Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com

Best 3 Minutes

Coached 1800+ Startups

RAISED OVER €400MILLION



GREAT IDEAS NEED A VOICE



You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!


Prepare you for your
TIME-PRESSURED PITCH


TOOLS

The most frequent pitch
YOU WILL EVER MAKE

25 Seconds - 4 sentences

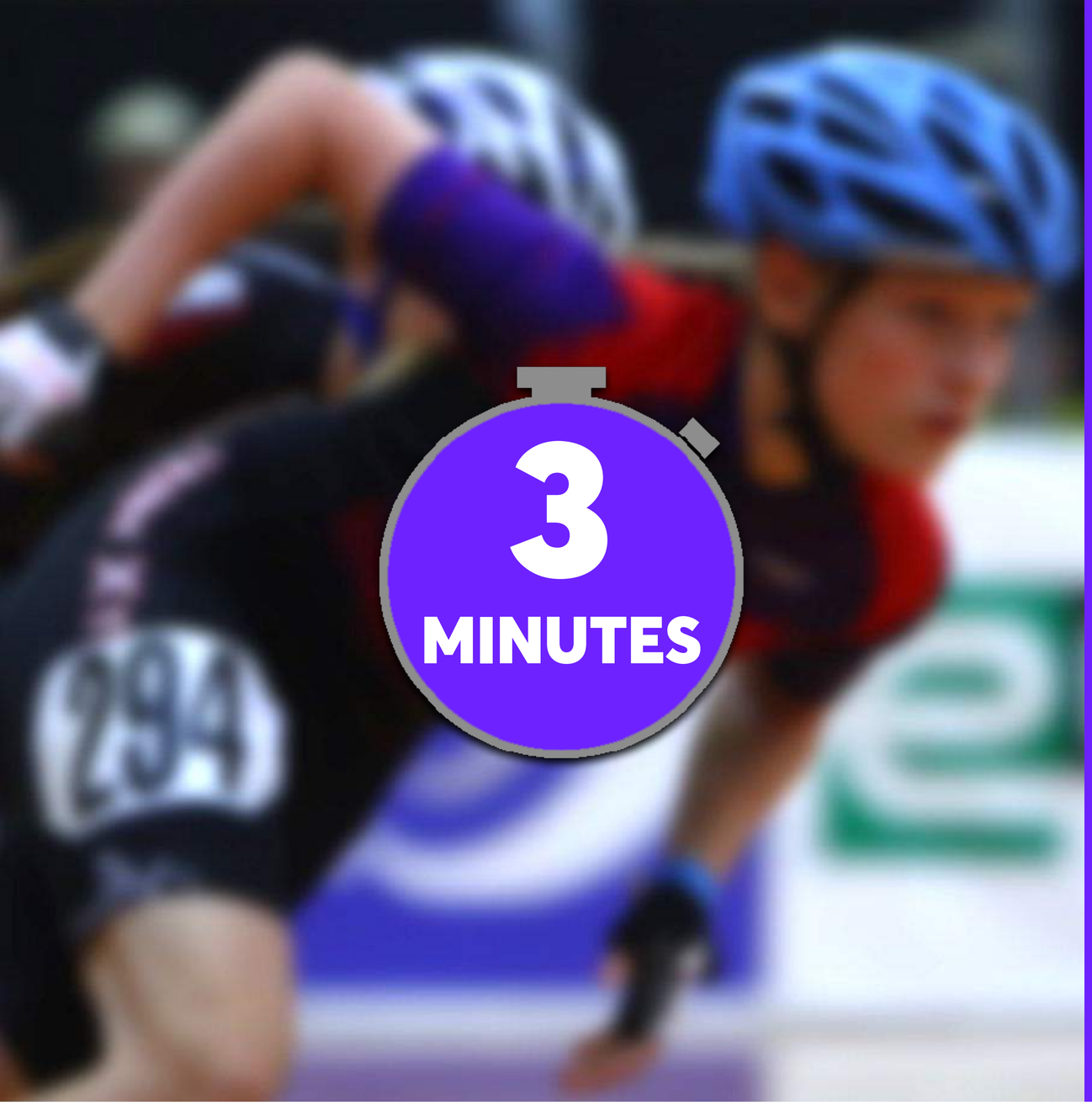
THE HANDSHAKE PITCH



25 Seconds - 4 sentences

THE FISTBUMP PITCH





ACTION STEP

Write down your Intro Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



ACTION STEP

Write down your Intro Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



ACTION STEP

***Test* your Intro Pitch:**

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?

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Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


You've just gone through a
REPEATABLE PROCESS



Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What stood out?



What did you not understand?



Friendly advice for improvement


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down the
the next important pitch you
have coming up

and one sentence on
who you will pitch it to



ACTION STEP

Write down the
the next important pitch you
have coming up

and one sentence on
who you will pitch it to


TOOLS

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model

Who is your **AUDIENCE**

Establish your **OBJECTIVE**

BRAINSTORM with Post-It Notes

Opening



THE POWER OF THREE

Closing



The Open-3-Close© Pitch Model



Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



ACTION STEP

Write down in 2 minutes who the **audience** is for your pitch

---

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What do they already know?

What might be their biggest **objection?**



ACTION STEP

Write down in 2 minutes who the **audience** is for your pitch

---

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What do they already know?

What might be their biggest **objection?**



Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/freeukraine

The Open-3-Close© Pitch Model







WHAT'S YOUR OBJECTIVE?

What do you want them to **do**?

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

"What could they **do** at **09:30** on a Monday morning?"



WHAT'S YOUR OBJECTIVE?

Plan a **follow up** meeting?

Visit your website?

