Pitch Coach
Creator of The Pitch Canvas©
TEDx Speech Coach

David Beckett

best3minutes.com

Best 3
Minutes

Coached 2000+ Startups & Scaleups

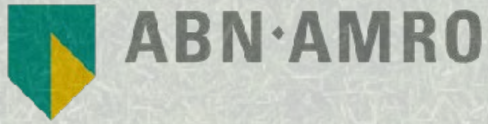
RAISED OVER €450MILLION



30 Countries

TRAINED 33,000+ PEOPLE

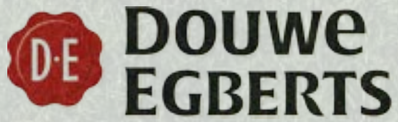

























GREAT IDEAS
NEED A VOICE



This is a **DO** workshop

not just a think session



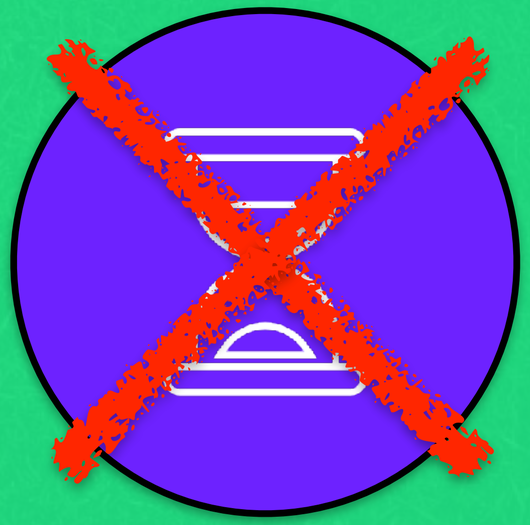
ACTION STEP

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!



5

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?

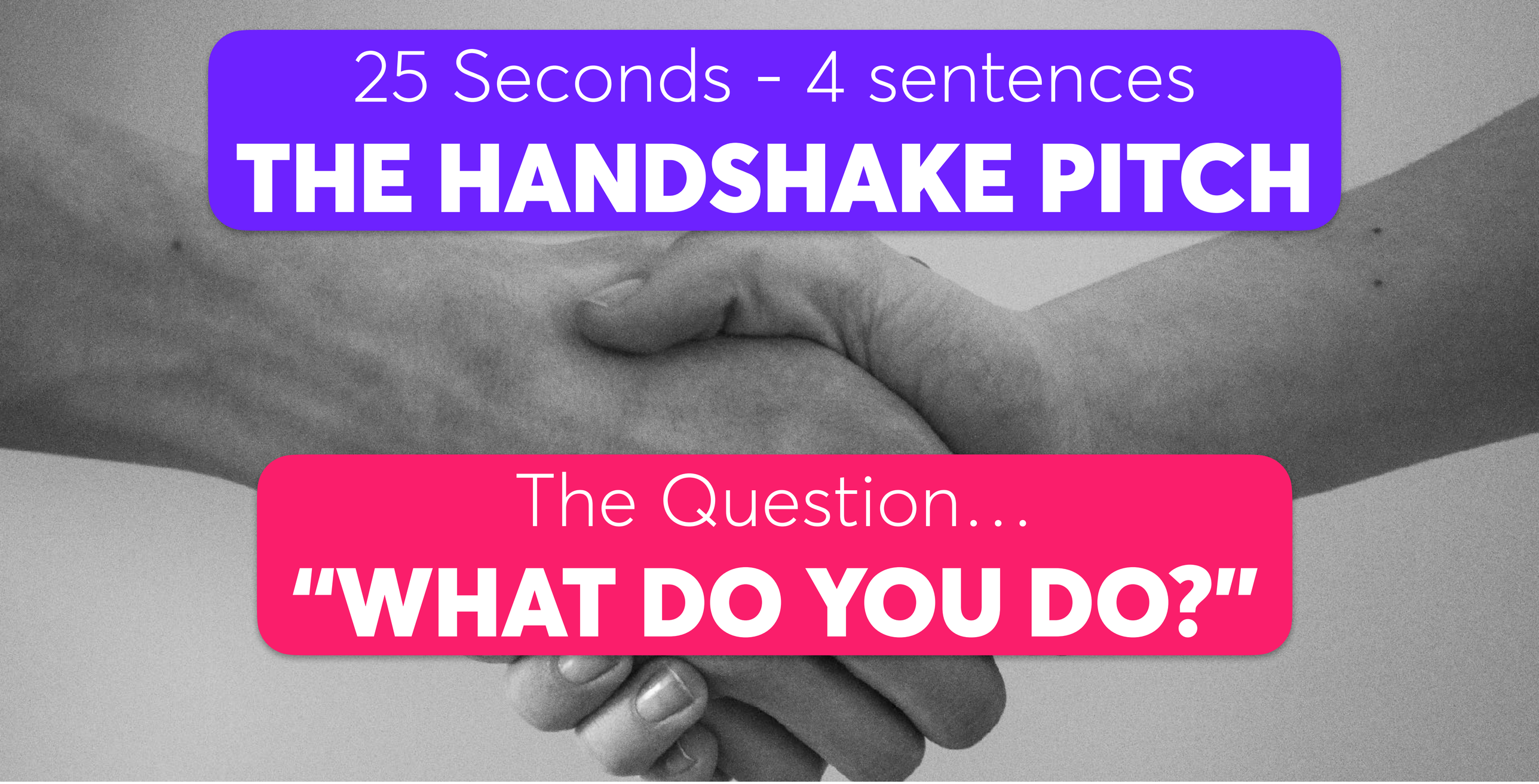


TOOLS

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 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?



5

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?

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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**

7:05

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?

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**?



Anyone want to share

WHAT YOU LEARNED?



You've just gone through the

BEST 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

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

(Important Pitch = a moment
you need to **persuade**
someone to **take action**)



ACTION STEP

5

Write down the
the next important pitch
you have coming up

and one sentence on
WHO you will pitch it to

(Important Pitch = a moment
you need to **persuade**
someone to **take action**)

How do we usually create **A NEW PITCH?**




MacBook Air

A **NEW WAY** to create **A NEW PITCH!**



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

5

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?**



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?

Agree to plan a **follow up** meeting

Provide **introductions**

First steps of a **test/pilot**

Sign a **deal**



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

How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

How long will YOU spend preparing presentations?

38 MONTHS 😡

5000
Hours

650
Days

...of your working life

Best 3 Minutes

best3minutes.com




STOP!!!

