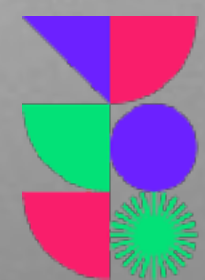


Pitch Coach  
Creator of The Pitch Canvas©  
Co-founder of Pitchy

**David Beckett**

**best3minutes.com**



Best 3  
Minutes

Coached 1500+ Startups

**RAISED OVER €360MILLION**



# The Pitch Canvas®

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

<b>Simple Statement of what change you and your product are making in the world.</b> A memorable one-sentence explanation of what you do for customers.	
<b>Pain (+ Gain)</b> What problem are you solving for your customers? What does the gain 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?	<b>Product</b> 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.)
<b>Product Demo</b> Live demo? (Always risky, but powerful if it works...) A screen/low 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?	<b>What's Unique</b> 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.
<b>Customer Traction</b> Success so far? Pilot customers? Major brands? Progression in users or downloads? Customer reference quotes or movies? PR coverage? Competition wins? Use dots and facts to strengthen your case.	<b>Business Model</b> 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?
<b>Investment</b> 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?	<b>Team</b> What relevant experience and skills does your team have that supports your story? Relevant 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?
<b>Call To Action and End Statement</b> Finish the pitch strongly with a clear request for the audience to take action - what is their first next step?	
<b>Why You?</b> 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

Version 1.02. Produced by David Beckett at @ Geert van Vliemen, [illustrations@best3minutes.com](mailto:illustrations@best3minutes.com)  
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Please feel free to share The Pitch Canvas®.  
Ensure you reference [best3minutes.com](http://best3minutes.com) after each use.

# Creator of The Pitch Canvas®

# Trained 25,000+ professionals in 29 Countries

**GREAT IDEAS  
NEED A VOICE**

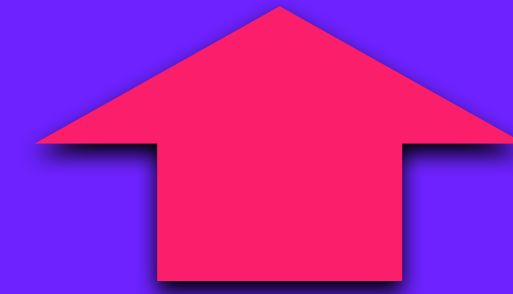




This is a  
**DO**  
workshop  
not just a think session

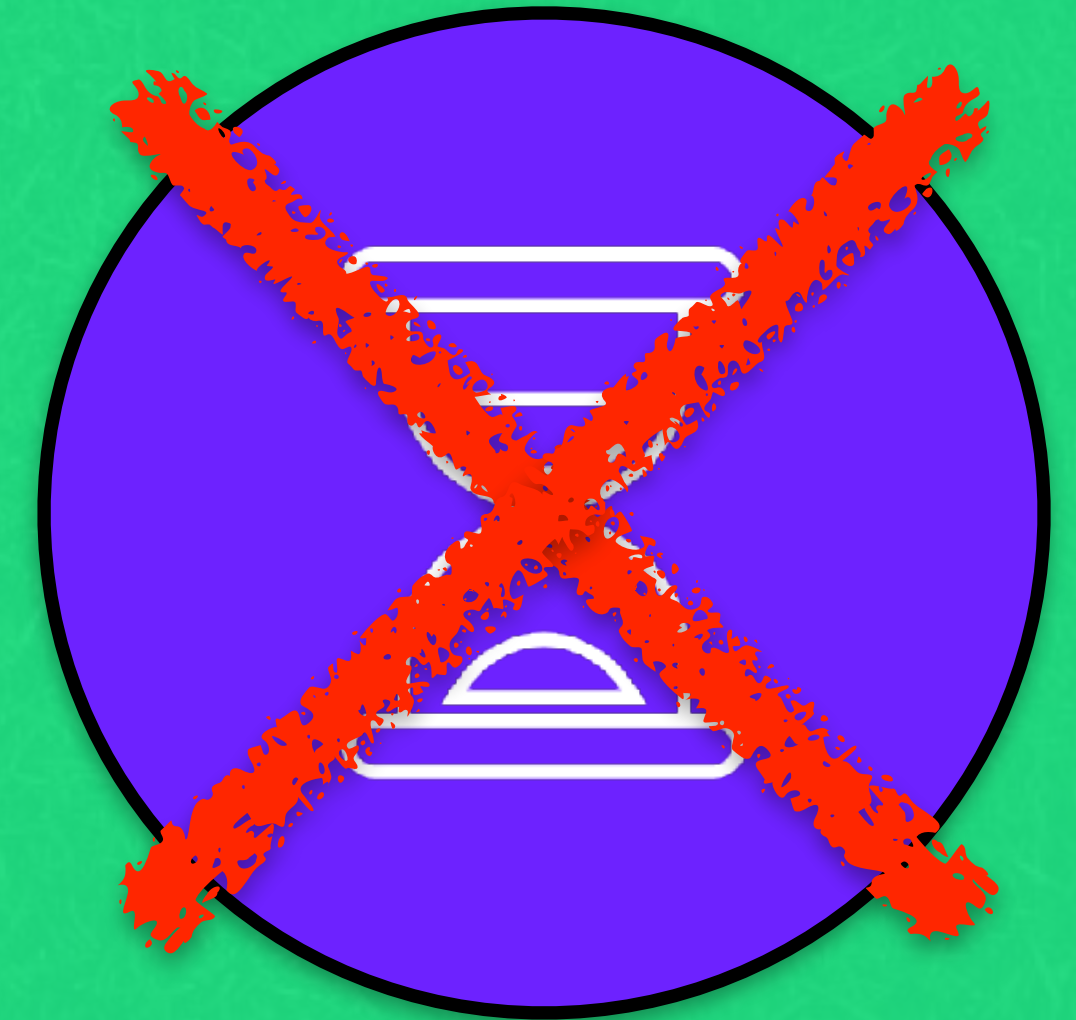


# ACTION STEP



this means  
I'm going to ask you  
to do something!

# The Tools **YOU'LL USE**



You will receive

# SLIDES AND MANY MATERIALS







# QUESTIONS?

You can ask  
**ANY TIME**



# ACTION STEP

Pitch yourself in  
**30 Seconds** to someone you  
don't know so well

When the 30 seconds are  
finished, **switch!**

**No Other Instructions**

# LET'S DO IT!



# ACTION STEP

Pitch yourself in  
**30 Seconds** to someone you  
don't know so well

When the 30 seconds are  
finished, **switch!**

**No Other Instructions**

## LET'S DO IT!




**Who** are we pitching to?



**Why** are we pitching?



**What** should we pitch?



# TOOLS

The most frequent pitch  
**YOU WILL EVER MAKE**

2







25 Seconds - 4 sentences

# THE HANDSHAKE PITCH

The Question...

**"WHAT DO YOU DO?"**

The basis of  
**ANY GREAT PITCH**



**Someone** who **doesn't know**  
**much** about your business

They ~~can't~~ understand  
**EVERYTHING...?**

The basis of  
**ANY GREAT PITCH**



**Someone** who **doesn't know**  
**much** about your business



They ask  
**Questions**

# ACTION STEP

**Write down your Handshake 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 Handshake 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?

How to talk about  
**CUSTOMER PAINS**

“What they are struggling with is...”

“They are losing money  
every day because...”

“What’s driving them crazy is...”

**[best3minutes.com/briskr](https://best3minutes.com/briskr)**

How to talk about  
**CUSTOMER PAINS**

“They’re increasingly frustrated because...”

“The future is scary because...”

“They can’t adjust because they lack the skills and knowledge...”

**[best3minutes.com/briskr](https://best3minutes.com/briskr)**

# ACTION STEP

**Write down your Handshake 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 Handshake Pitch:**

25 seconds, 4 sentences

5

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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## FEEDBACK



Which **ONE** thing stood out as memorable?



Which **ONE** thing did you **NOT** understand?



One **FRIENDLY** piece of advice for improvement

## ACTION STEP

**Test your Handshake Pitch:**

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

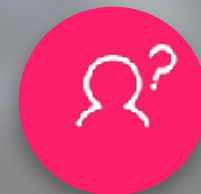
What's **unique** about how you solve those problems?

**7**  
**MINUTES**

## FEEDBACK



Which **ONE** thing stood out as memorable?



Which **ONE** thing did you **NOT** understand?



One **FRIENDLY** piece of advice for improvement

## ACTION STEP

**Test your Handshake Pitch:**

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

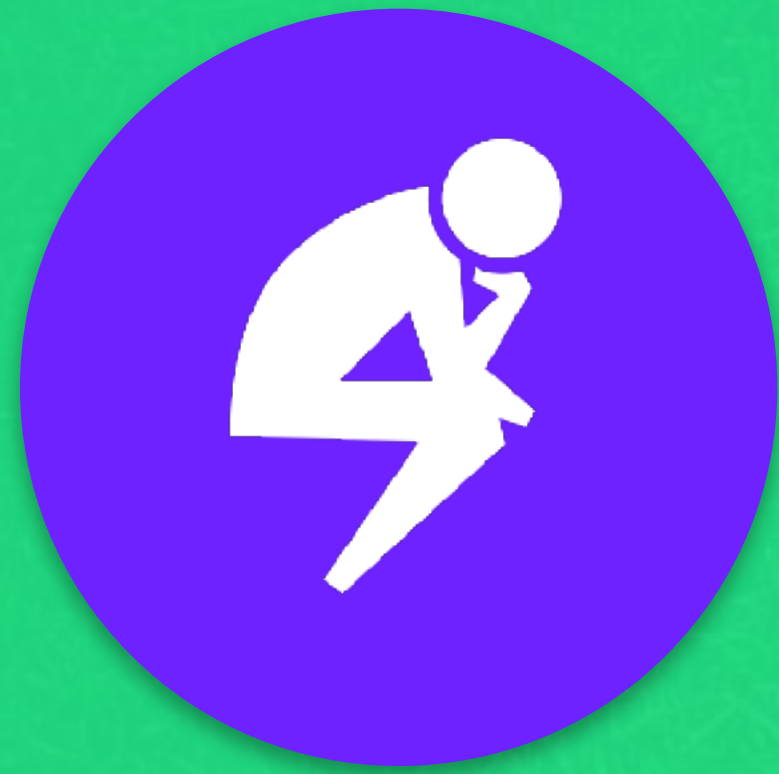
What's **unique** about how you solve those problems?