Give an **introduction?**



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently

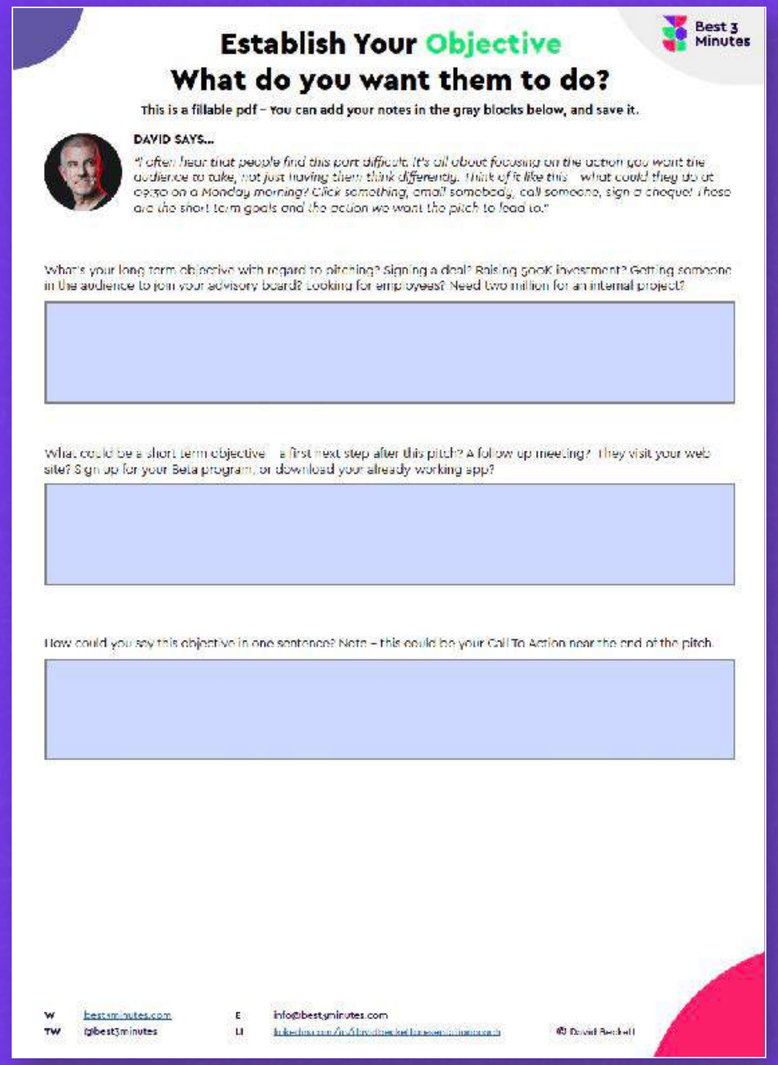


ACTION STEP

5

Write down in 1 minute what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently



Best 3 Minutes

Establish Your Objective
What do you want them to do?

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

DAVID SAYS...

"I often hear that people find this part difficult. It's all about focusing on the action you want the audience to take, not just having them think differently. Think of it like this – what could they do at 09:30 on a Monday morning? Click something, email somebody, call someone, sign a cheque! These are the short term goals and the action we want the pitch to lead to."

What's your long term objective with regard to pitching? Signing a deal? Raising 500K investment? Getting someone in the audience to join your advisory board? Looking for employees? Need two million for an internal project?

What could be a short term objective – a first next step after this pitch? A follow up meeting? They visit your web site? Sign up for your Beta program, or download your already working app?

How could you say this objective in one sentence? Note – this could be your Call To Action near the end of the pitch.

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E info@best3minutes.com
LI [illegible]
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Write down your Objective

Fillable pdf download available

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QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

The Open-3-Close© Presentation Model







How do you create **YOUR STORYLINE?**




STOP!!!