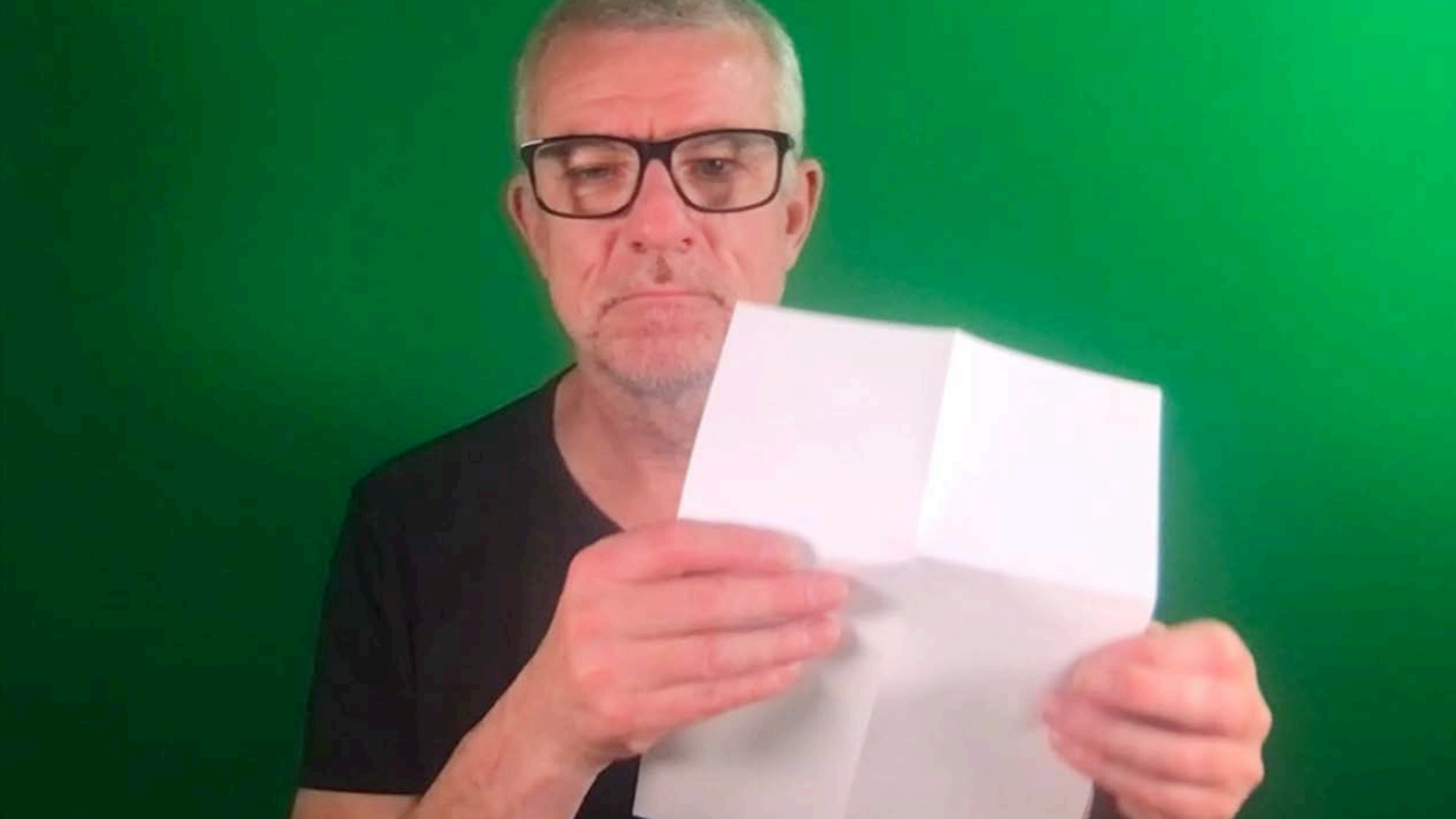
Don't Open **POWERPOINT**

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



Use POST-IT NOTES

To Build Your Storyline





Use POST-IT NOTES

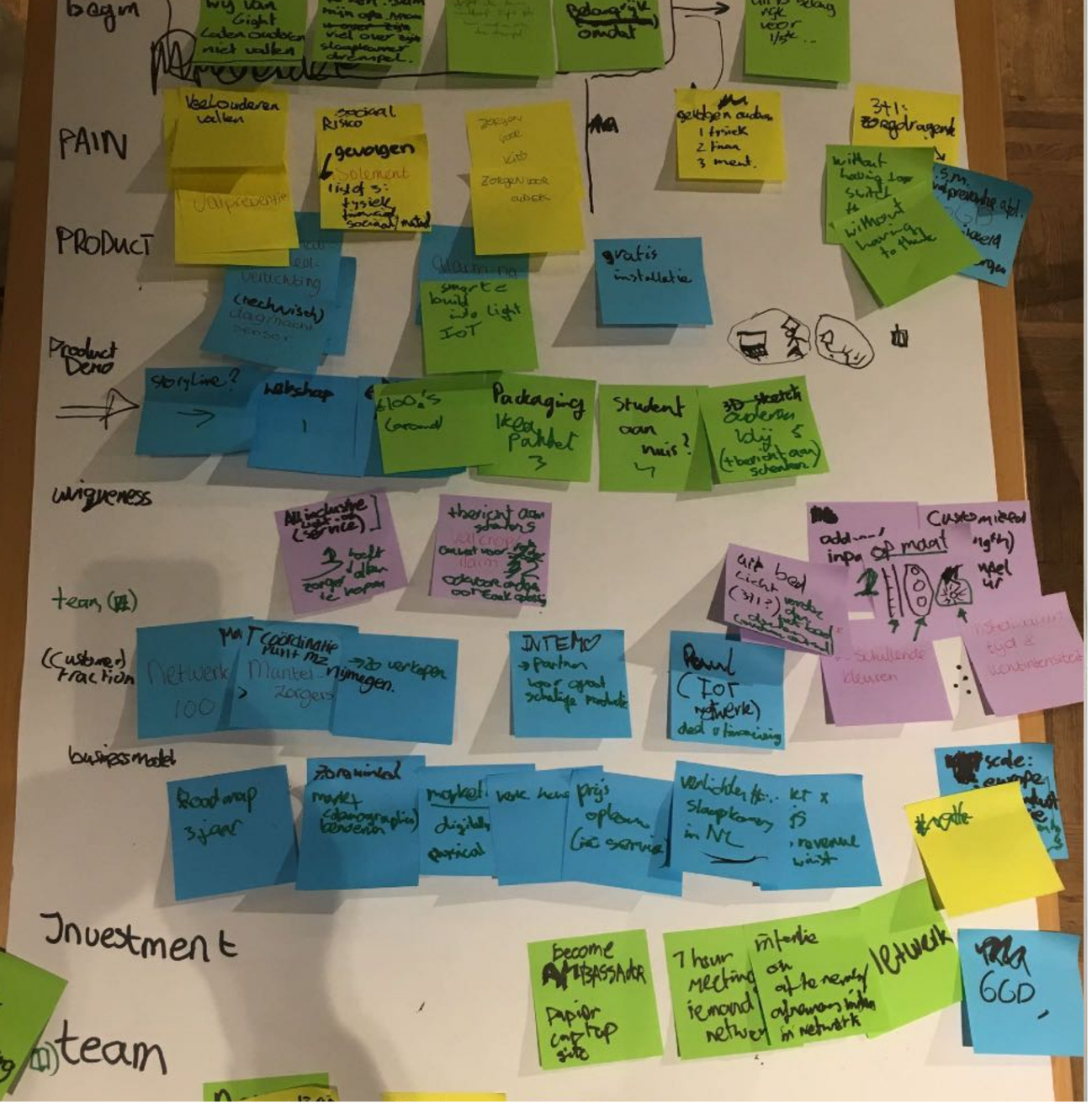
To Build Your Storyline

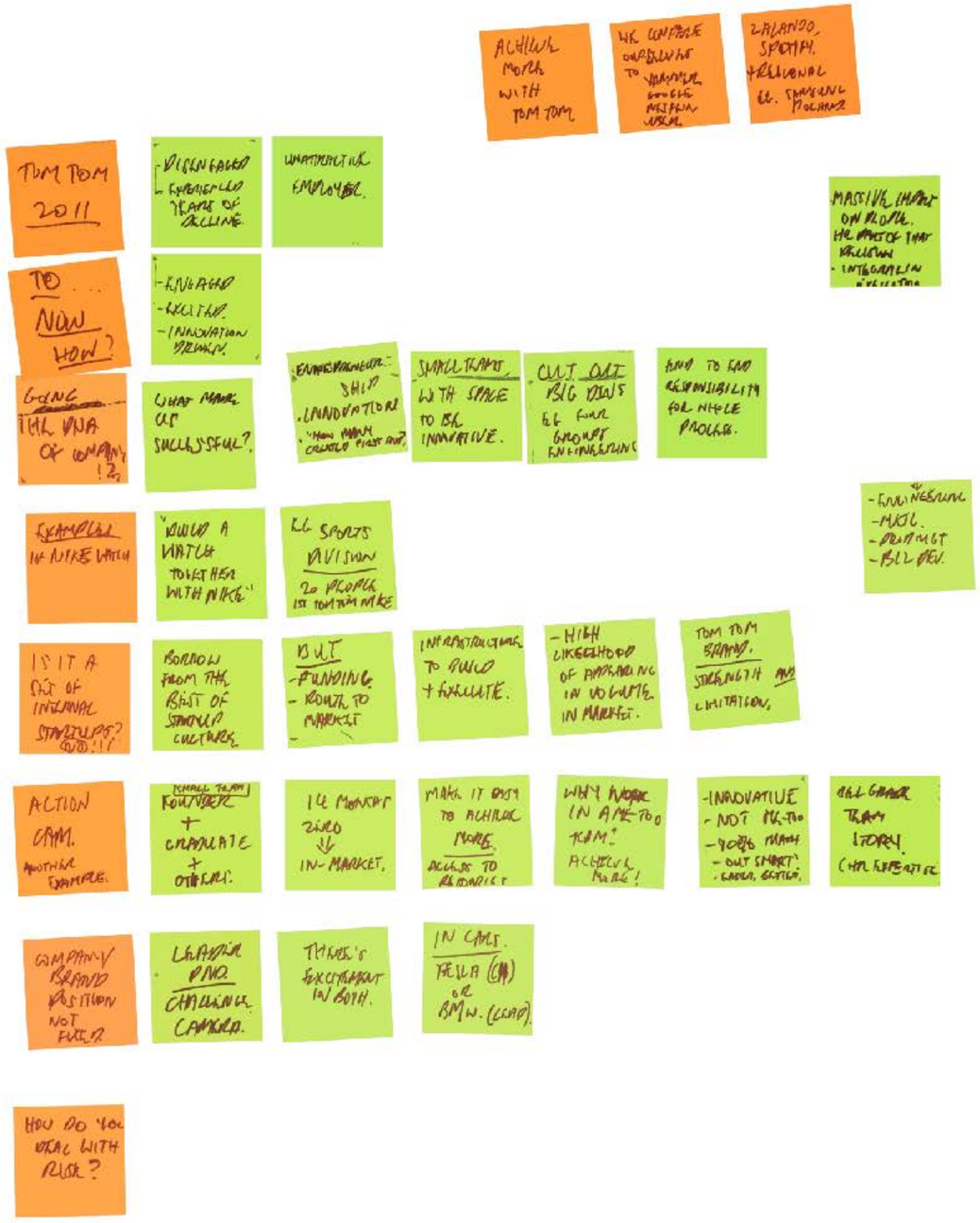
BRAINSTORM

Get the ideas out of your head

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

Organise around **CHAPTER HEADINGS**


PAIN
PRODUCT
Product Demo
uniqueness
team
(Customer) traction
business model
Investment
team
gratis installatie
Packaging
Student
Network 100
INTEMO
Roadmap 3 jaar
prijs
Become AMBASSADOR
660


TOM TOM 2011
TO NOW HOW?
EXAMPLES IN WATCH
WOULD A WATCH TOGETHER WITH NIKE
NL SPORTS DIVISION
IS IT A PART OF INTERNAL STARTUPS?
BORROW FROM THE BEST OF STARTUP CULTURE
BUT
ACTION CAM.
COMPANY BRAND POSITION NOT FULL?
LEADING AND CHALLENGE CAMERA.
THERE'S EXCITEMENT IN BOTH.
IN CARS.
TESLA (CA)
BMW. (GER)
HOW DO YOU DEAL WITH RISK?



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How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

Let's focus on

6 KEY TOPICS

THE PROBLEM



THE PRODUCT



WHAT'S UNIQUE



TRACK RECORD



WHATS IN IT FOR THEM



THE ASK



1



PAIN

What is the **problem** you solve?

What's happening **without** your solution?

The **Why** of the product



PAIN

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



Lost time?

More cost?

Complexity?

Legal Pressures?

Technology Change?

Bad reputation?