Anyone want to share  
**WHAT YOU LEARNED?**





You've just gone through a  
**WAY TO PRACTICE**



**Think it through**



**Write it down**



**Say it out loud**



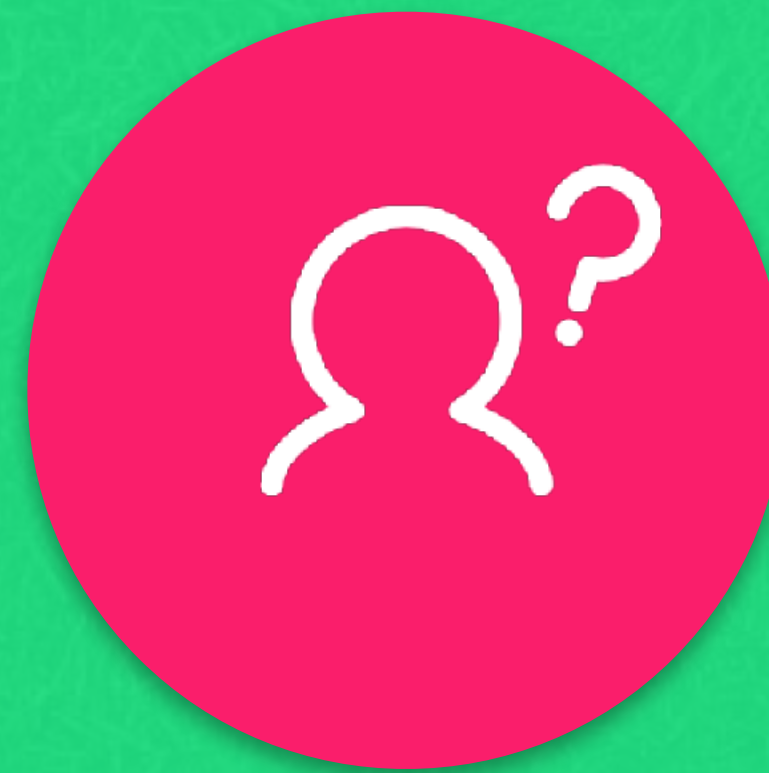
**GET FEEDBACK**



## GET FEEDBACK




**What  
stood out?**



**What did you  
not understand?**



**Friendly advice  
for improvement**



# TOOLS



Let's make it  
**REAL & PRACTICAL**

# ACTION STEP

Write down the  
**idea, product** or **service**  
you want to pitch

and one sentence on  
**who** you will pitch it to




**1**  
**MINUTE**

# ACTION STEP

Write down the  
**idea, product** or **service**  
you want to pitch

and one sentence on  
**who** you will pitch it to

A collection of various tools hanging on a white wooden wall. The tools include hammers, wrenches, pliers, saws, and other hand tools, arranged in rows. The word "TOOLS" is overlaid in large white letters on a dark blue background.

# 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

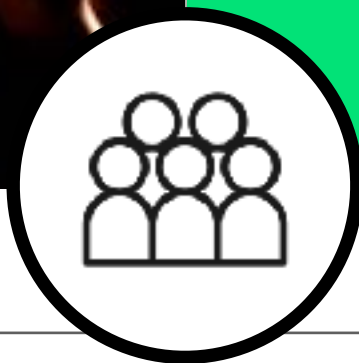


Who is your  
**AUDIENCE**



# 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**?

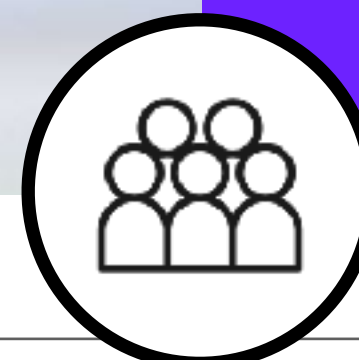
**Money** focused? Environment, Social?

**Theoretical** or doers?

What do they **already** know?

What might be their biggest **objection**?

**2**  
**MINUTES**



# 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 Investor Edition** 

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

What investments have they made already? (technology/industries, marketplaces)? Check their website to find out, write down 3 things about where they put their money.

What do they say on their website about their in Technologies, macro trends, etc. Check <http://>

What does the investor's team look like? Are the

Does anyone in the investor's team have a blog? A vlog? post on LinkedIn? If you can connect with it ("hey, I saw your blog about...") your post on LinkedIn better chance of connection.

Do they have any goals or mission statements at focused on just financial results?

What might be their biggest objection? What's

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**Make a profile of your Audience General Edition** 

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

What's their biggest challenge right now? If you ask them what's on their mind, what will they answer?

Are they conservative or innovative? Do they want to change the world, or just want to make things a bit better?

Are they technical, and want to know how it works? Or less technical and just want to know what it can do for people?

Are they creative, or more focused on numbers and data? This changes the focus and language of what you will tell.

Are they only interested in money? And if yes, is it cost saving, or growth, or profitability?

What do they already know about your offer? Make sure you don't spend too much time going over old ground - use their precious time to focus on the new stuff.

What might be their biggest objection? What's the reason they might say "this will never work because...?"

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# Make a profile of your audience

Fillable pdf downloads available

[best3minutes.com/briskr](https://best3minutes.com/briskr)

# The Open-3-Close© Pitch Model



Who is your  
**AUDIENCE**



Establish your  
**OBJECTIVE**



# 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?

Provide **introductions**

Agree to a **pilot**

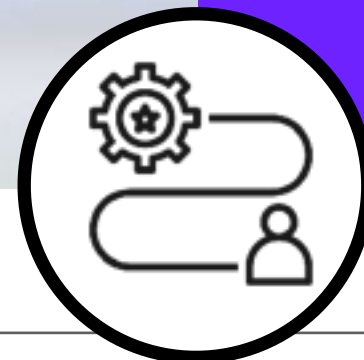
Plan a **follow up** meeting



# 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

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



**Establish Your Objective**  
**What do you want them to do?**

 Best 3 Minutes

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 9:30 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 bank 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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TW [@best3minutes](https://twitter.com/best3minutes) LI <https://www.linkedin.com/company/best3minutes> © David Beckell

# Write down your Objective

Fillable pdf download available

[best3minutes.com/briskr](http://best3minutes.com/briskr)