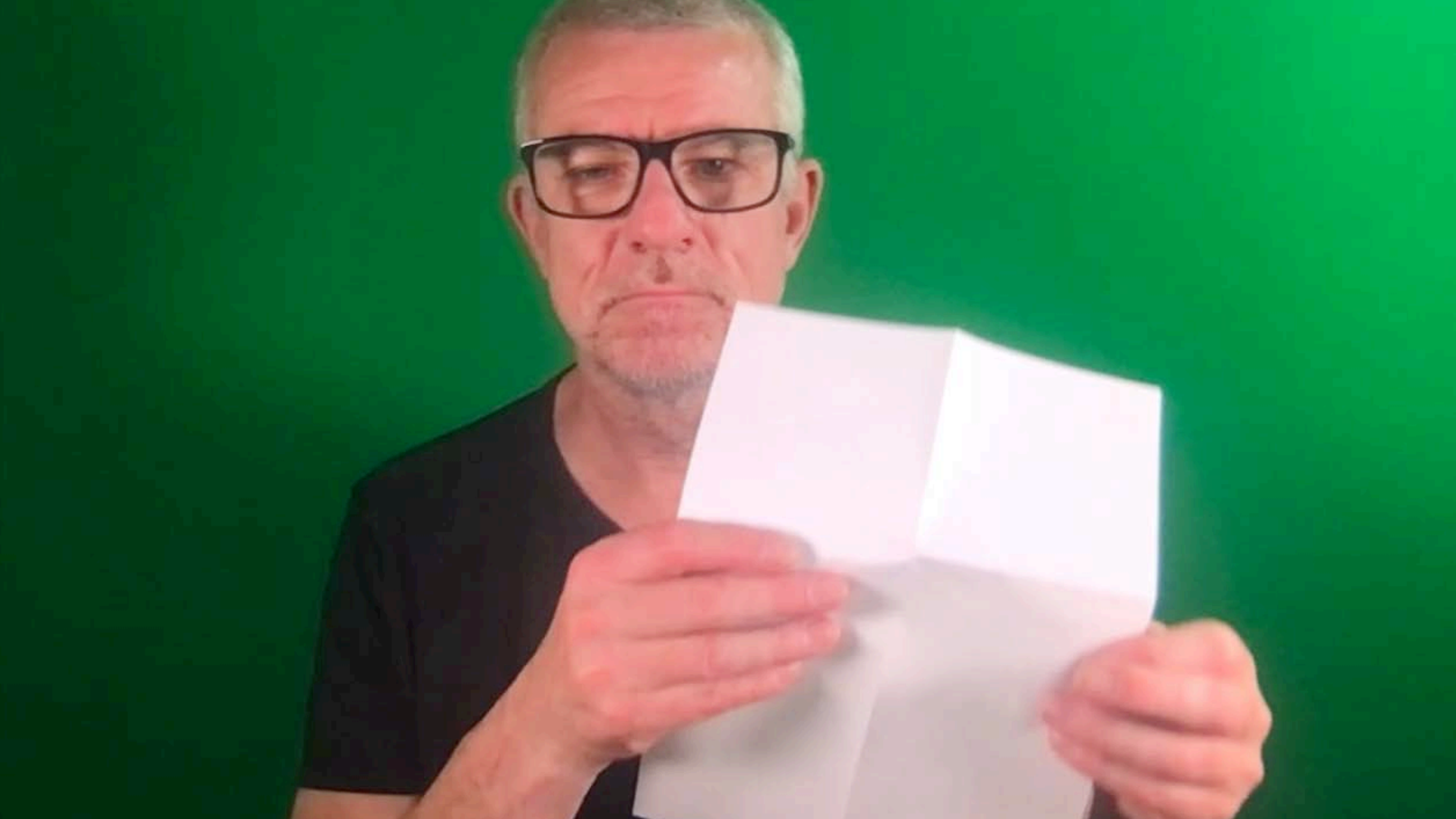


Don't Open **POWERPOINT**

Until you **know** what you are going to **say...**

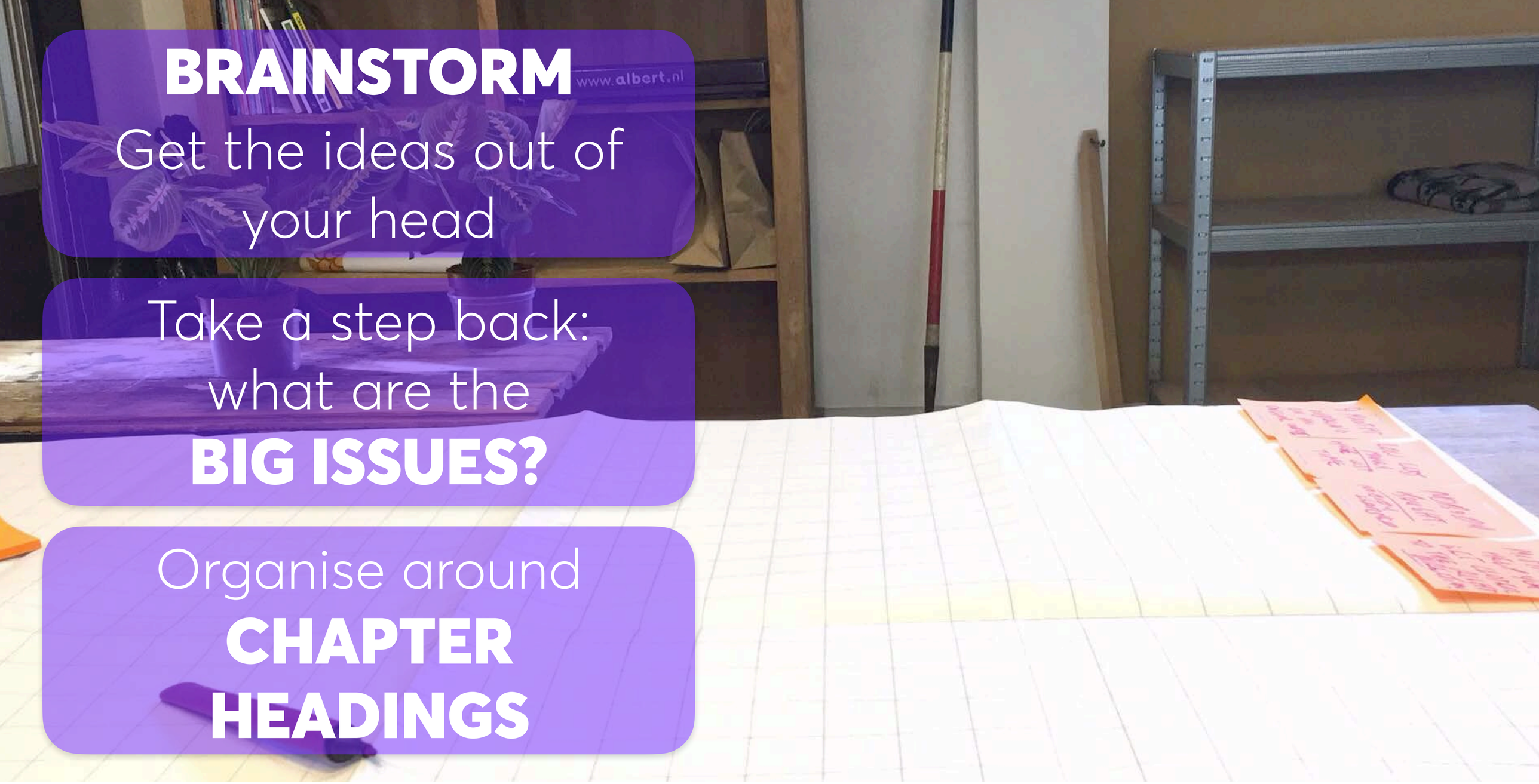


Use POST-IT NOTES To Build Your Storyline





Use POST-IT NOTES To Build Your Storyline



BRAINSTORM

Get the ideas out of your head

Take a step back: what are the **BIG ISSUES?**

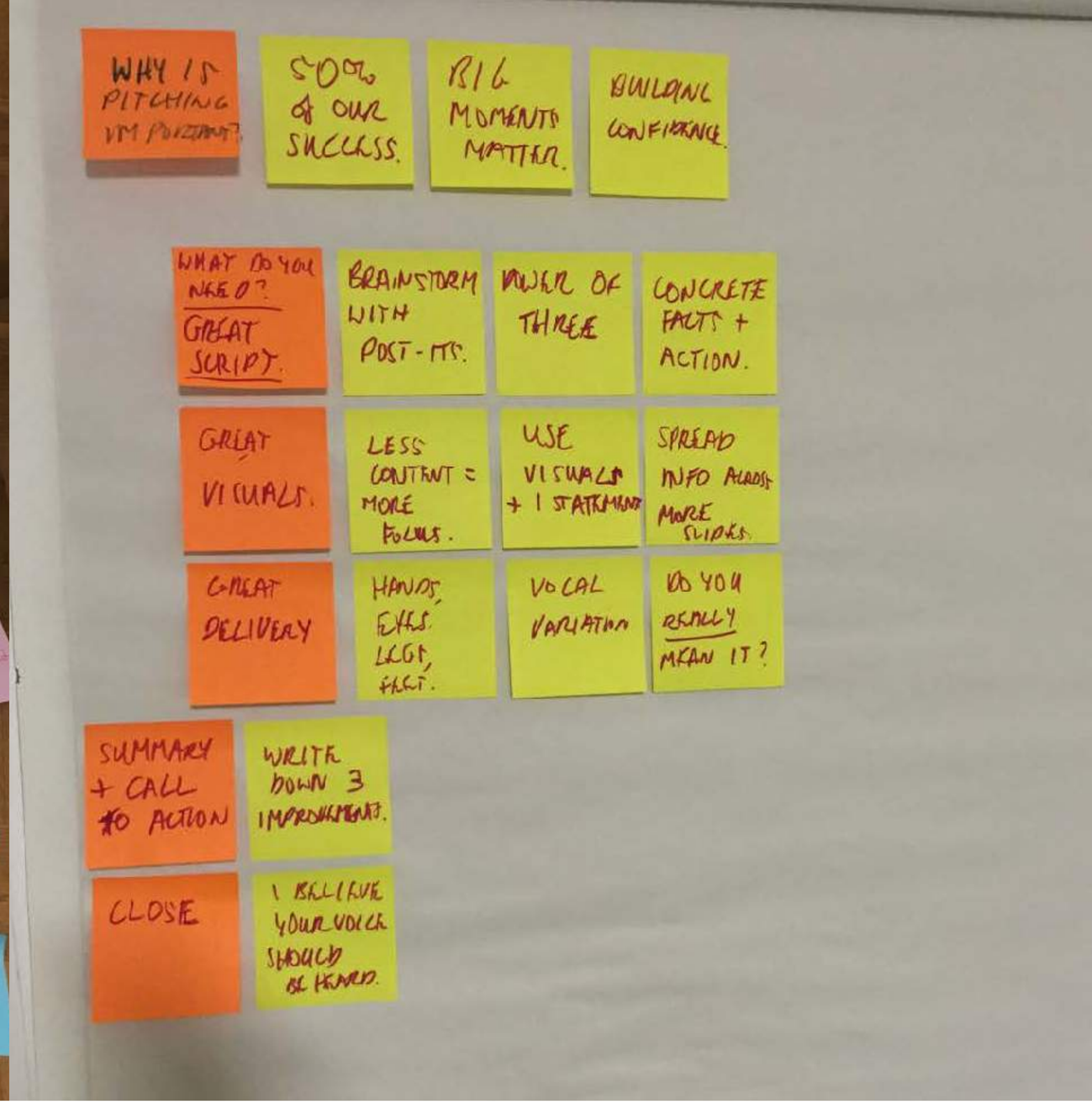
Organise around **CHAPTER HEADINGS**



VIRTUAL TOOLS

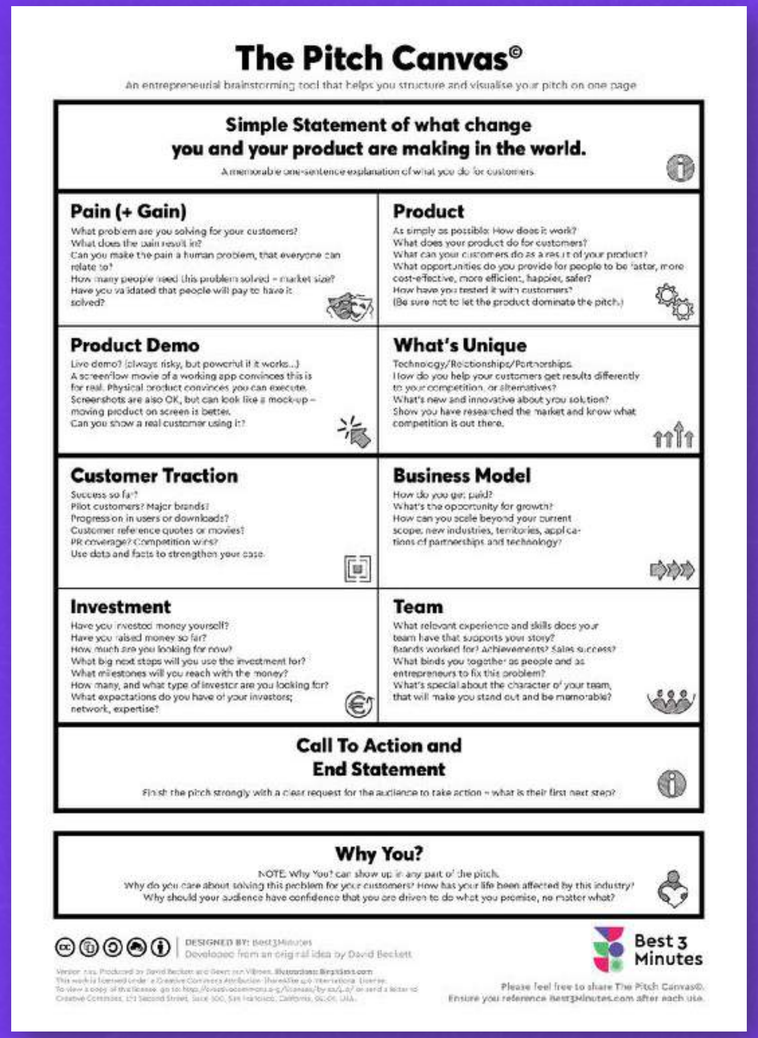
miro.com

mural.co




QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

Which topics should be in **YOUR WINNING PITCH?**



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?
Brands 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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Best 3 Minutes

Please feel free to share The Pitch Canvas©.