Consider describing

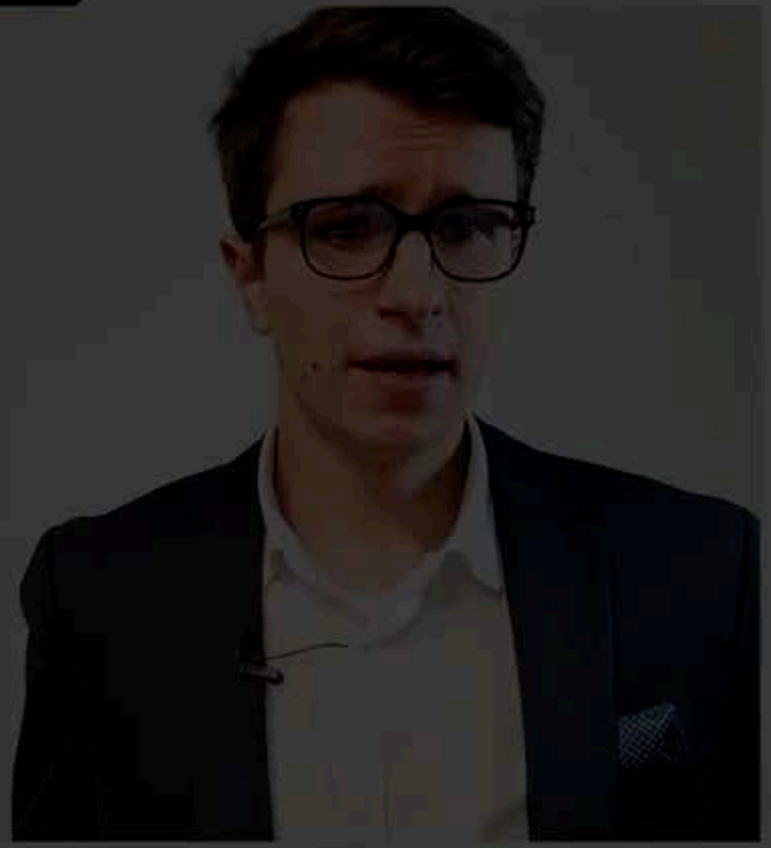
THE GAP IN DESIRE & SUPPLY

Cyan Reef

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-asset USD 5-year

Cyan Reef

Marian Tarnavskyi

CYAN REEF

mtr@cyanreef.com

People have a clear ambition
to make a difference

SBC

Be specific

PUT A NUMBER ON IT

"It wastes a lot of time"

"They have to make a lot of calls"

"It takes up to 9 hours"

"They have to make up to 11 calls"

Be specific

PUT A NUMBER ON IT

"It creates a lot of CO_2"

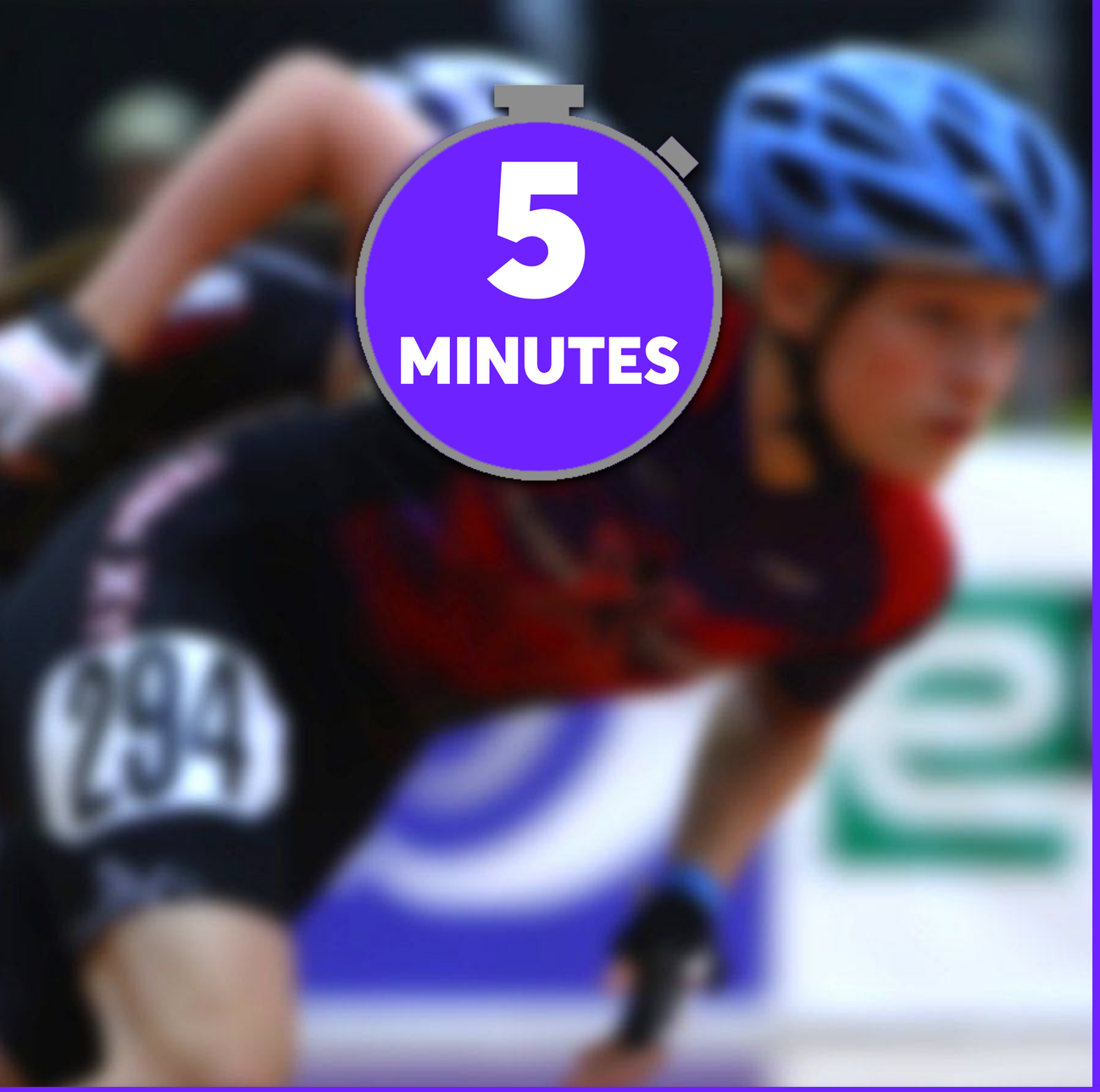
"There is a lot of energy inefficiency "

"It creates X Million Tonnes CO_2"

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



Fabian Lemke
Nuventure 2019



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

best3minutes.com/followthis



5

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

best3minutes.com/followthis

2



PRODUCT

How do you **solve** the problem?