# The Open-3-Close© Pitch Model



Who is your  
**AUDIENCE**



Establish your  
**OBJECTIVE**



**BRAINSTORM**  
with Post-It Notes

How do you create  
**YOUR STORYLINE?**

Process  
**HOW?**

Content  
**WHAT?**



**STOP!!!**



Don't Open  
**POWERPOINT**

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

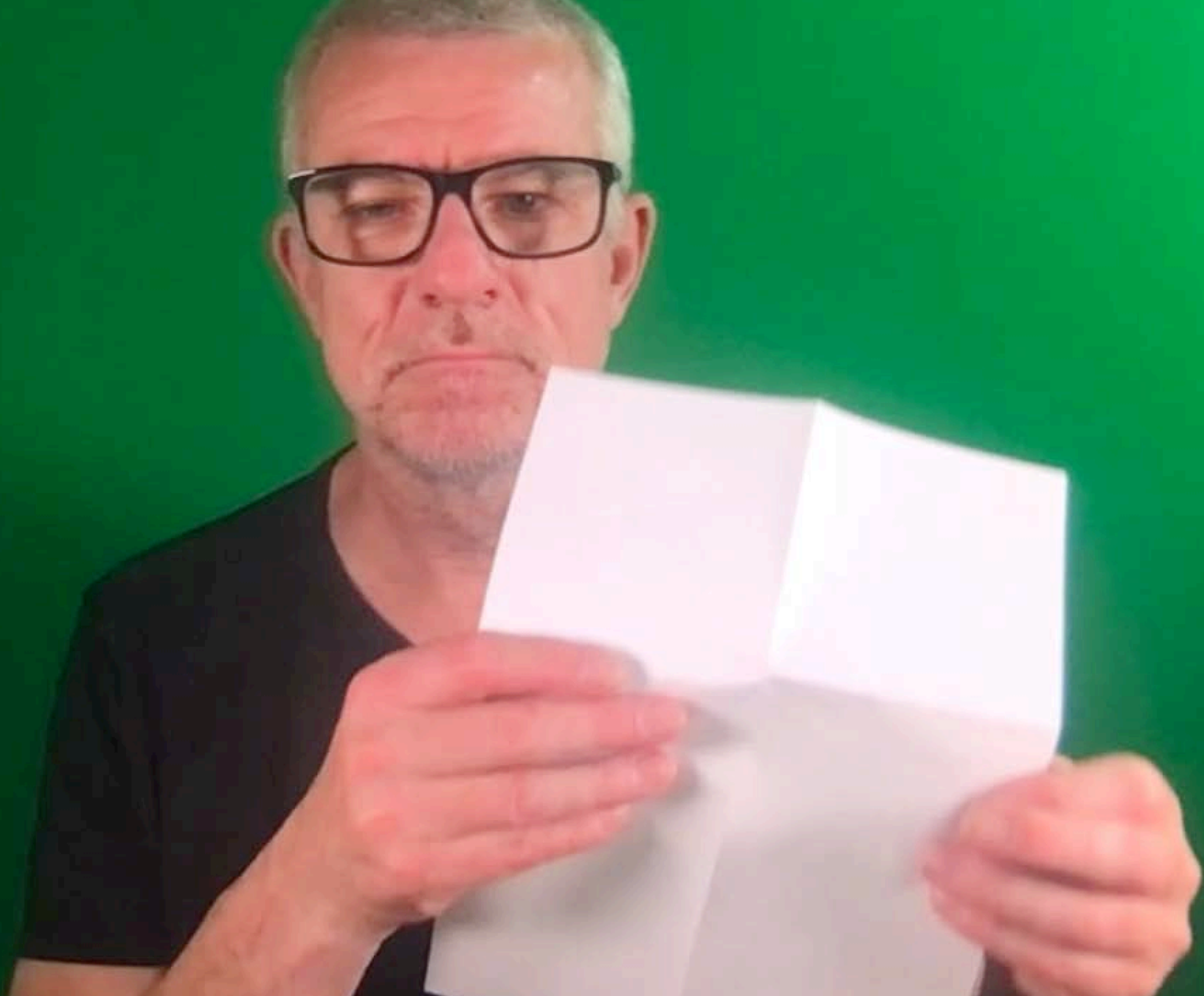


Use

# 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

WHY IS PITCHING VM PAINFUL?	50% OF OUR SUCCESS.	RIG MOMENTS MATTER.	BUILDING CONFIDENCE.
WHAT DO YOU NEED? GREAT SCRIPT.	BRAINSTORM WITH POST-ITS.	POWER OF THREE	CONCRETE FACTS + ACTION.
GREAT VISUALS.	LESS CONTENT = MORE FOCUS.	USE VISUALS + 1 STATEMENT	SPREAD INFO ACROSS MORE SLIDES.
GREAT DELIVERY	HANDS, EYES, LEGS, FEET.	VOCAL VARIATION	DO YOU REALLY MEAN IT?
SUMMARY + CALL TO ACTION	WRITE DOWN 3 IMPROVEMENTS.		
CLOSE	I BELIEVE YOUR VOICE SHOULD BE HEARD.		

How do you create  
**YOUR STORYLINE?**

Process  
**HOW?**

Content  
**WHAT?**

# The Pitch Canvas®

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

<b>Simple Statement of what change you and your product are making in the world.</b> <small>A memorable one-sentence explanation of what you do for customers.</small>	
<b>Pain (+ Gain)</b> <small>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?</small>	<b>Product</b> <small>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.)</small>
<b>Product Demo</b> <small>Live demo? (Always risky, but powerful if it works...) A screen/low 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?</small>	<b>What's Unique</b> <small>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.</small>
<b>Customer Traction</b> <small>Success so far? Pilot customers? Major brands? Progress on in users or downloads? Customer reference quotes or movies? PR coverage? Competition wins? Use dots and facts to strengthen your case.</small>	<b>Business Model</b> <small>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?</small>
<b>Investment</b> <small>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?</small>	<b>Team</b> <small>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?</small>
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DESIGNED BY: Best3Minutes  
Developed from an original idea by David Beckett

Version 1.1a. Produced by David Beckett and Geert van Vilmen. [best3minutes@best3minutes.com](mailto:best3minutes@best3minutes.com)  
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# THE PITCH CANVAS®

Copies available

[best3minutes.com/briskr](http://best3minutes.com/briskr)

Let's focus on  
**6 KEY TOPICS**



# PAIN

What is the **problem**  
you solve?

The **Why** of the  
product







# PAIN

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





Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



For impact  
focused startups



Co2 emissions?

Kilos of plastic?

Damage to  
environment?

**Quantify** it:  
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 30 calls"

Be specific

# PUT A NUMBER ON IT



"It creates a lot  
of CO2"

"There is a lot  
of energy inefficiency "



"It creates  
X Million Tonnes CO2"

"Up to 20% of energy is  
lost through inefficiency"

