklist:
video on, create Q&A moments, exit screen sharing, mention attendees by name, and speak with energy and passion.

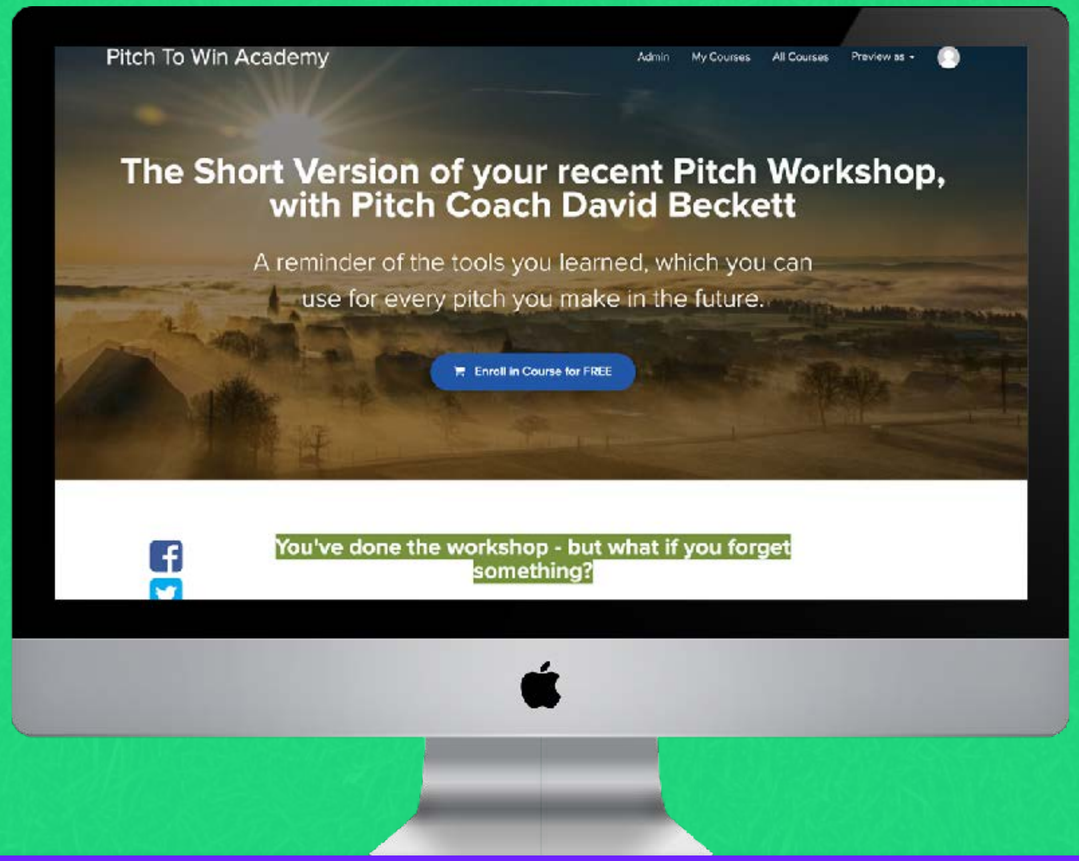
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