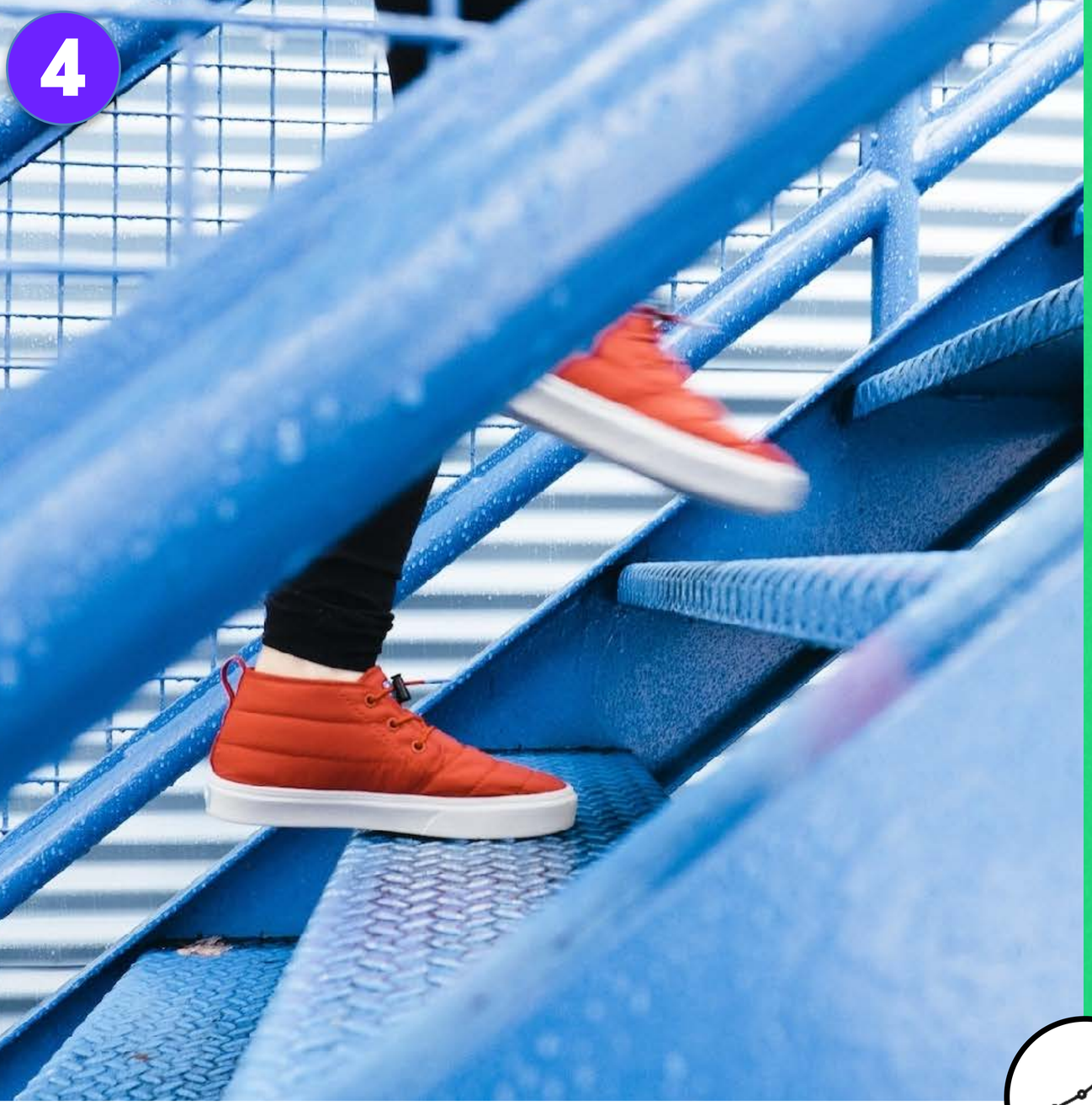
3

UNIQUE

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

Approach, **partnerships**, targets?

(Any competitors to mention?)



4

TRACK RECORD

Who's already **buying**?

Recognisable brands?

Numbers of projects or customers?

Success stories?

5



WHAT'S IN IT FOR THEM?

How do you help the **people you are pitching to**

get closer to their **strategic** ambitions?

OR solve their **immediate** problem?

6



NEXT STEPS/ CALL TO ACTION

What do you need to make it **happen?**

Introductions?

Follow up **meeting**?

Sign a **contract?**



Let's put the thinking

INTO ACTION!



ACTION STEP

Prepare a
90 Second pitch with
the following;

Pain, Product, Unique,
Track Record, What's in it for them,
Next Steps

90 seconds =
13 sentences.



ACTION STEP

Prepare a
90 Second pitch with
the following;

Pain, Product, Unique,
Track Record, What's in it for them,
Next Steps

90 seconds =
13 sentences.



ACTION STEP

Test your
90 Second pitch with
the following;

Pain, Product, Unique,
Track Record, What's in it for them,
Next Steps

90 seconds =
13 sentences.

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5

ACTION STEP

Test your
90 Second pitch with
the following;

Pain, Product, Unique,
Track Record, What's in it for them,
Next Steps

90 seconds =
13 sentences.

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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**?



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



STRUCTURING YOUR NEXT PITCH MEETING

How we usually **plan** a 30-Minute Meeting

Pitch	Q&A
20 Mins	**10 Mins**

The **reality** of how it actually goes!

Tech	Pitch	Q&A
3 Mins	**25 Mins**	**5 Mins**

A **Better Plan** for a 30-Minute Meeting

Tech	Pitch	Q&A	Next Steps
3 Mins	**3-5 Mins**	**15 Mins**	**5 Mins**

OUTCOME

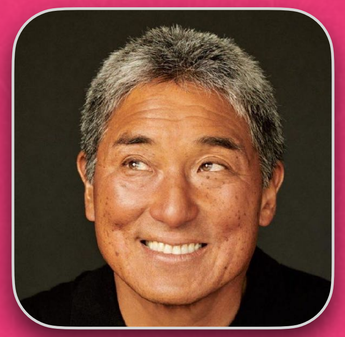
Ask the magic question… 🪄

What would you like to know more about?