Consider describing

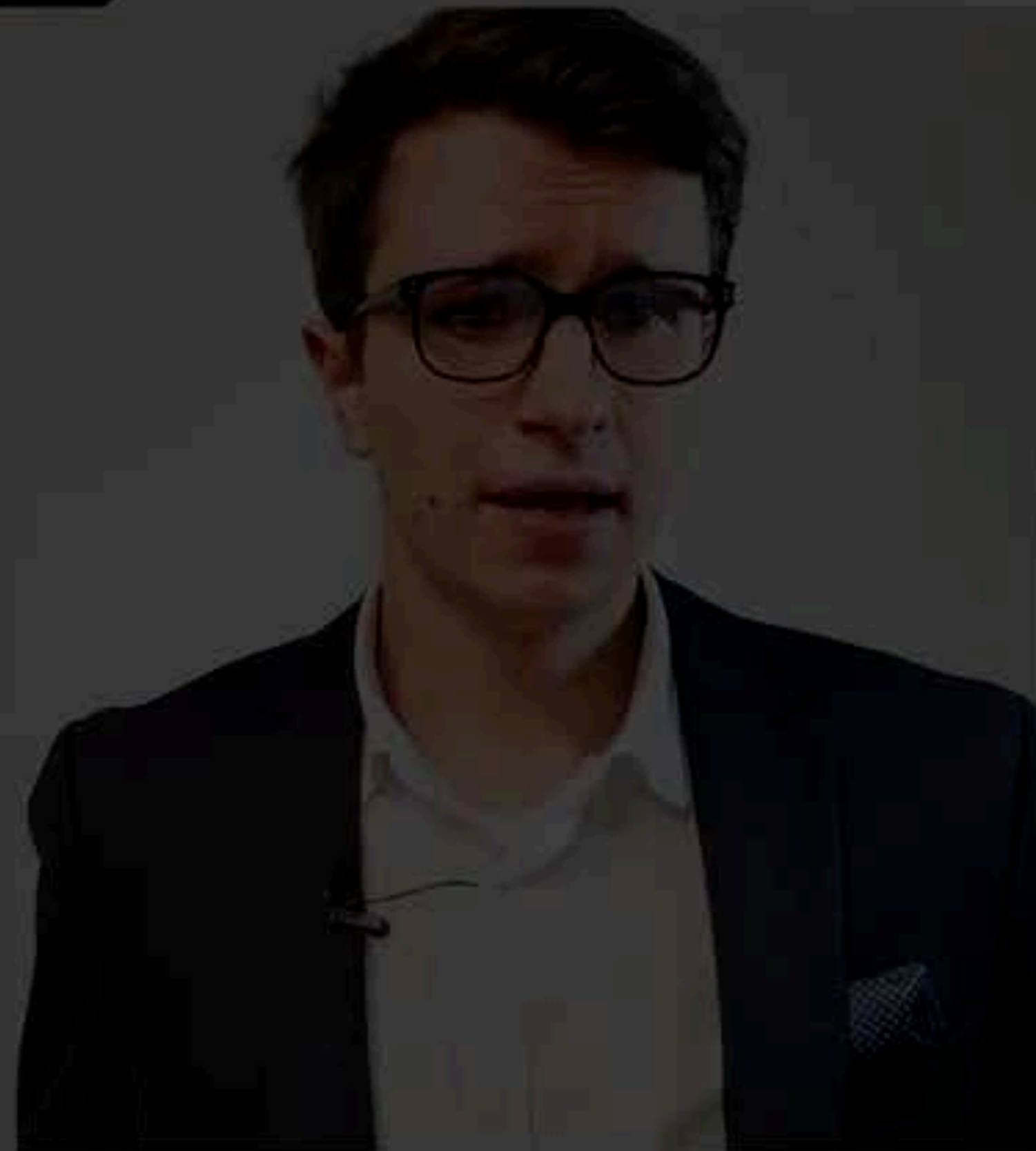
# THE GAP IN DESIRE & SUPPLY



# Impact Investing Platform

JOIN THE BREAKOUT ROOMS. WWW.SBCFINTECHCYBER.COM

Startupbootcamp  
FinTech & CyberSecurity



Cyan Reef

## Transition to Impact Economy

**\$15tril.**

Market Gap



**24x**

Growth  
ESG Assets

\*MSCI Multi-Sector ESG Index 2021

Cyan Reef

**Marian Tarnavskiy**

**CYAN REEF**

mtr@cyanreef.com

People have a clear ambition  
to make a difference

**SBC**

Be specific

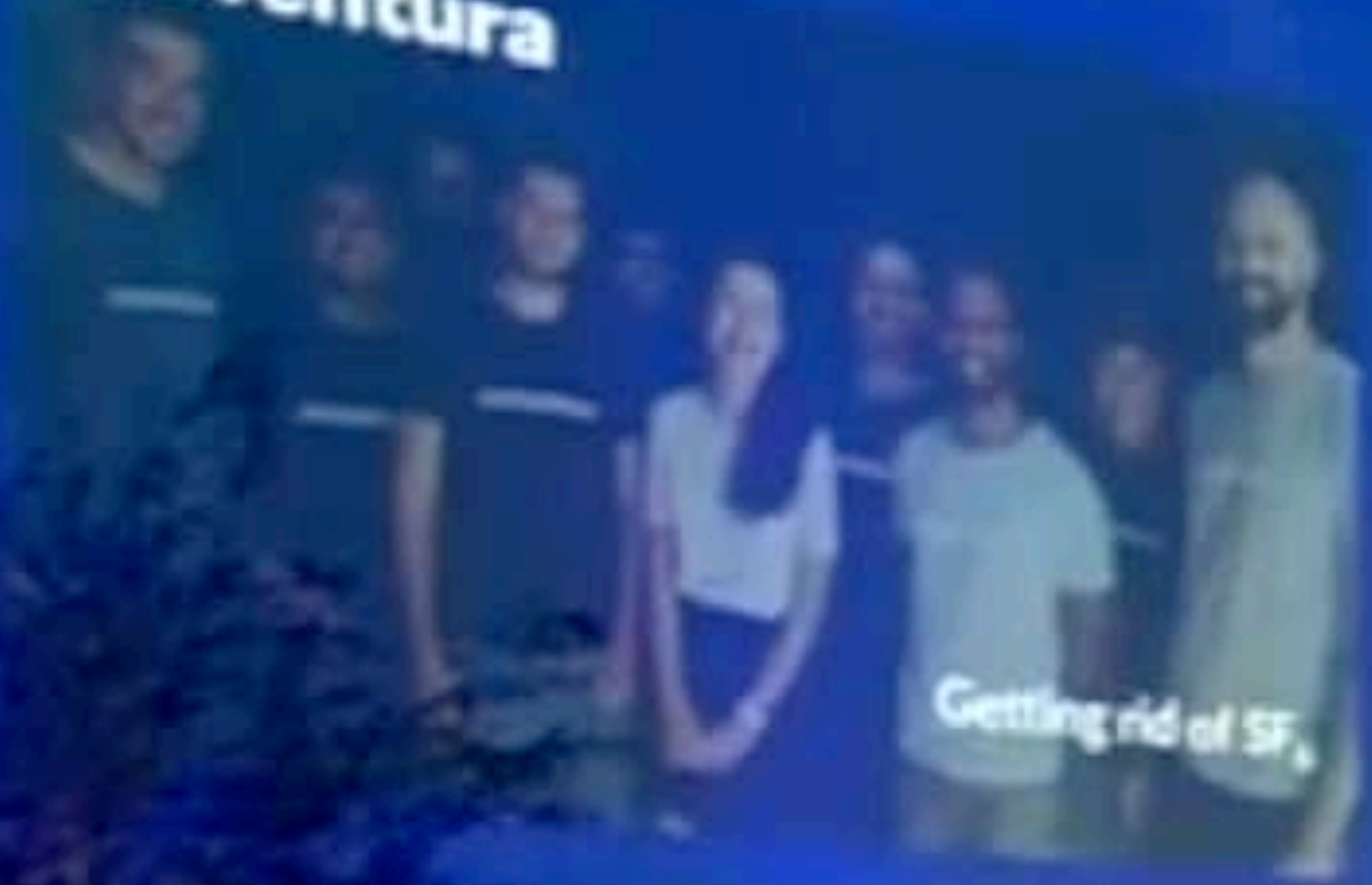
**PUT A NUMBER ON IT**

**nuventura**

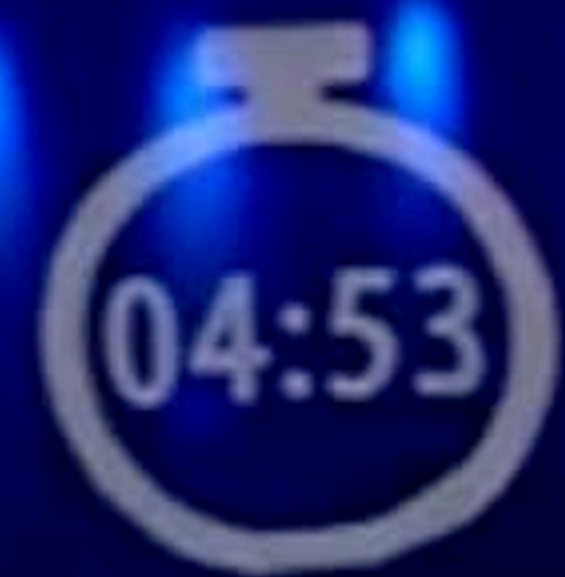
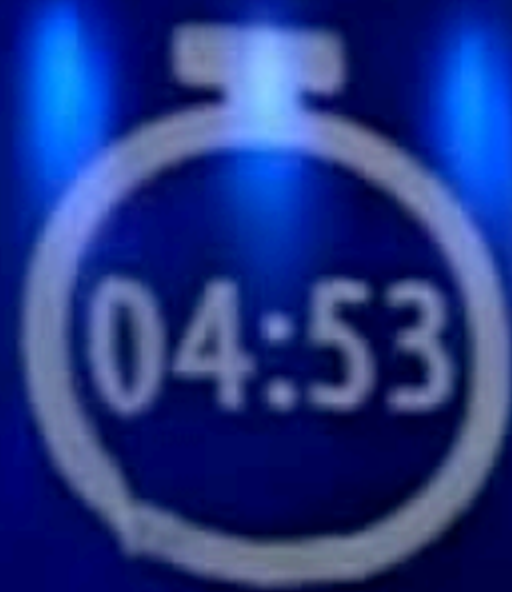
**Reducing Greenhouse Gases**



nuventura



Getting rid of SF,





**5**  
**MINUTES**

# 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,  
waste, lost opportunity?

Don't think too much:

**just write**

**[best3minutes.com/briskr](https://best3minutes.com/briskr)**



# 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,  
waste, lost opportunity?

Don't think too much:

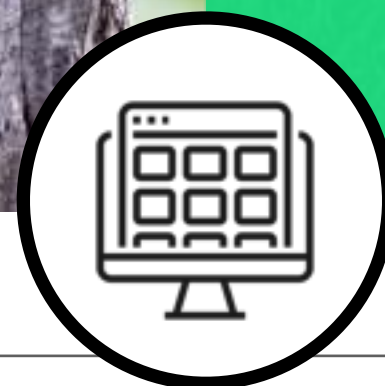
**just write**

**[best3minutes.com/briskr](https://best3minutes.com/briskr)**

# PRODUCT

How do you **solve** the problem?

What can **customers do** as a **result** of your product?



# UNIQUE

What's **special** and **new** about your proposition?

Technology, **partnerships**, **complete** solution?

*(Any competitors to mention?)*





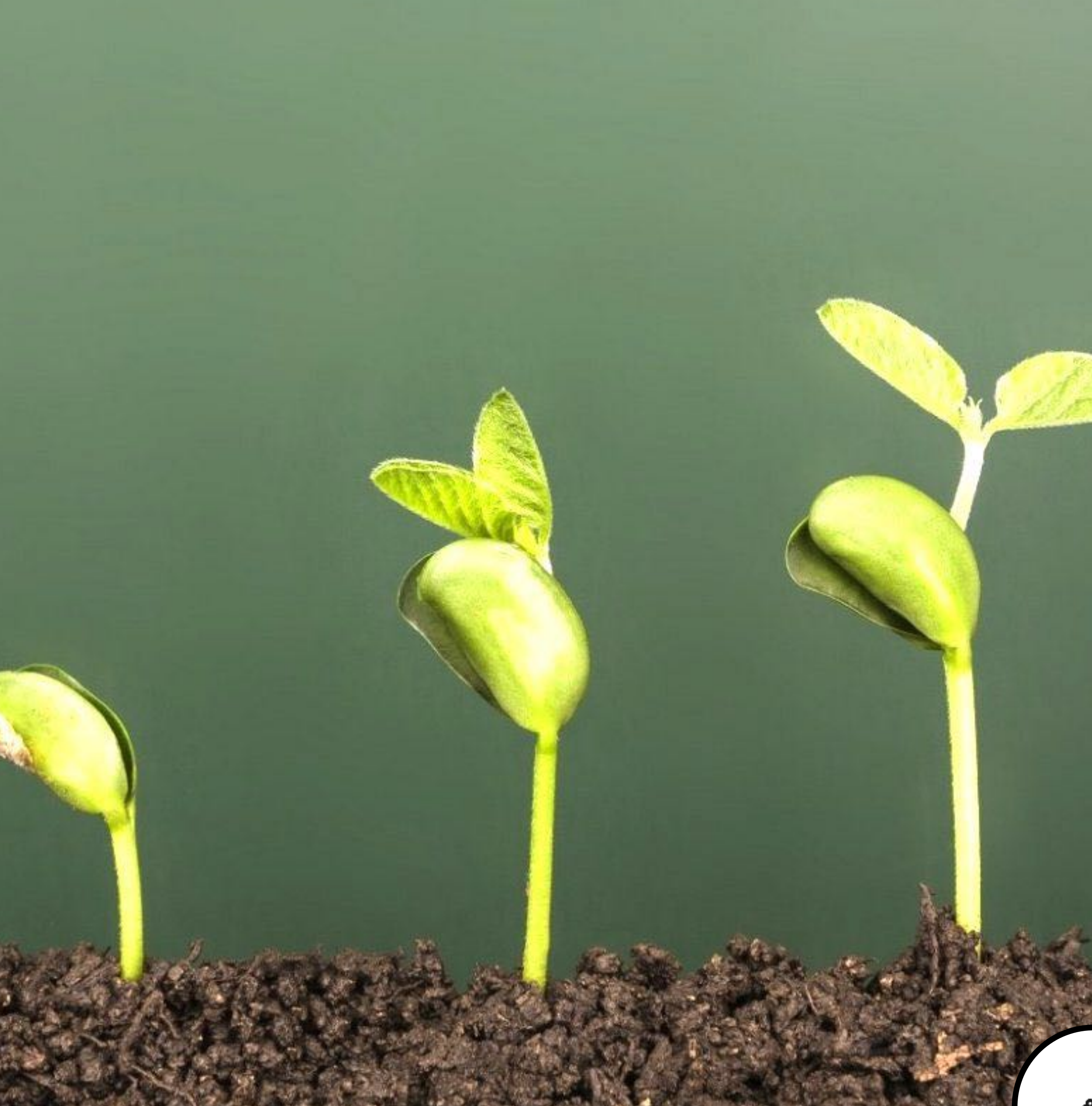
# TRACTION

Who's already **buying**?

**Recognisable** brands?

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



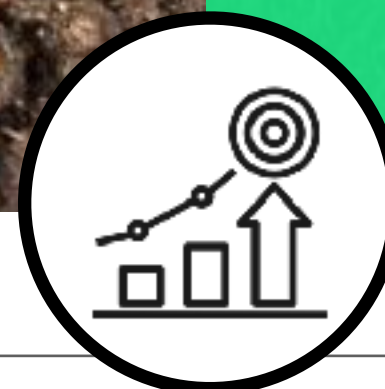


# EARLY STAGE VALIDATION

Customer **Interviews?**

Online **Experiments?**

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





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



A group of young people are dancing in a room with light-colored wooden walls and floors. They are wearing casual clothing, including a grey hoodie with 'PATA STUSSY' on it and a black t-shirt with a colorful lei. The scene is lively and energetic.