Ensure you reference best3minutes.com after each use.

THE PITCH CANVAS©

Copies available

Let's focus on

6 KEY TOPICS

1



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

"We built a parking app, which integrates sensors using Internet of things technology, and it's all on the blockchain, and we use open Api's to…"



PAIN

"In major cities, like Amsterdam, it takes drivers over 20 minutes to find a parking space..."



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Put a number on it!

Be specific

PUT A NUMBER ON IT

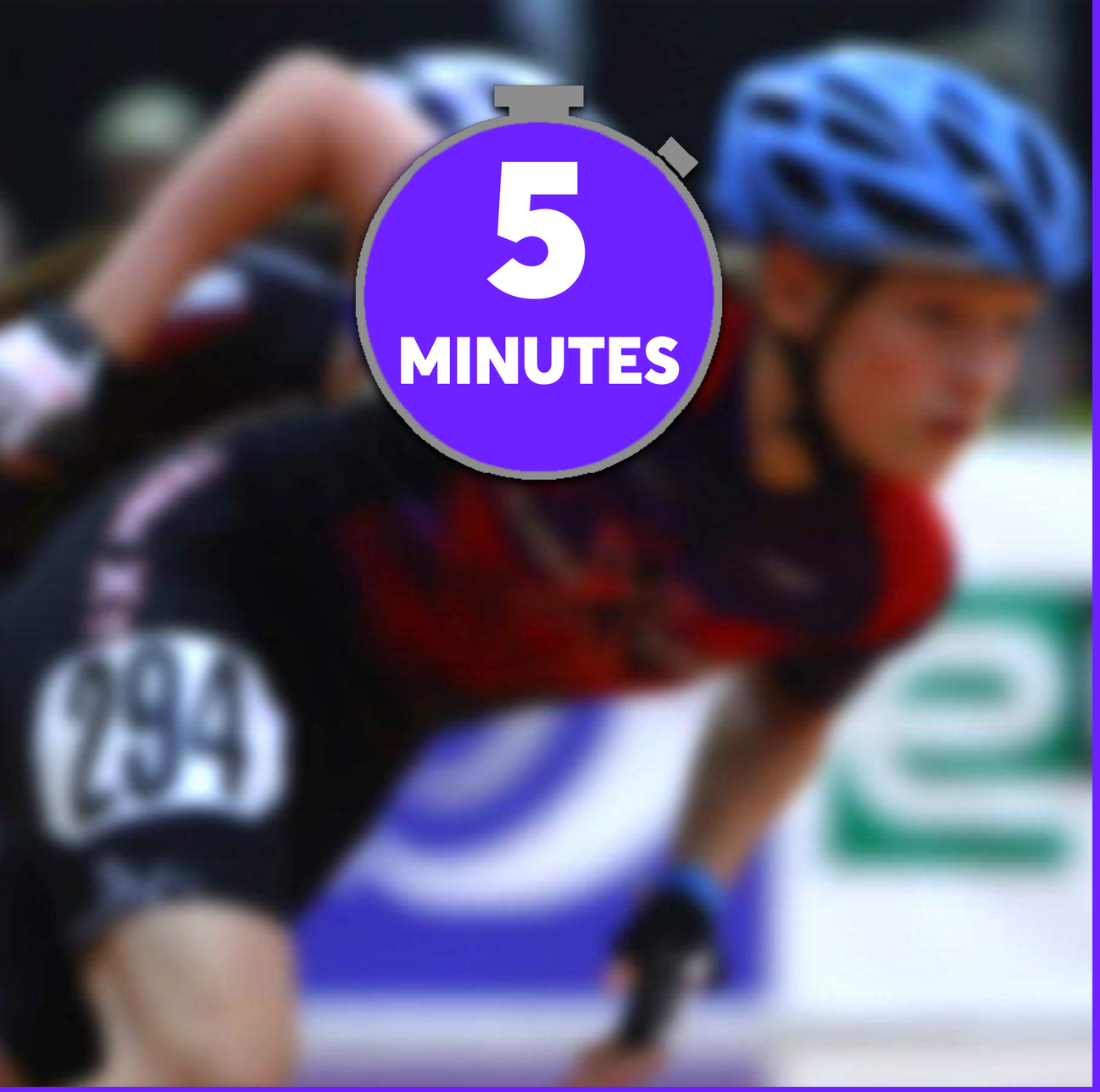
"It wastes a lot of hours"

"They have to make a lot of calls"

"It takes up to 72 hours"

"They have to make up to 10 calls"


nuventura
04:53
04:53



ACTION STEP

Brainstorm: write down
at least **7 things** about the **PAIN**

Who are the **customers**?