How do you pitch **IN AN EMAIL?**



Guy Kawasaki



The 5-Sentence Email

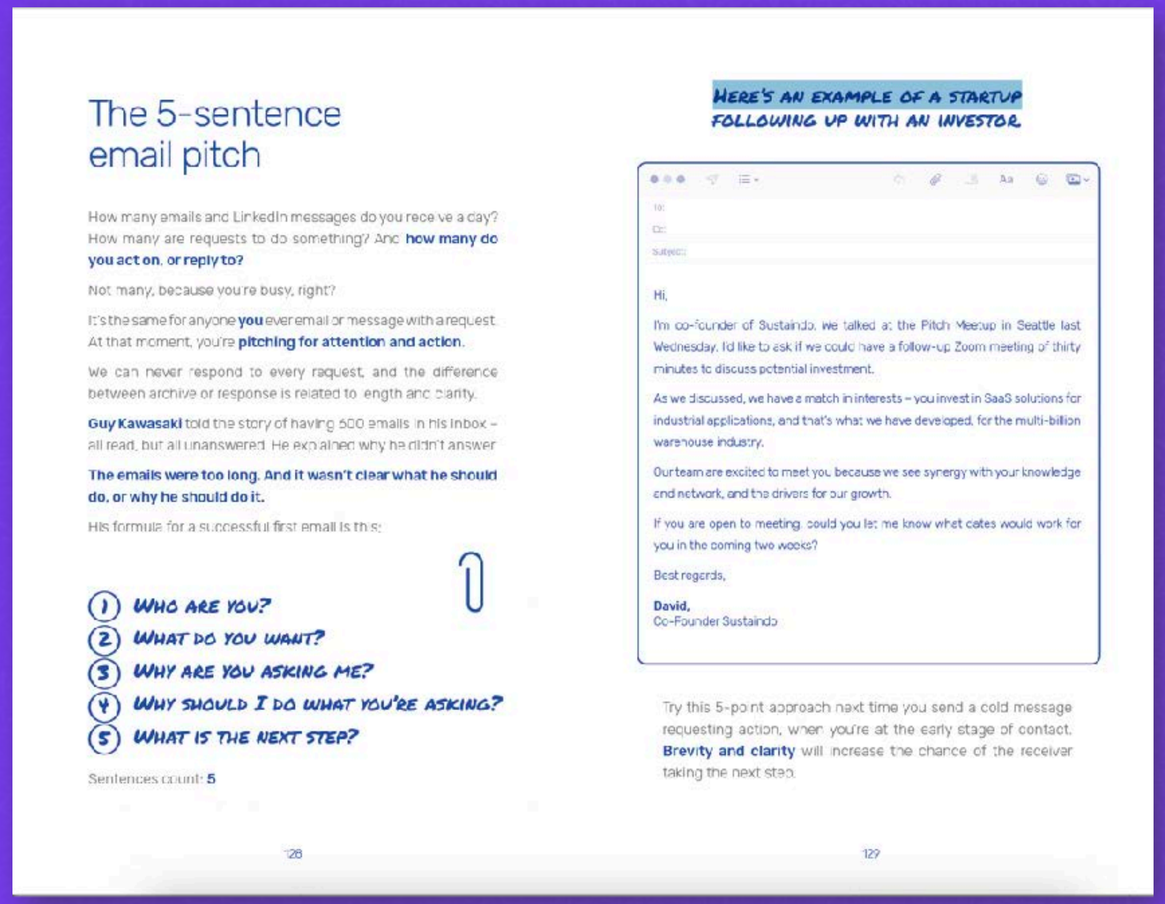
Who are you?

What do you want?

Why are you asking me?

Why should I do what you're asking?

What is the next step?



The 5-sentence email pitch

How many emails and LinkedIn messages do you receive a day? How many are requests to do something? And **how many do you act on, or reply to?**

Not many, because you're busy, right?

It's the same for anyone **you** ever email or message with a request. At that moment, you're **pitching for attention and action.**

We can never respond to every request, and the difference between archive or response is related to length and clarity.

Guy Kawasaki told the story of having 500 emails in his inbox – all read, but all unanswered. He explained why he didn't answer:

The emails were too long. And it wasn't clear what he should do, or why he should do it.

His formula for a successful first email is this:

1. WHO ARE YOU?
2. WHAT DO YOU WANT?
3. WHY ARE YOU ASKING ME?
4. WHY SHOULD I DO WHAT YOU'RE ASKING?
5. WHAT IS THE NEXT STEP?

Sentences count: **5**

HERE'S AN EXAMPLE OF A STARTUP FOLLOWING UP WITH AN INVESTOR.

To:
Cc:
Subject:

Hi,

I'm co-founder of Sustaindo. We talked at the Pitch Meetup in Seattle last Wednesday. I'd like to ask if we could have a follow-up Zoom meeting of thirty minutes to discuss potential investment.

As we discussed, we have a match in interests – you invest in SaaS solutions for industrial applications, and that's what we have developed, for the multi-billion warehouse industry.

Our team are excited to meet you, because we see synergy with your knowledge and network, and the drivers for our growth.

If you are open to meeting, could you let me know what dates would work for you in the coming two weeks?

Best regards,

David,
Co-Founder Sustaindo

Try this 5-point approach next time you send a cold message requesting action, when you're at the early stage of contact. **Brevity and clarity** will increase the chance of the receiver taking the next step.

From the book

BLUE MOON PITCH

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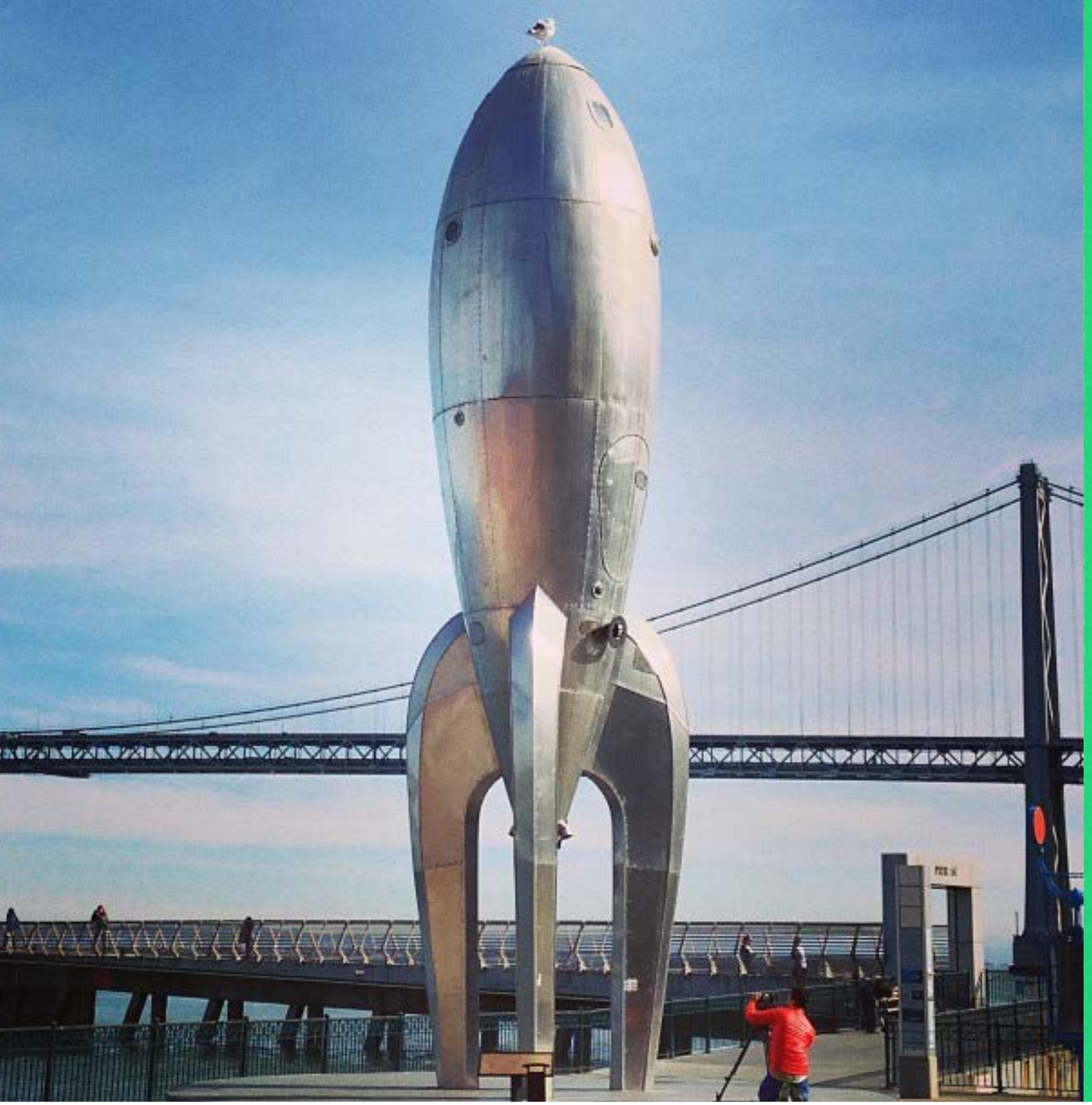
Make the first word count
OPEN POWERFULLY