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

**A: TEAM!**

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?**



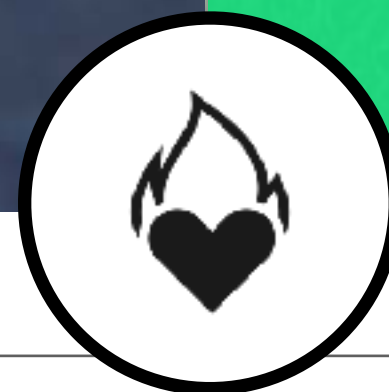
# ONE LAST THING...



# WHY YOU?

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

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

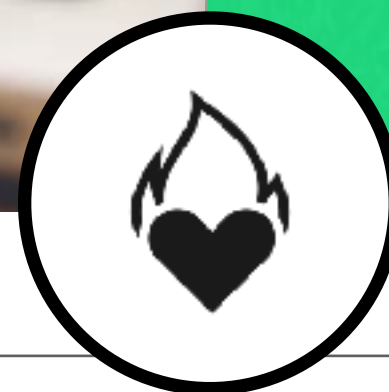




# WHY YOU?

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

Your **Enthusiasm**  
Counts!







**10  
MINUTES**

# ACTION STEP

**Prepare a 90 Second**  
pitch with the following;

Pain,  
Product,  
Unique  
Traction/Validation,  
Team  
Why You

**90 seconds = 13 sentences**



**10  
MINUTES**

# ACTION STEP

**Prepare a 90 Second**  
pitch with the following;

Pain,  
Product,  
Unique  
Traction/Validation,  
Team  
Why You

**90 seconds = 13 sentences**

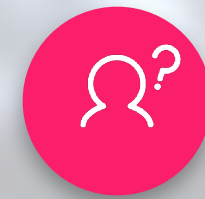
Let's put the thinking  
**INTO ACTION!**

**10  
MINUTES**

## FEEDBACK



Which **ONE** thing stood out as memorable?



Which **ONE** thing did you **NOT** understand?



One **FRIENDLY** piece of advice for improvement

## ACTION STEP

**TEST** your **90 Second** pitch with the following;

Pain,  
Product,  
Unique  
Traction/Validation,  
Team  
Why You

**90 seconds = 13 sentences**

**[best3minutes.com/briskr](https://best3minutes.com/briskr)**



## FEEDBACK



Which **ONE** thing stood out as memorable?



Which **ONE** thing did you **NOT** understand?



One **FRIENDLY** piece of advice for improvement

## ACTION STEP

**TEST** your **90 Second** pitch with the following;

Pain,  
Product,  
Unique  
Traction/Validation,  
Team  
Why You

**90 seconds = 13 sentences**

[best3minutes.com/briskr](https://best3minutes.com/briskr)

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**?

# The Open-3-Close© Pitch Model



Who is your  
**AUDIENCE**



Establish your  
**OBJECTIVE**



**BRAINSTORM**  
with Post-It Notes

**Opening**







Let's talk about  
**SPEED**

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



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

**150 WORDS**  
**Maximum!**

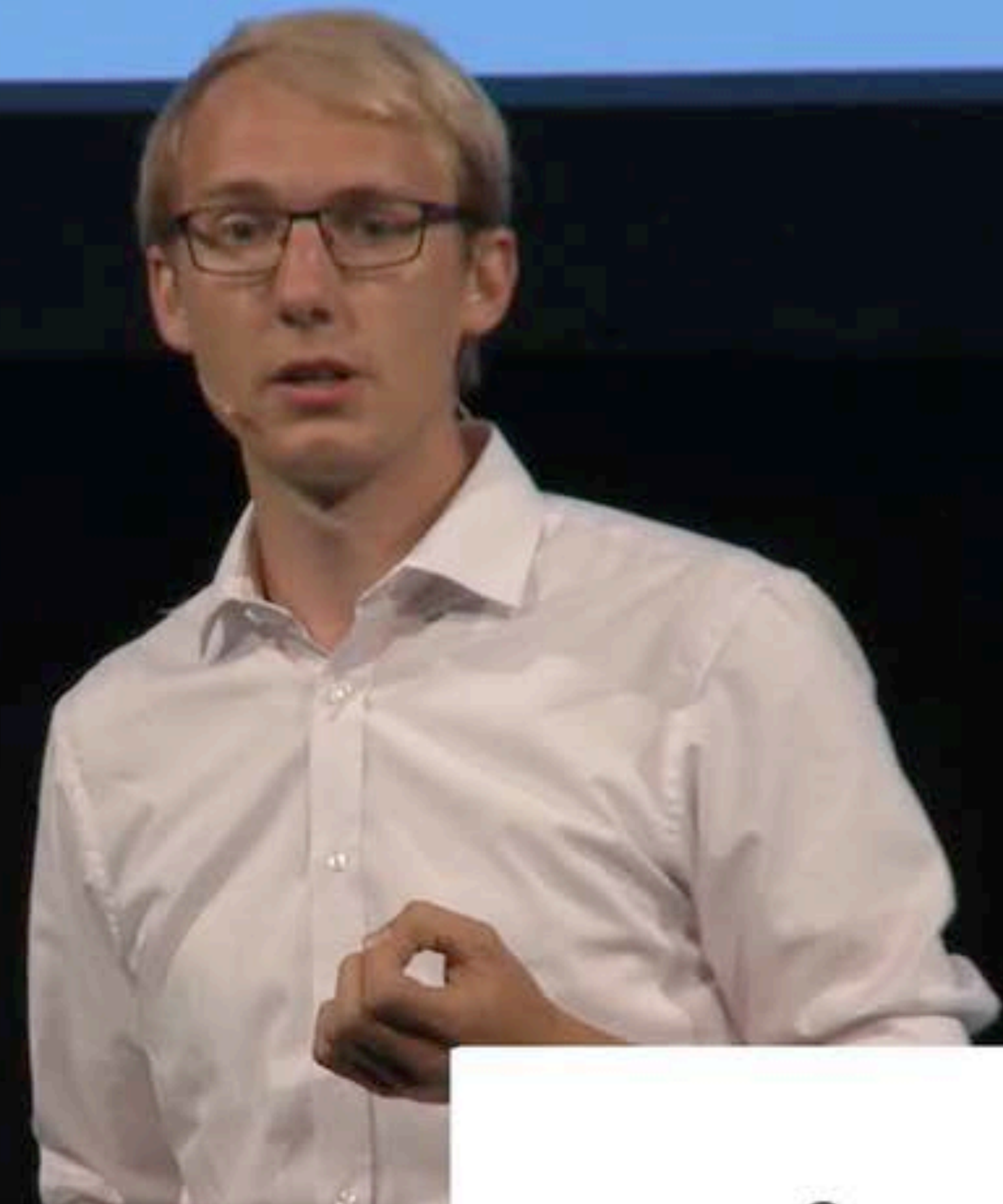


How many words per minute  
**IN YOUR SCRIPT?**

90 Seconds =  
**210-220 Words**  
**13 Sentences**



**126**  
Words/min



**143**  
Words/min





**203**  
Words/min

# The Open-3-Close© Pitch Model



Who is your  
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**Opening**





A space shuttle is shown in the process of launching, ascending vertically against a sky filled with large, billowing white and orange-tinted clouds. The shuttle is positioned in the upper right quadrant of the frame. A large, semi-transparent purple rounded rectangle is overlaid on the center of the image, containing white text. The background shows the launch pad structure and a tall antenna tower in the lower left.