What **problems**
do they face today?

How much time, money, frustration,
lost opportunity?

Don't think too much:
just write

brainstorm slides at **best3minutes.com/freeukraine**


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



2

PRODUCT

How do you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the product



3

TRACTION

Who's already **buying**?

Recognisable brands?

Numbers of users or customers? **Growth?**



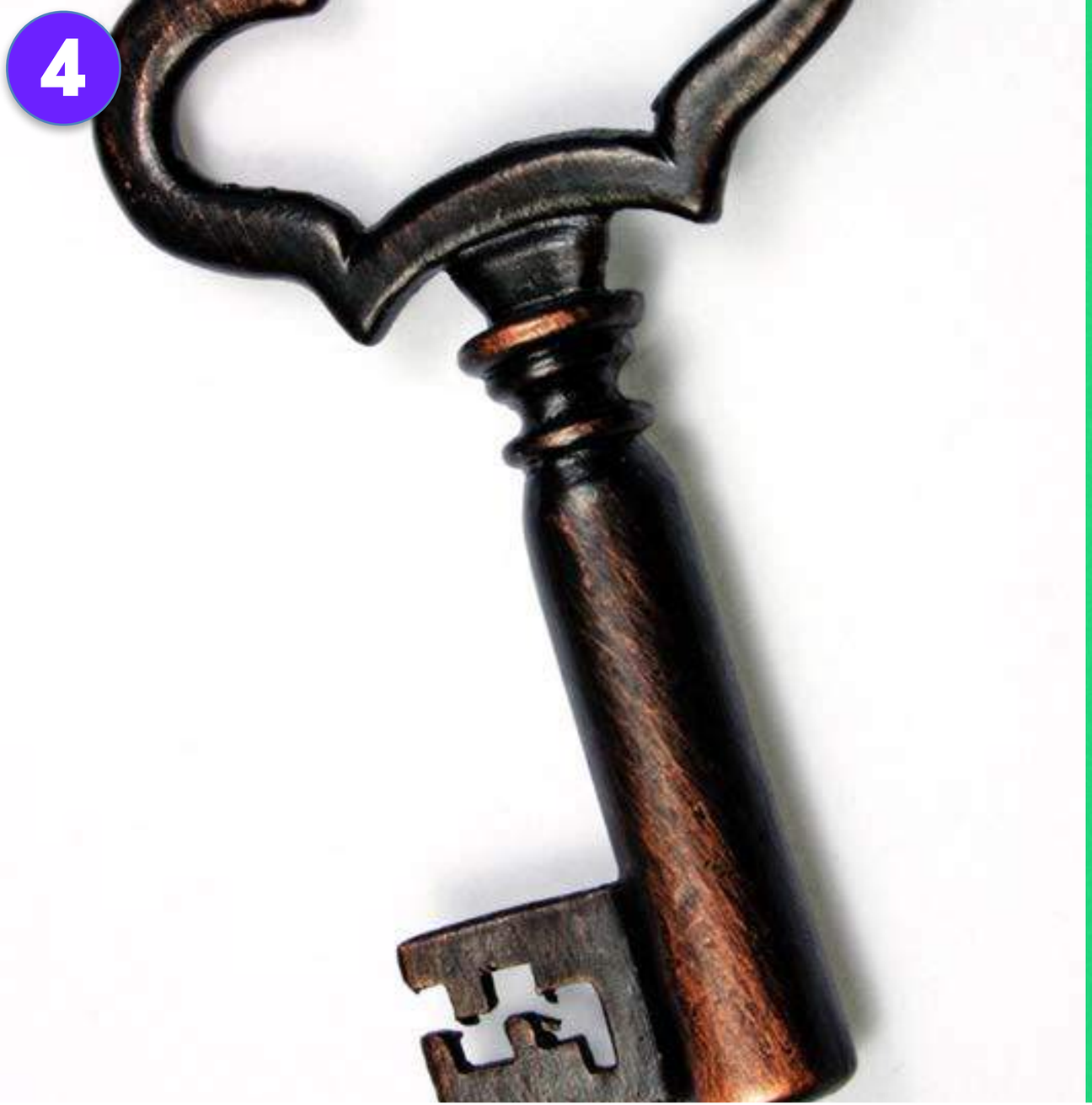
EARLY STAGE VALIDATION

Customer **Interviews**?

Online **Experiments**?

How have you **engaged** with potential **customers**?

4



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting**?



MILESTONE

Where will the investment/support **bring** you?

MVP? Pilots? **Sales?** Users?

5



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?

ONE LAST THING...



6



WHY YOU?