Example of an opening gone **wrong**



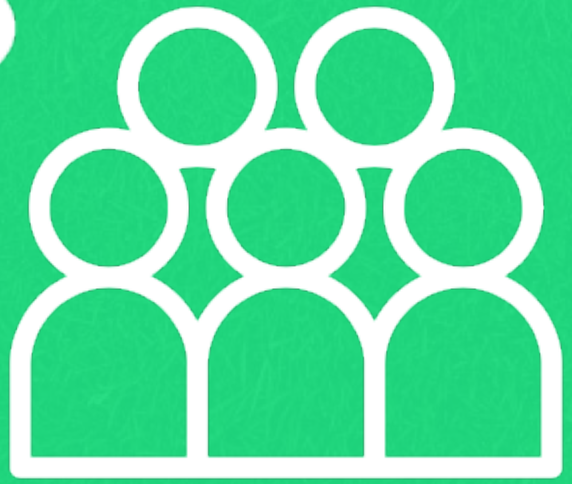
The first 20 seconds buys

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


POSTCODE
LOTTERY
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018

Quantify
THE PROBLEM

mobypark

The Problem
WITH PARKING



20 MINUTES



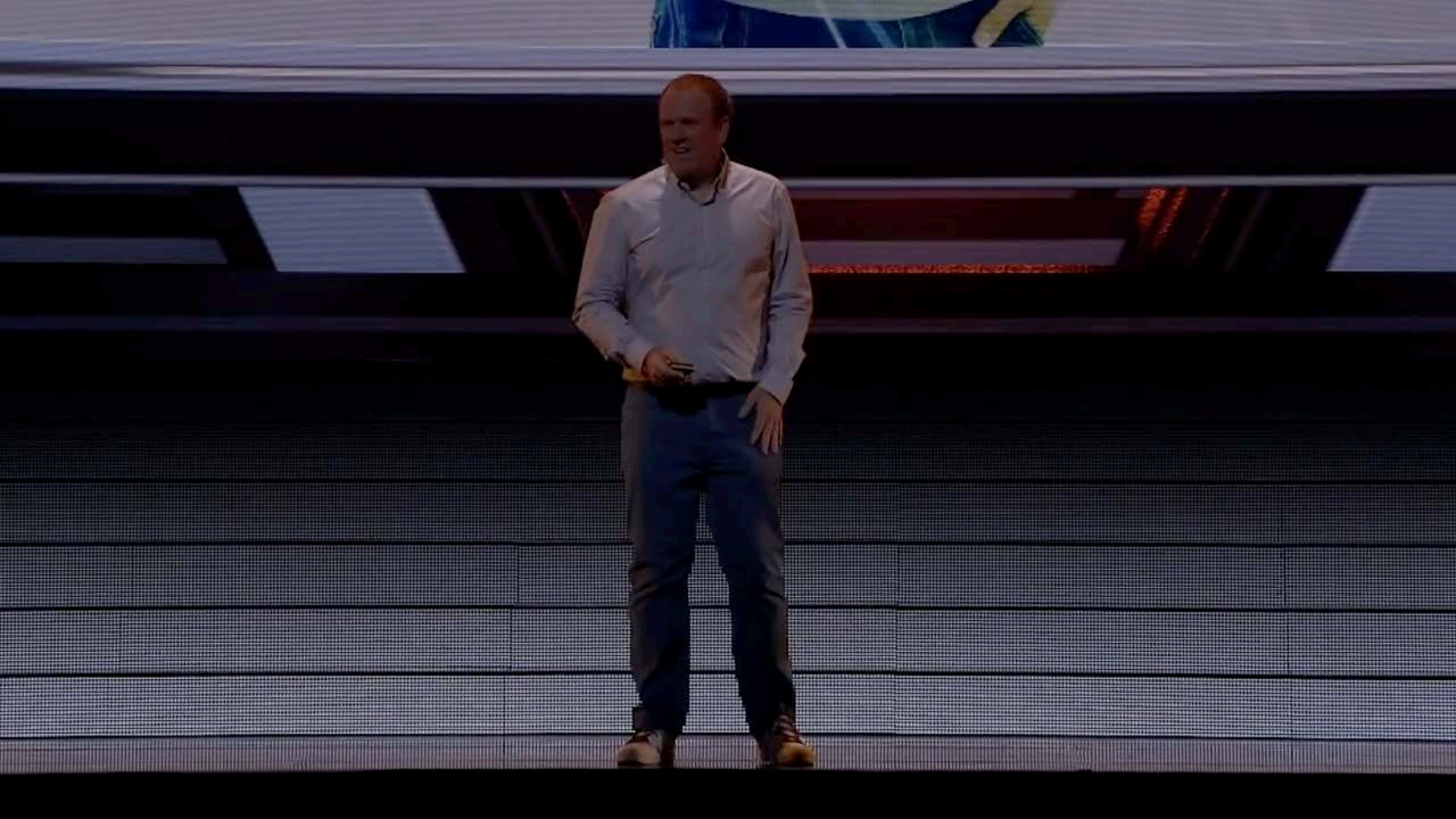
30%



1 YEAR

Show your **ENTHUSIASM**

PITCH TO WIN



Simply

BE PROFESSIONAL

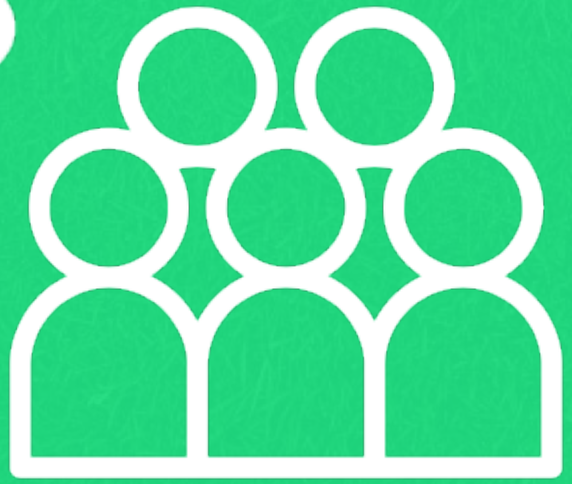
SADDL



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



5

ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences



ACTION STEP

Test out your
opening 5 sentences
out loud on someone else

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

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

7:05

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**?