Make the first word count  
**OPEN POWERFULLY**

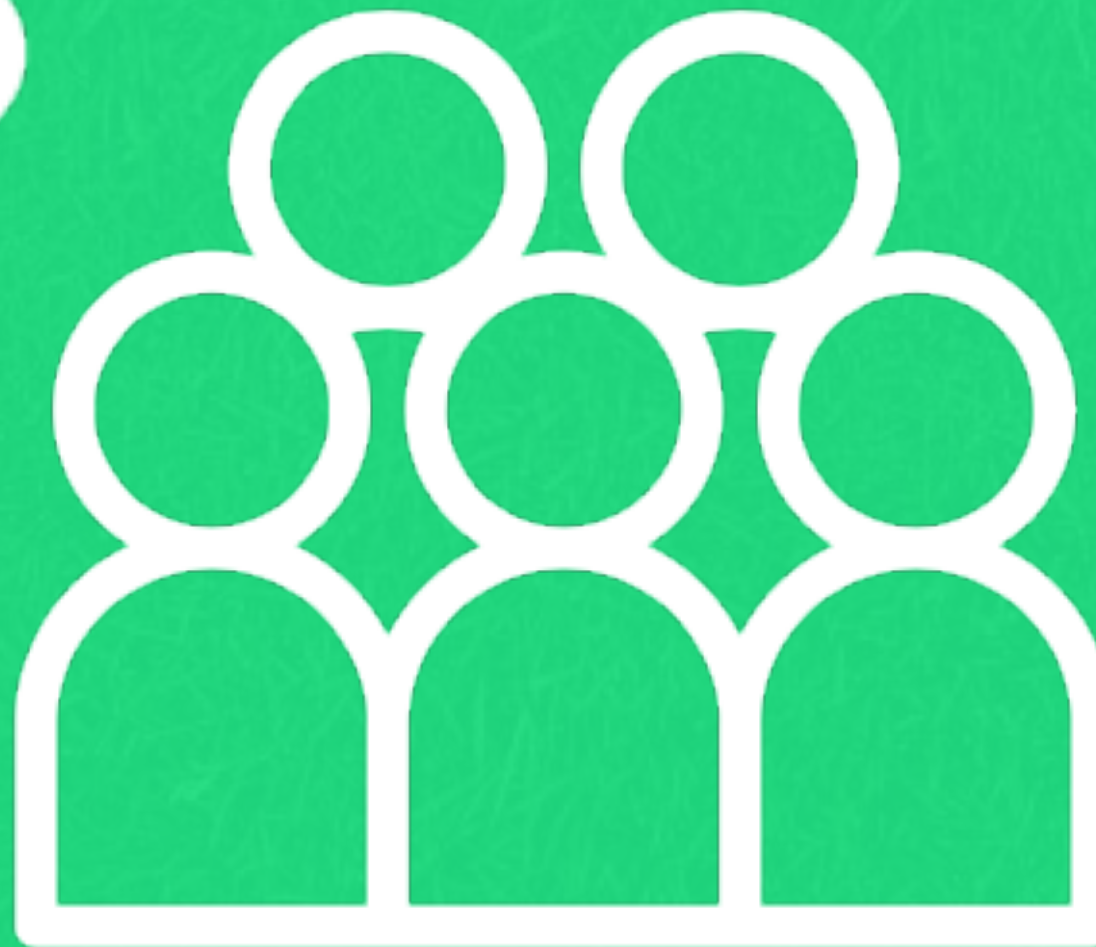


The first 20  
seconds buys

**ATTENTION**

Is this person  
**professional?**

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





A professionally planned opening from  
**The Great Bubble Barrier**

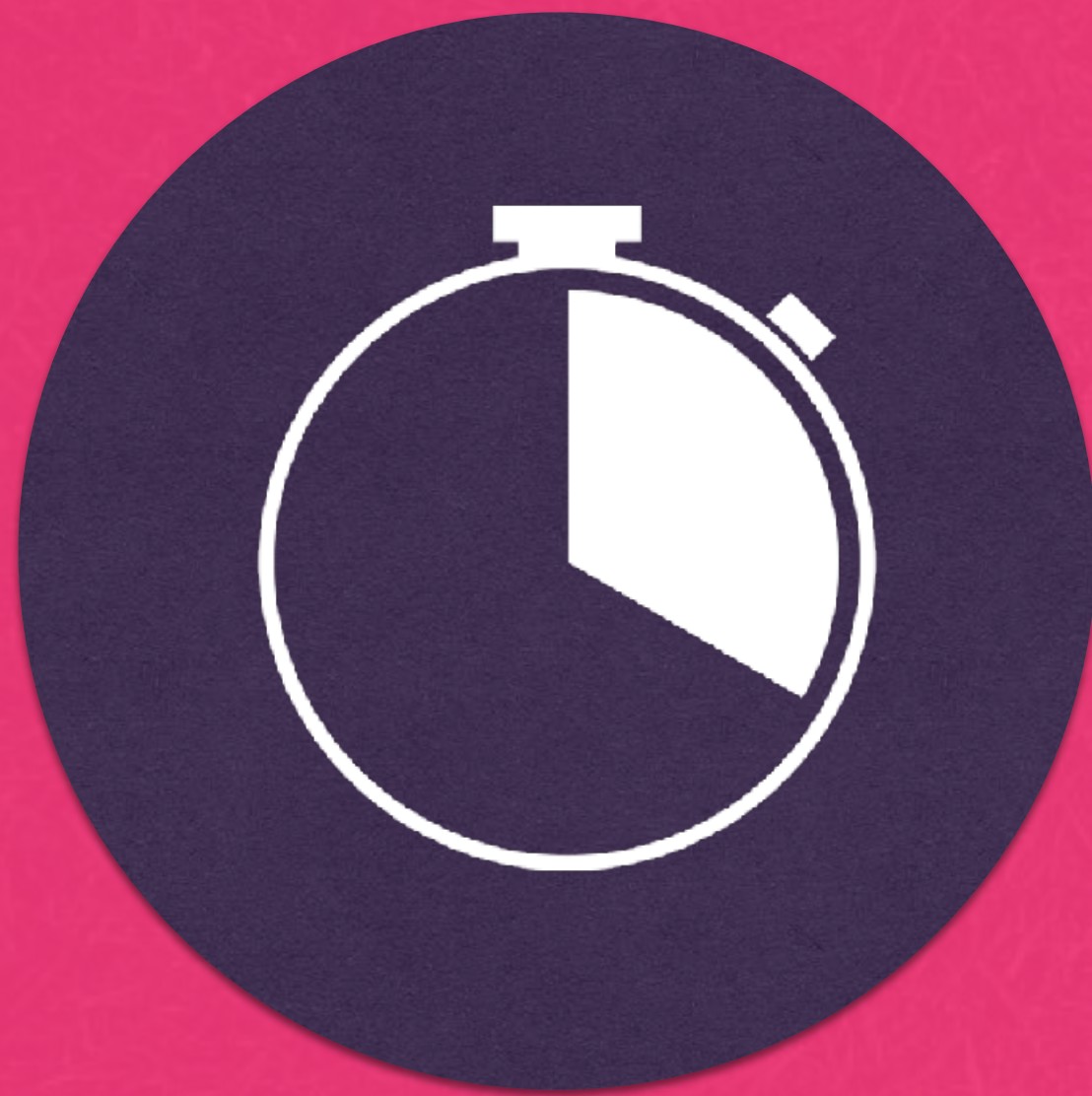


Quantify  
**THE PROBLEM**



mobypark

# The Problem **WITH PARKING**



**20 MINUTES**



**30%**

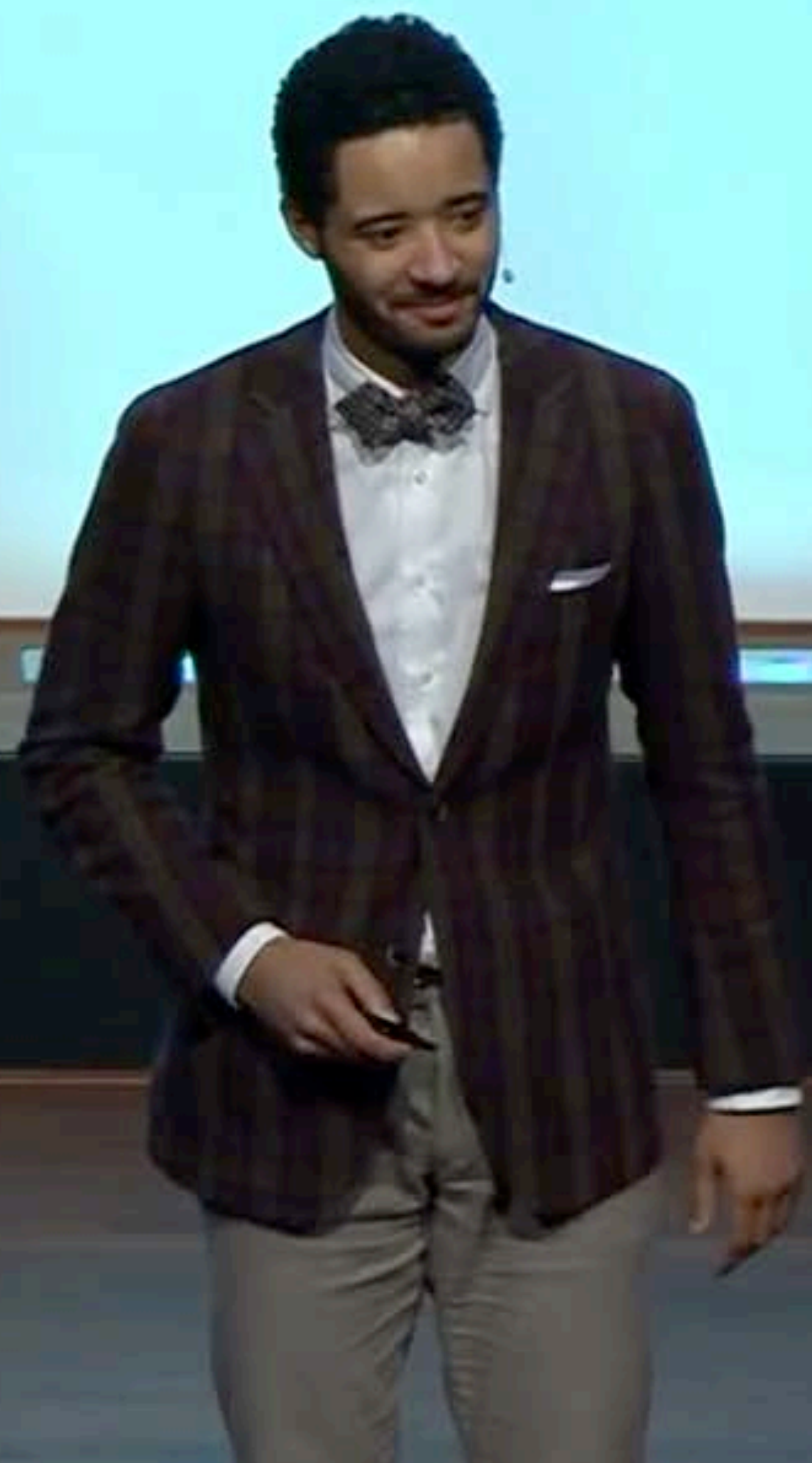


**1 YEAR**

Simply  
**BE PROFESSIONAL**

**SADDL**





Is this person  
**professional?**

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





# ACTION STEP

**Review your brainstorm**

Write down your  
**opening 5 sentences**



# ACTION STEP

**Review your brainstorm**

Write down your  
**opening 5 sentences**



## FEEDBACK



Which **ONE** thing stood out as memorable?



Which **ONE** thing did you **NOT** understand?



One **FRIENDLY** piece of advice for improvement

# ACTION STEP

Test out your **opening 5 sentences** out loud on someone else

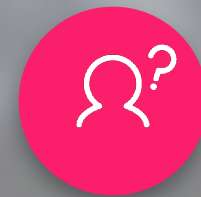
In **pairs**: 3,5 minutes each



## FEEDBACK



Which **ONE** thing stood out as memorable?



Which **ONE** thing did you **NOT** understand?