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

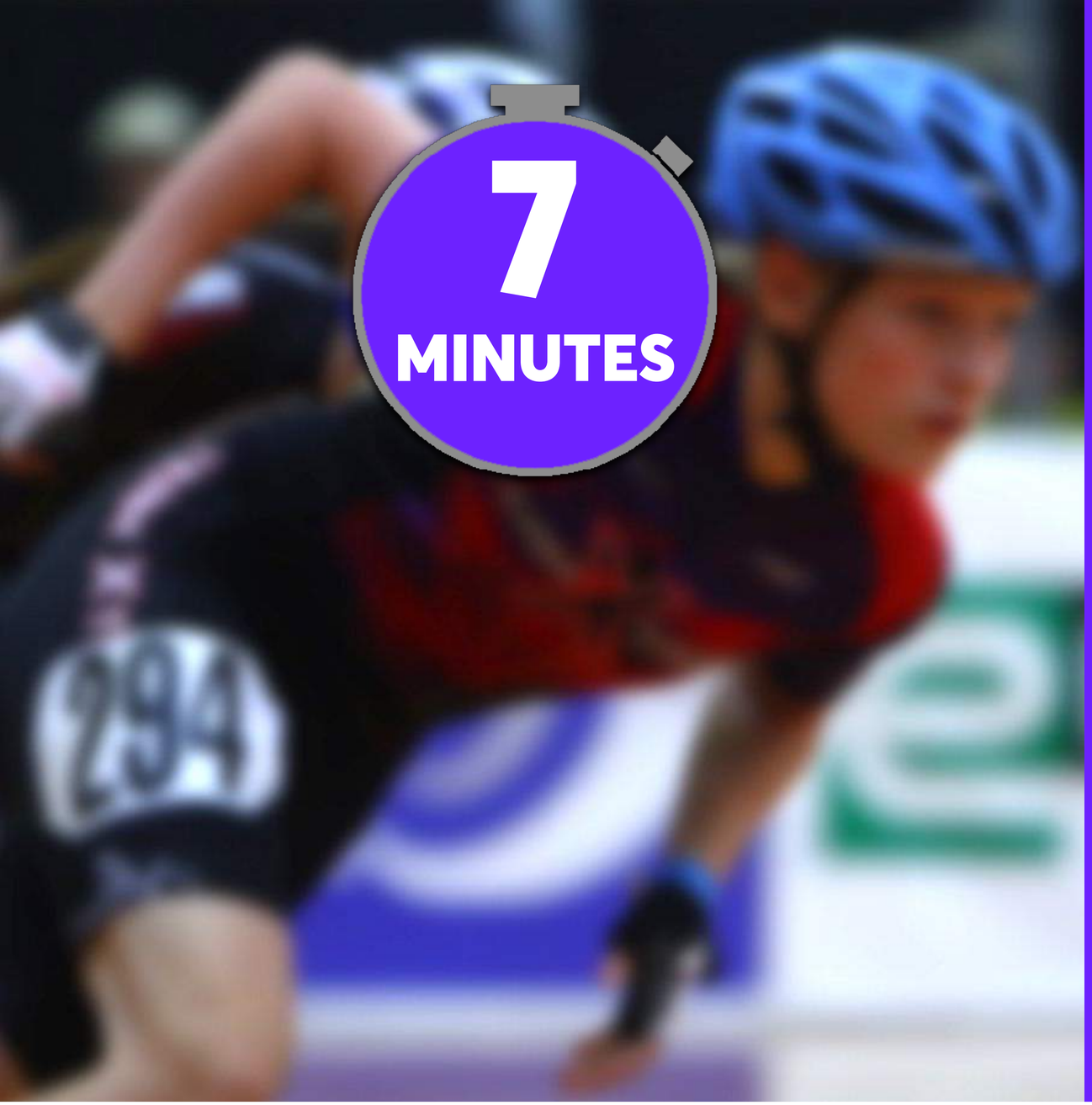


WHY YOU?

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

Your **Enthusiasm** Counts!


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



ACTION STEP

Brainstorm: write down at least **15 things** about the following topics

Product, Traction/Validation
Ask/Milestones,
Team, Why You?

Don't think too much:
just write



ACTION STEP

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Don't think too much:
just write

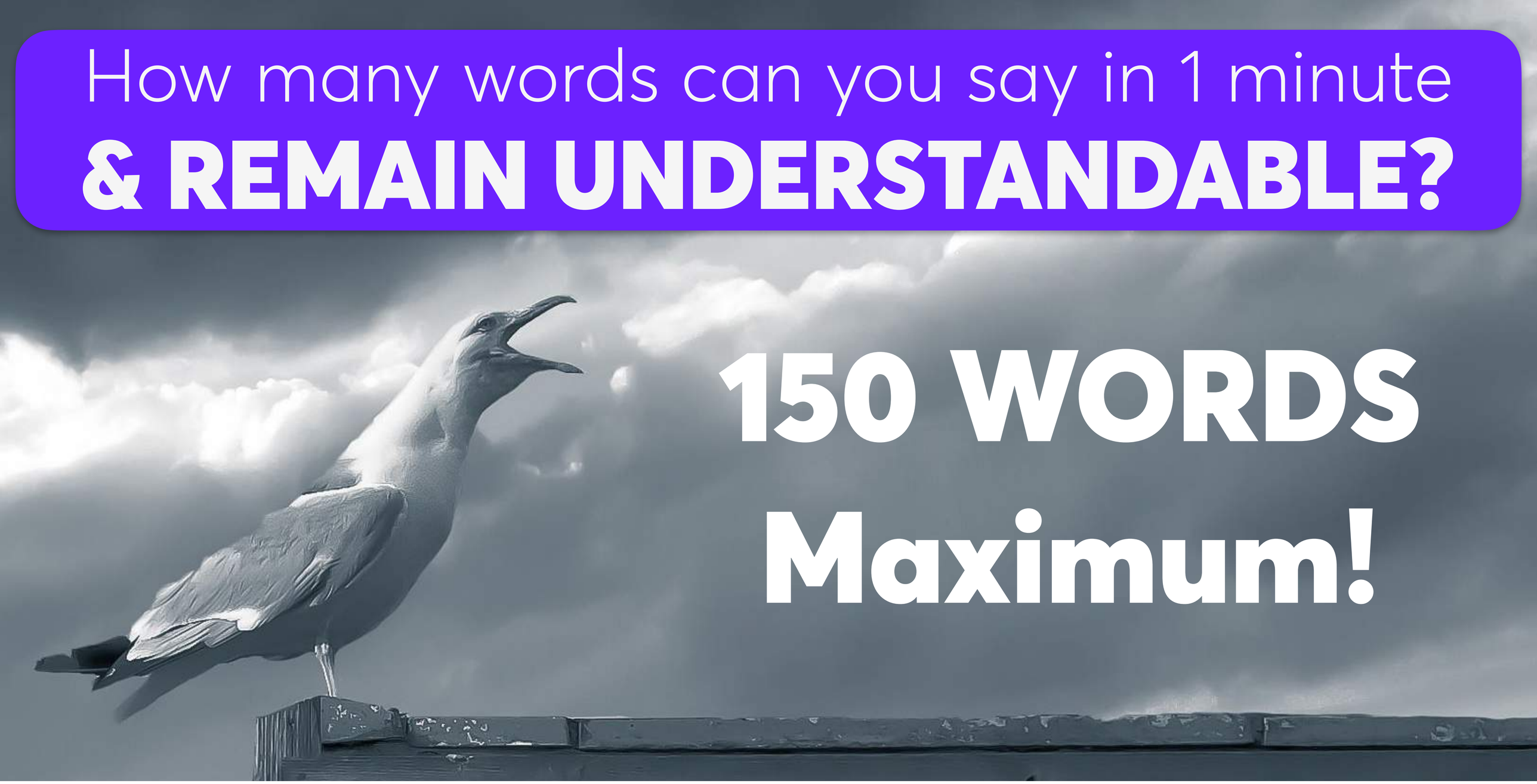
brainstorm slides at **best3minutes.com/freeukraine**