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


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.



ACTION STEP

5

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.



ACTION STEP

Tell the 3 big things in 3 sentences to someone else;

"There are three things I want to tell you;

First…

Second…

Third…"



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!

Pitch tools and

RESOURCES







best3minutes.com/followthis

All the workshop
SLIDES



best3minutes.com/followthis

Best 3 Minutes

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

W best3minutes.com
TW @best3minutes
E david.beckett@best3minutes.com
LI linkedin.com/in/davidbeckettpresentationcoach
David Beckett

Best 3 Minutes

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;
tiny.cc/pitchworkshop

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E david.beckett@best3minutes.com
LI linkedin.com/in/davidbeckettpresentationcoach
David Beckett

Best 3 Minutes

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

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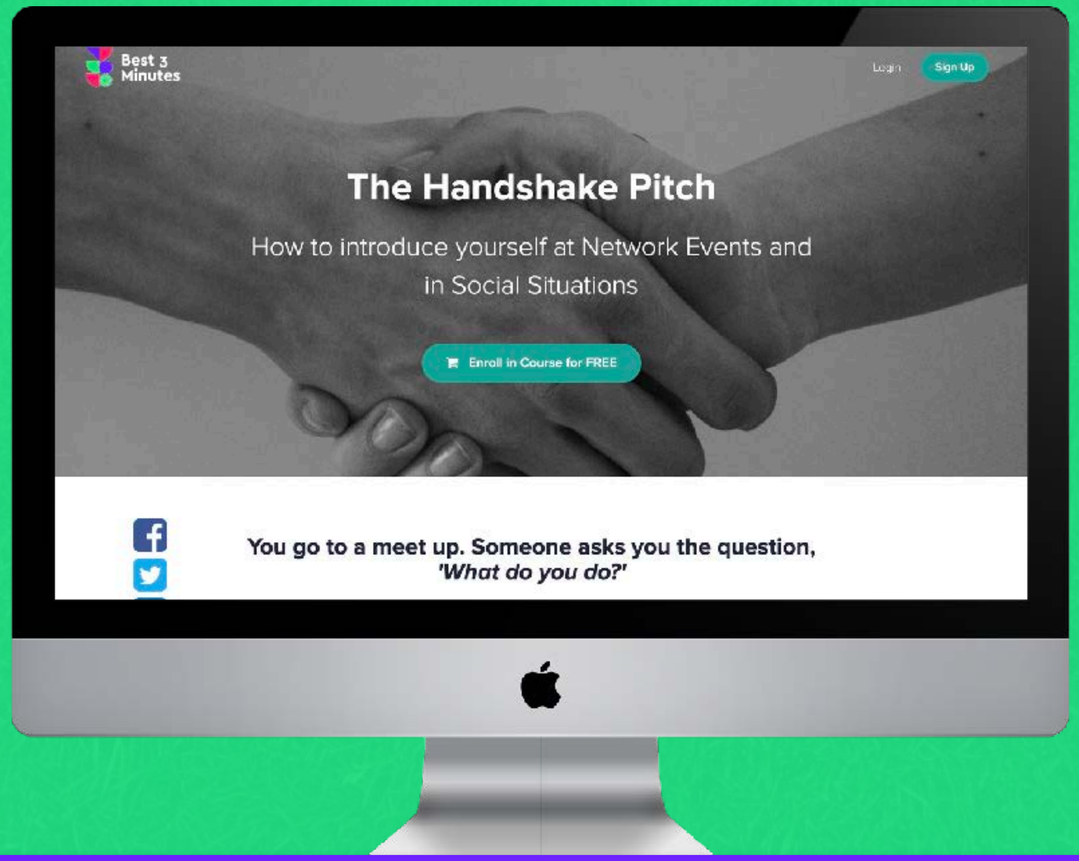
FREE

10 Minute Online Course

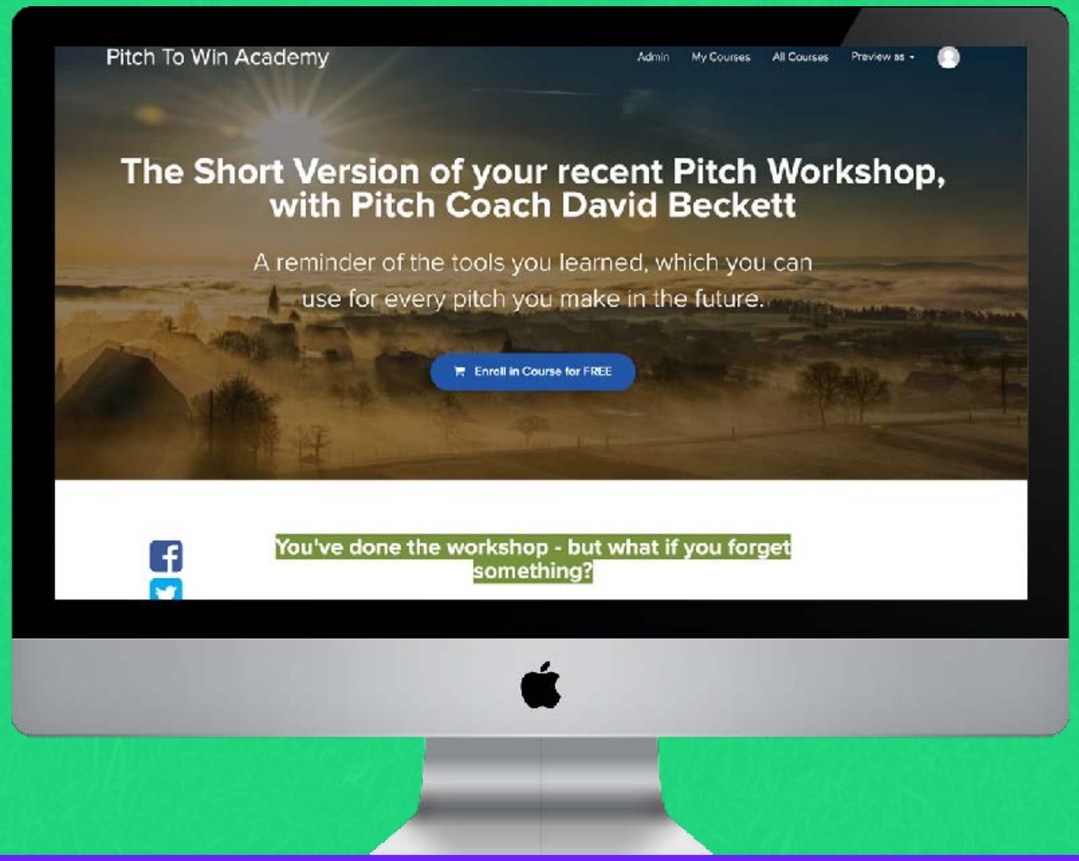
YOUR INTRO PITCH



best3minutes.com/youngshell

FREE

Online Pitch Course



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