One **FRIENDLY** piece of advice for improvement

## ACTION STEP

Test out your **opening 5 sentences** out loud on someone else

In **pairs**: 3,5 minutes each

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



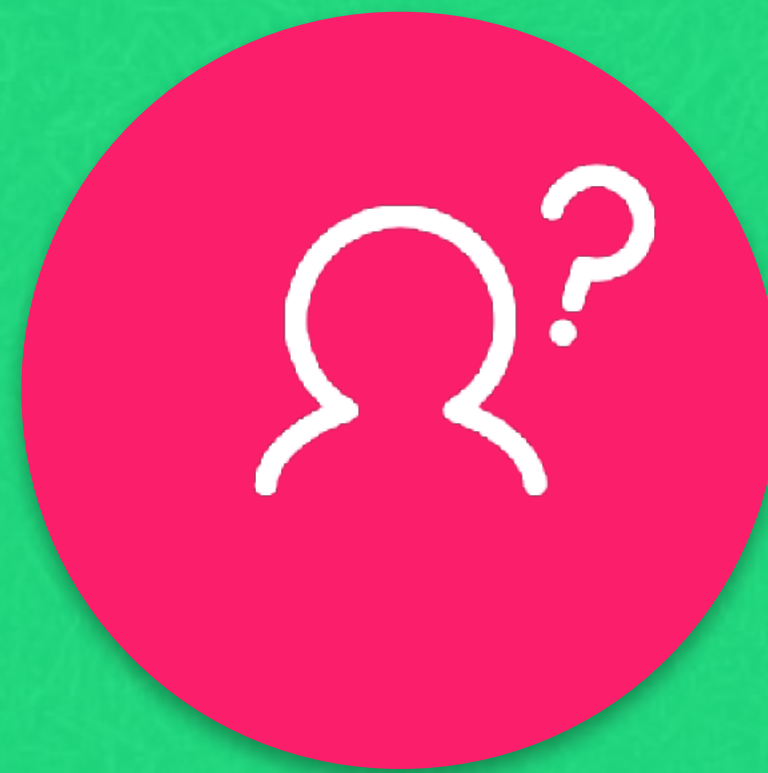
**GET FEEDBACK**



## GET FEEDBACK



What  
stood **out**?



What did you  
**not** understand?



**Friendly** advice  
for improvement

# The Open-3-Close© Pitch Model



Who is your  
**AUDIENCE**




Establish your  
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**BRAINSTORM**  
with Post-It Notes

**Opening**



**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**

A man with dark hair, wearing a dark suit jacket, a light purple shirt, and a striped tie, is speaking at a podium. He is looking slightly to his left. The background is a light blue wall with a dark horizontal band.

**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  
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Establish your  
**OBJECTIVE**



**BRAINSTORM**  
with Post-It Notes

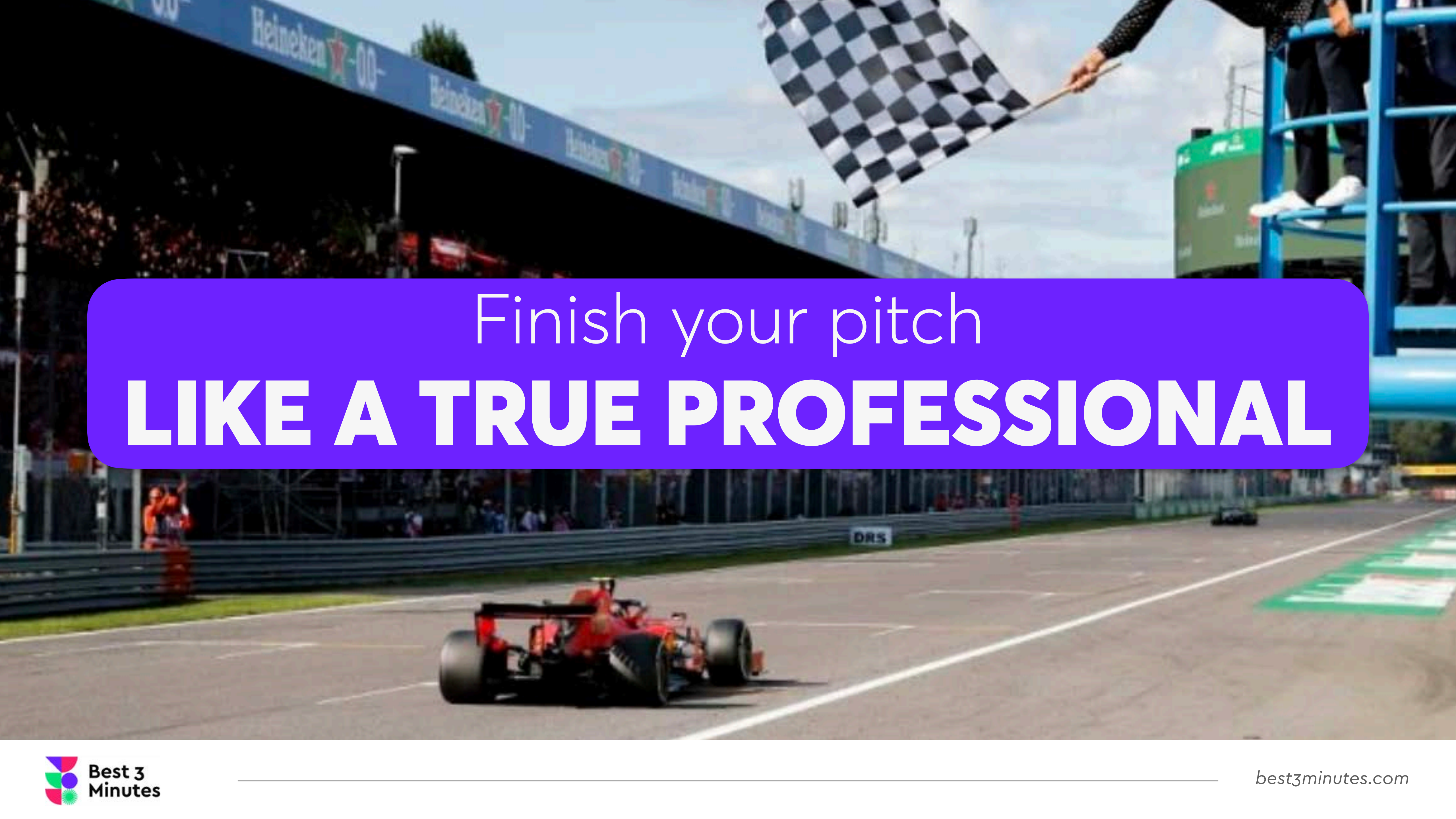
**Opening**



**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 20-30 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!**

# The Open-3-Close© Pitch Model



Who is your  
**AUDIENCE**



Establish your  
**OBJECTIVE**



**BRAINSTORM**  
with Post-It Notes

**Opening**



**THE POWER OF THREE**

**Closing**





# Pitch tools and **RESOURCES**



[best3minutes.com/briskr](https://best3minutes.com/briskr)

# 5

## Steps to Preparing your Winning Pitch



### Thanks for joining the recent Pitch workshop!

Here's a quick high-level reminder of the main steps you need to take to make a great pitch. Follow them all, and you'll be well on the way to convincing your audience and getting the result you want.

Don't miss out on all the tools available online at:  
[tiny.cc/pitchworkshop](https://tiny.cc/pitchworkshop)

# 5

## Biggest Pitching Mistakes To Avoid



### Thanks for joining the recent Pitch workshop!

Here's a quick checklist of mistakes that are regularly made during pitches. These are the errors to avoid: be sure they don't happen for you! Add these tips to the great tools you've learned already, and you'll be well on the way to convincing your audience and getting the result you want.

Don't miss out on all the tools available online at:  
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# 5