How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**

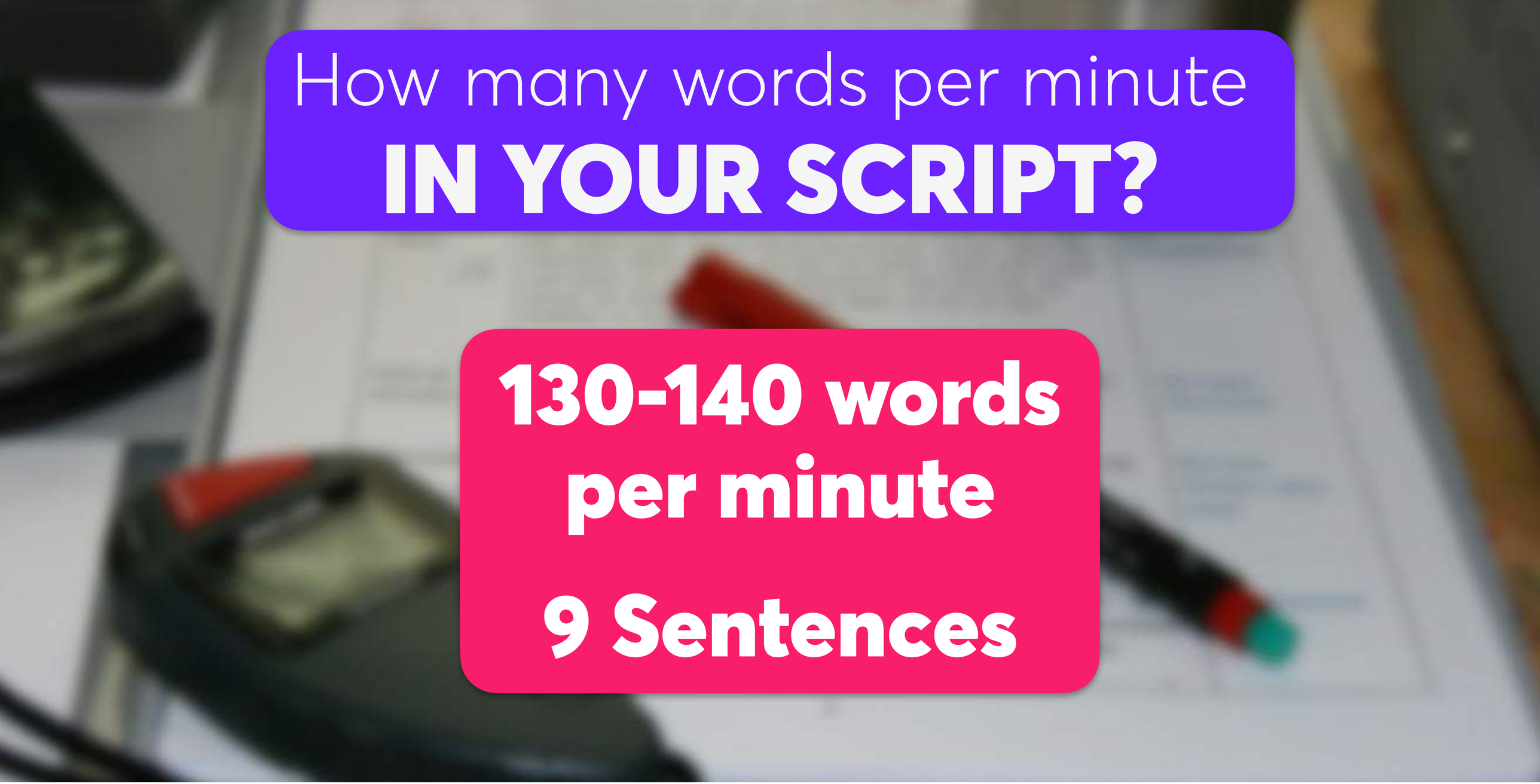


Please type a **number** in the **chat**

How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!


How many words per minute
IN YOUR SCRIPT?
130-140 words per minute
9 Sentences

The Open-3-Close© Presentation Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