## Ways To Manage Your Pitching Nerves

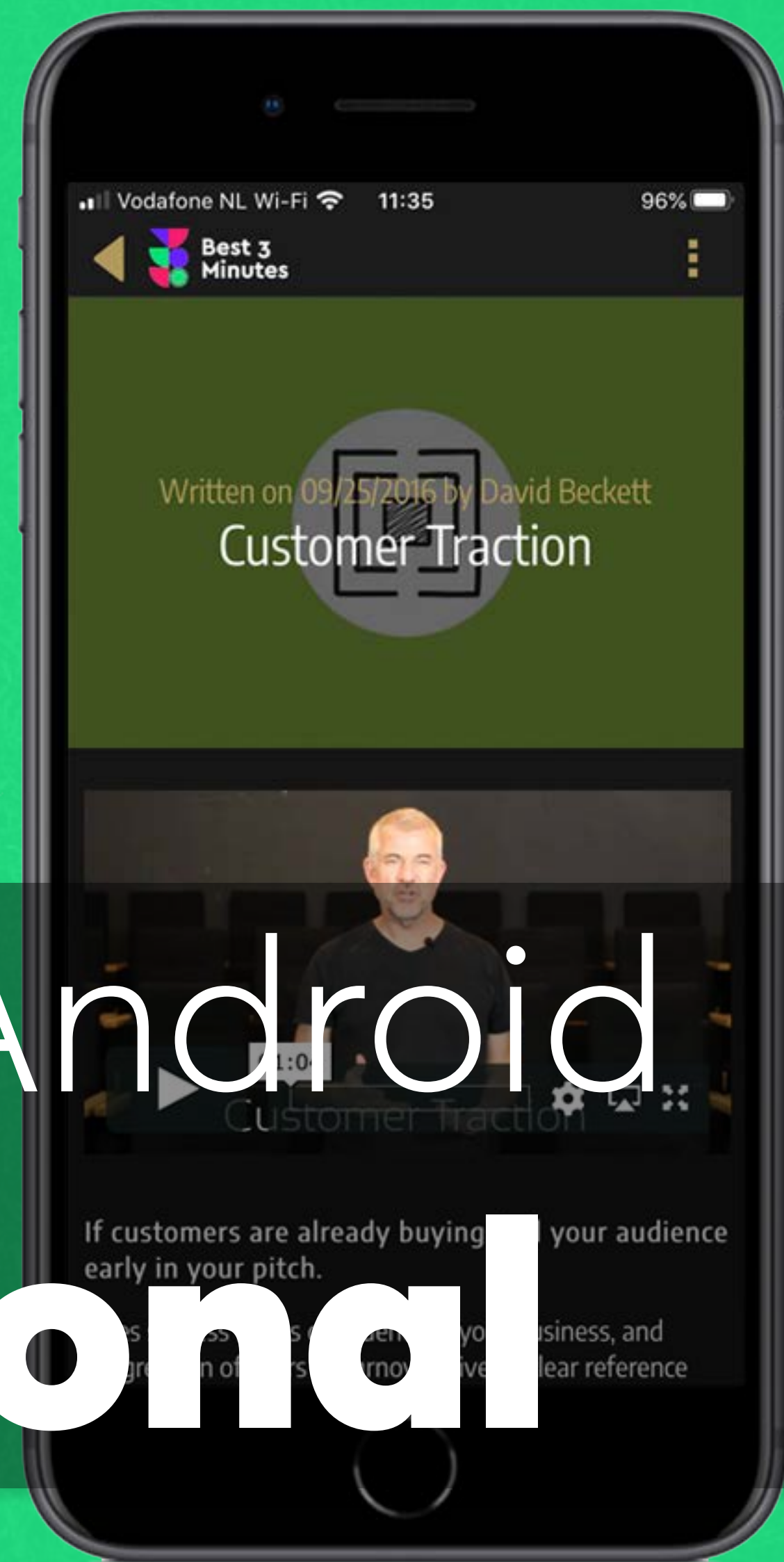
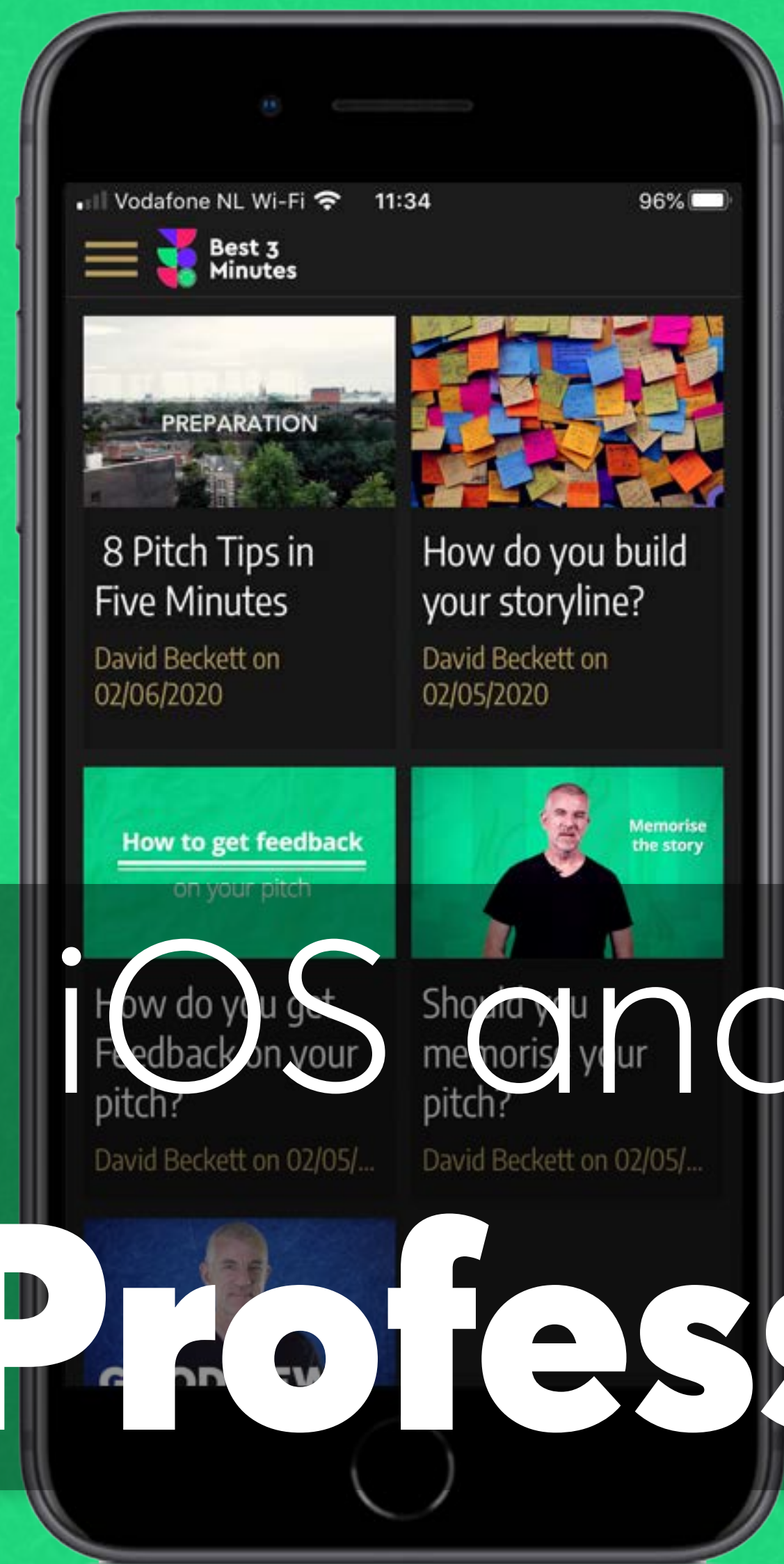
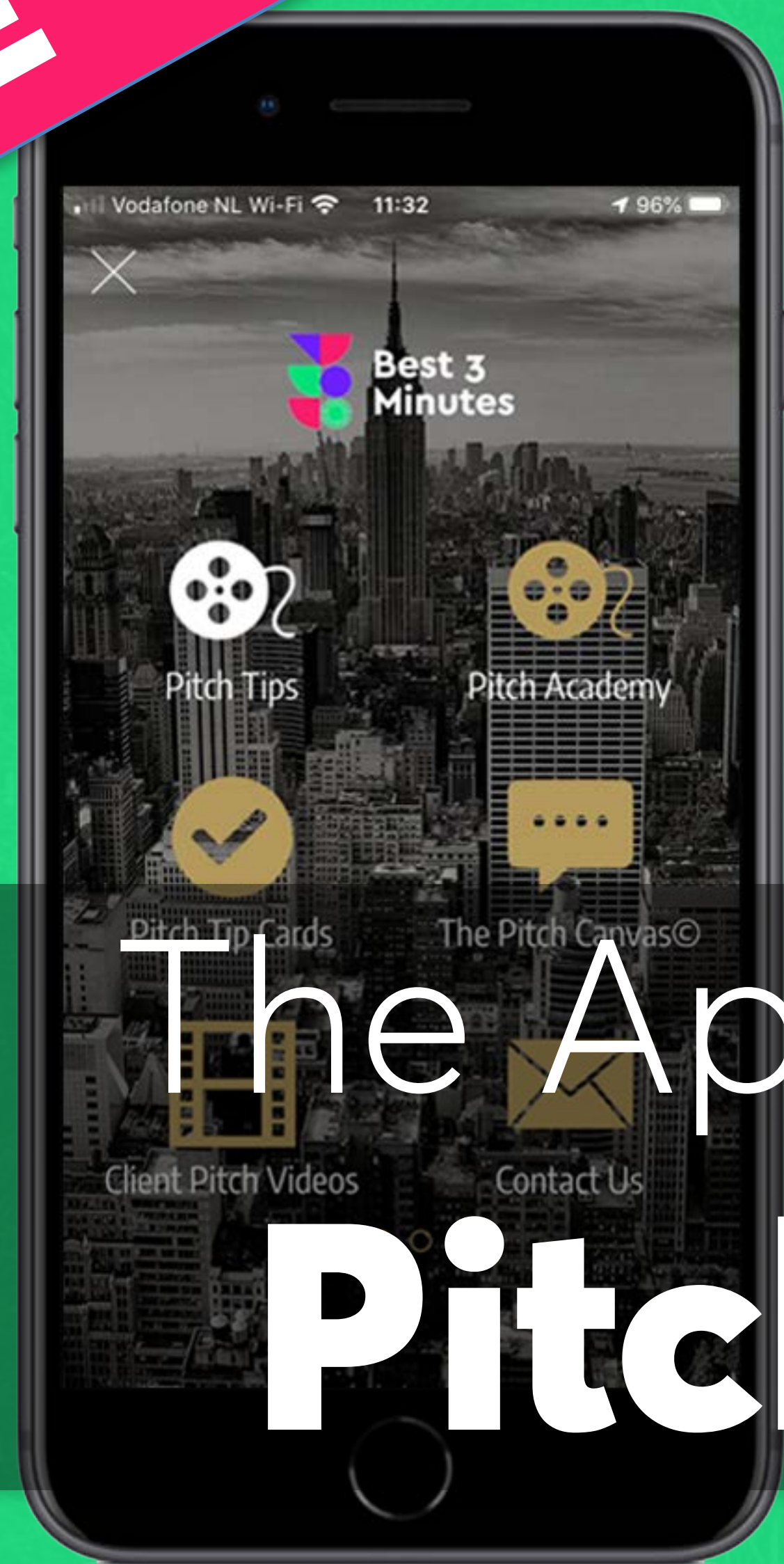


### Thanks for joining the recent Pitch workshop!

Here's a quick overview of some of the most powerful tools to overcome something that most people experience – getting nervous before a pitch. Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

Don't miss out on all the tools available online at:  
[tiny.cc/pitchworkshop](https://tiny.cc/pitchworkshop)

**FREE**



# The App: iOS and Android **PitchProfessional**

[best3minutes.com/briskr](https://best3minutes.com/briskr)

# David Beckett

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Blue Moon Pitch

Written by  
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