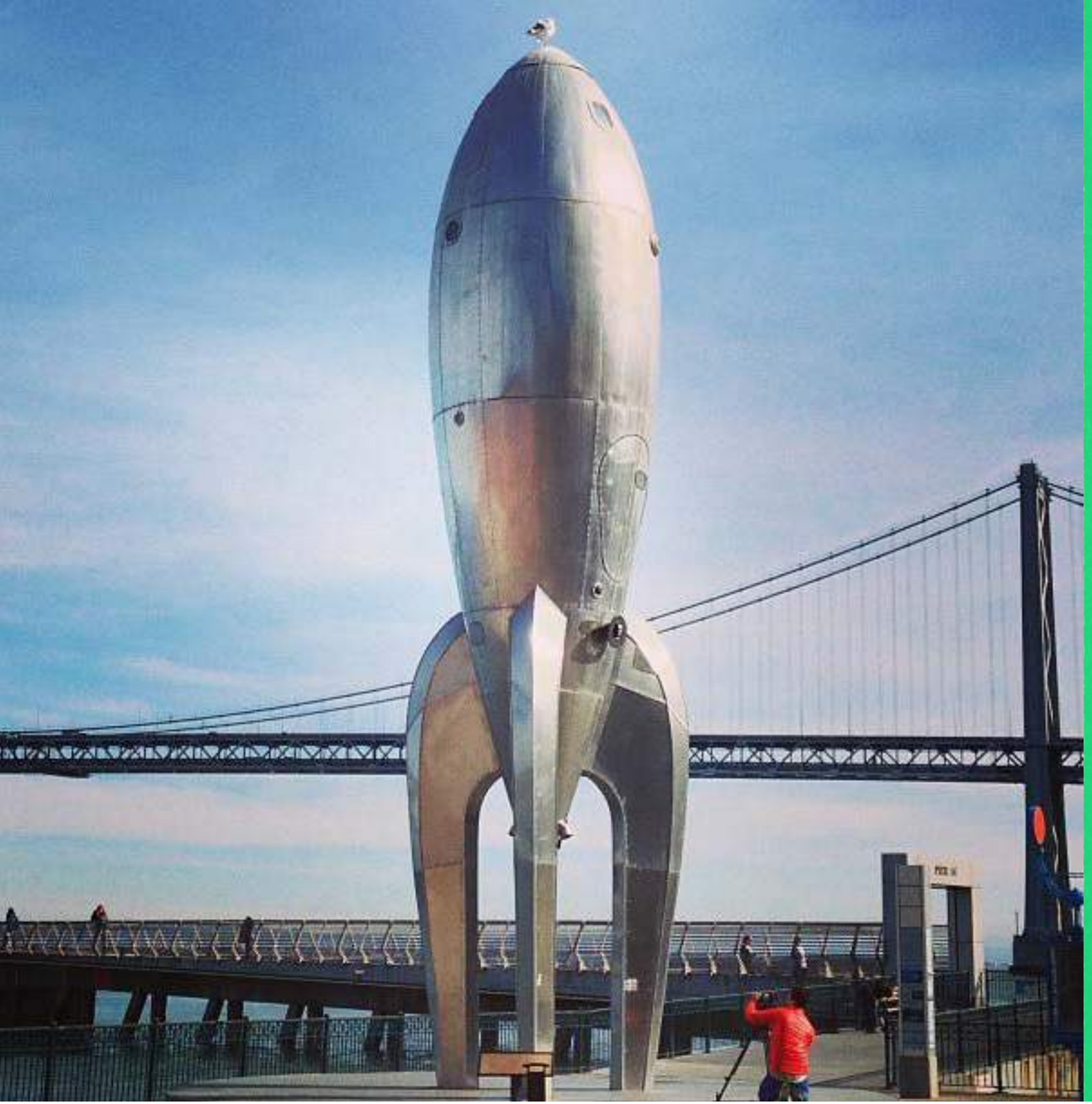
BRAINSTORM
with Post-It Notes

Opening



Best 3 Minutes


Make the first word count
OPEN POWERFULLY

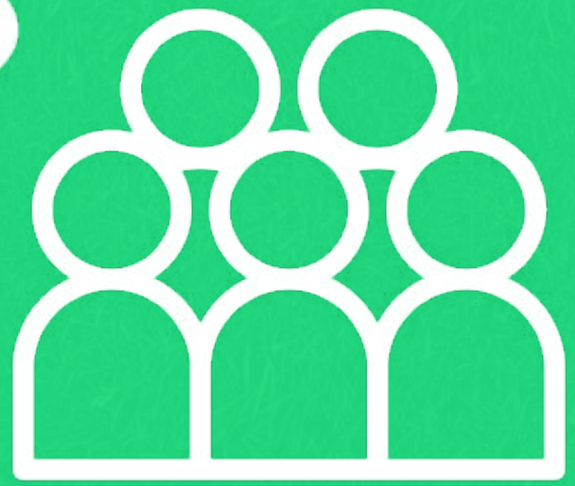


The first 20 seconds buys

ATTENTION

Is this person professional?

*Do I **want** or **need** to know more?*



Quantify
THE PROBLEM



mobypark

The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

Share some **TRACTION**





Simply

BE PROFESSIONAL







ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences



ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences



ACTION STEP

Review your brainstorm

Test out your
opening 5 sentences
out loud on someone else

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QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

The Open-3-Close© Pitch Model

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THE POWER OF THREE

Making your story

FOCUSED & MEMORABLE

The Power of THREE



What happens if I say…

“Hi, I’VE GOT 11 THINGS I WANT TO TELL YOU…”




"There are many things I could tell you,
BUT THERE ARE 3 THINGS
I WANT YOU TO REMEMBER"


So why
THREE?


We are surrounded by
THREES

READY, STEADY, GO!



LIGHTS, CAMERA, ACTION!



BEGINNING, MIDDLE, END



How do you apply
THE POWER OF THREE?



Break your product into
THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE

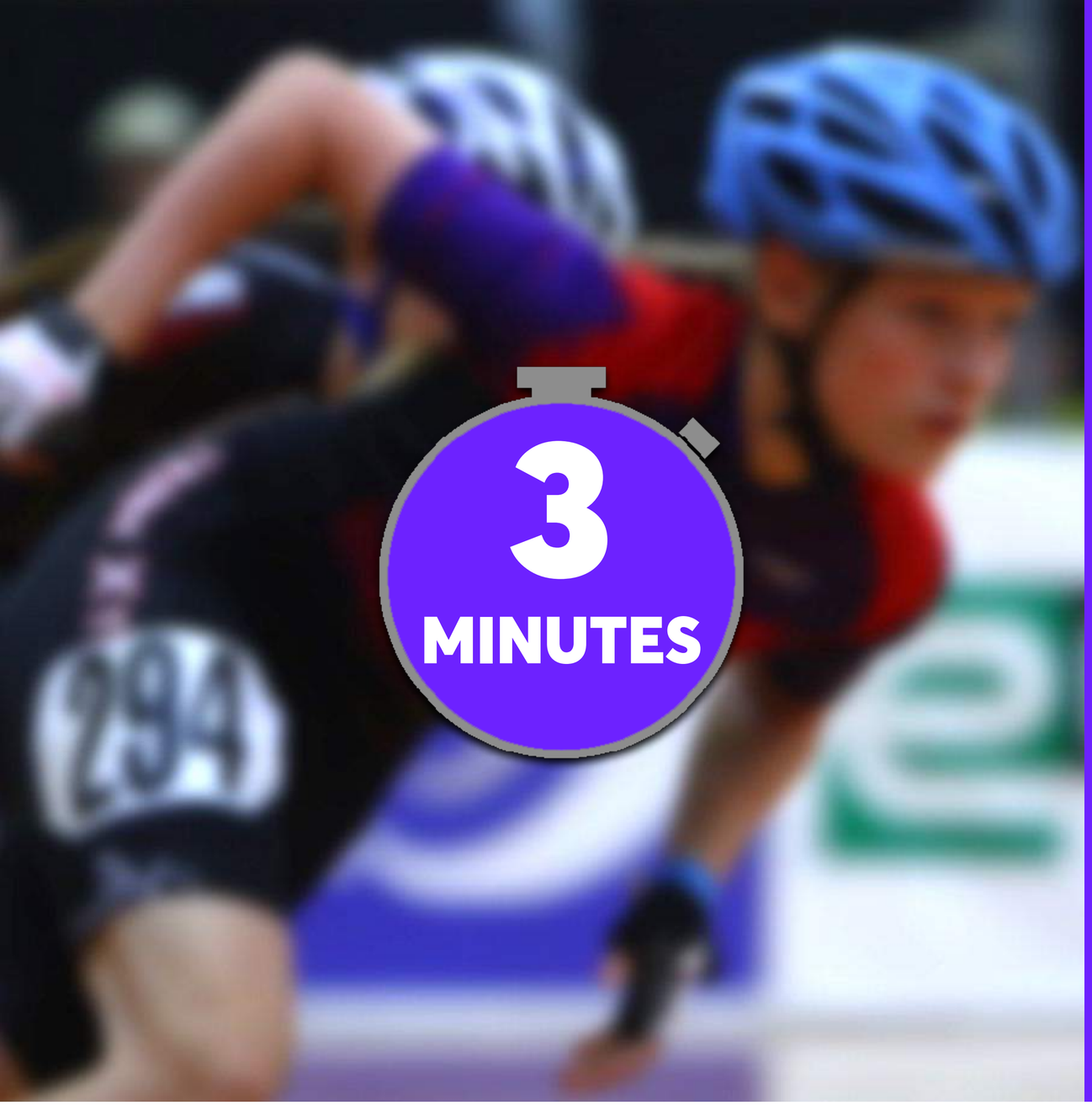
Break your whole pitch into **THREE BIG CHAPTERS**

PROBLEM

SOLUTION

EASY TO IMPLEMENT


Ryan Pandya (USA)
Muufri



ACTION STEP

Imagine:

They will only remember
3 things of the the **whole** story.

Which **3 things** would you tell,
that you really want them to
remember?

Write down the **3 most important**
things about your proposition;
1-2 sentences per item.

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing





Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 10-15 SECONDS

What you've seen is...

(a 3-point, 1-sentence summary)

What we ask you to do is...

(give them a clear call to action)

THANK YOU!

=

I've finished, you can clap now!

Pitch tools and

RESOURCES







best3minutes.com/freeukraine



THE ONLINE PRESENTATION CHECKLIST

best3minutes.com/freeukraine

FREE



The App: iOS and Android

PitchProfessional

best3minutes.com/freeukraine



The Essential Pitch Podcast

best3minutes.com/freeukraine



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