Pitch Coach
Co-author ‘Zet jezelf op de kaart’
Co-developer Best3Minutes© Method

Sheila Schenkel

@best3mincoach

Best 3 Minutes

GREAT IDEAS NEED A VOICE





TURNING POINT?

Having a **short, sharp, clear** story makes a difference!

When talking to a (potential):

customer, partner, journalist, team member, …

using these tools can **change your future**

30 Countries (face-to-face)

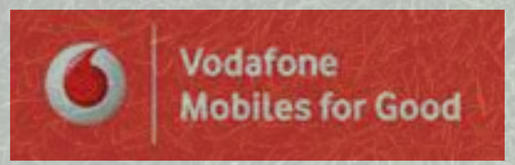
33,000+ professionals

















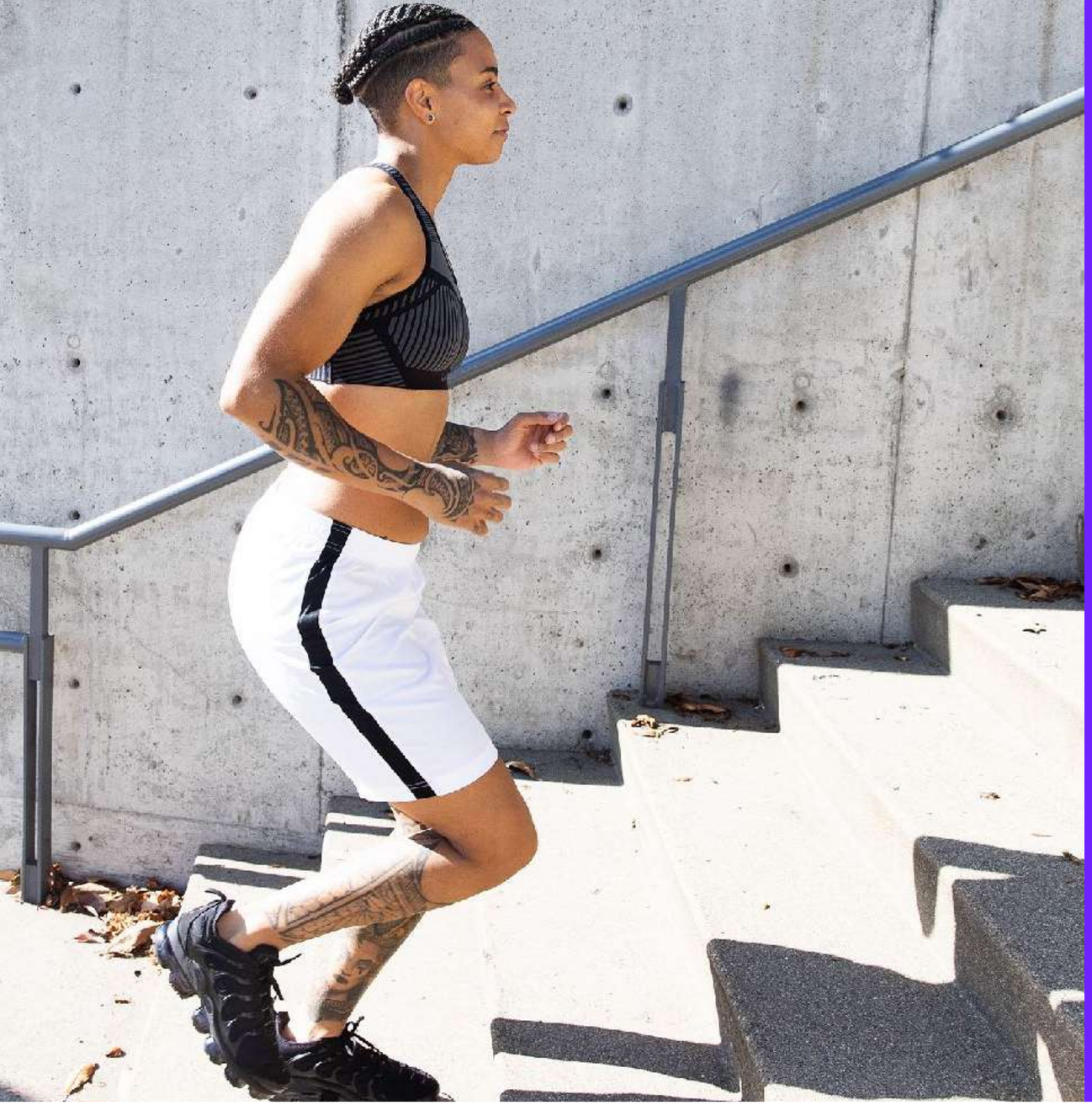









Coached 2000+ Startups
RAISED OVER €400MILLION
POSTCODE LOTTERY
GREEN CHALLENGE
This is a
LEARNABLE SKILL



ACTION STEP

Use the language you'll pitch in from the very start!

English

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
You can ask
ANY TIME



ACTION STEP

Pitch yourself in
30 Seconds to the person right next to you

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

No Other Instructions

LET'S DO IT!

HOW LONG DID YOU NEED?

10 seconds?



Only just got started?

TICK... TOCK...


What did you
TALK about?



Who are we pitching to?

Why are we pitching?

What should we pitch?


TOOLS



Audience Who do I want to connect to, who is listening?

Goal What do I want to achieve?

Time How many minutes have I got?



For now: Focus on Feb. 14

Live Pitch on Final Day

Tip Also use these tools
for any other pitch in the future!

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





WHO'S YOUR AUDIENCE?

What do they **CARE** about?



WHO'S YOUR AUDIENCE?

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Same **background**? (Jargon)

What might be their biggest **objection?**



WHO'S YOUR AUDIENCE?

February 14:

Mentor pool, fellow students

Ecosystem partners

ACE, ASIF Ventures, StartHub, D-Lab

Friends & Family

Plus…


A JURY!
Jury members to be announced,
criteria were shared: **ASL Lecture 10** (pdf)

CRITERIA

Is it clear what **specific problem** do you solve / prevent?

Your **solution**: is your idea **feasible**?

Market Size? **Growth opportunity?**
Will people pay?

CRITERIA

Strength of your **team**?

Concrete plans? Next steps & milestones?

Oh, and the quality of your pitch! 🤣

Think about...

What's **innovative** about the way you do that?

Inspiring your audience, make them enthusiastic!



WHAT'S YOUR OBJECTIVE?

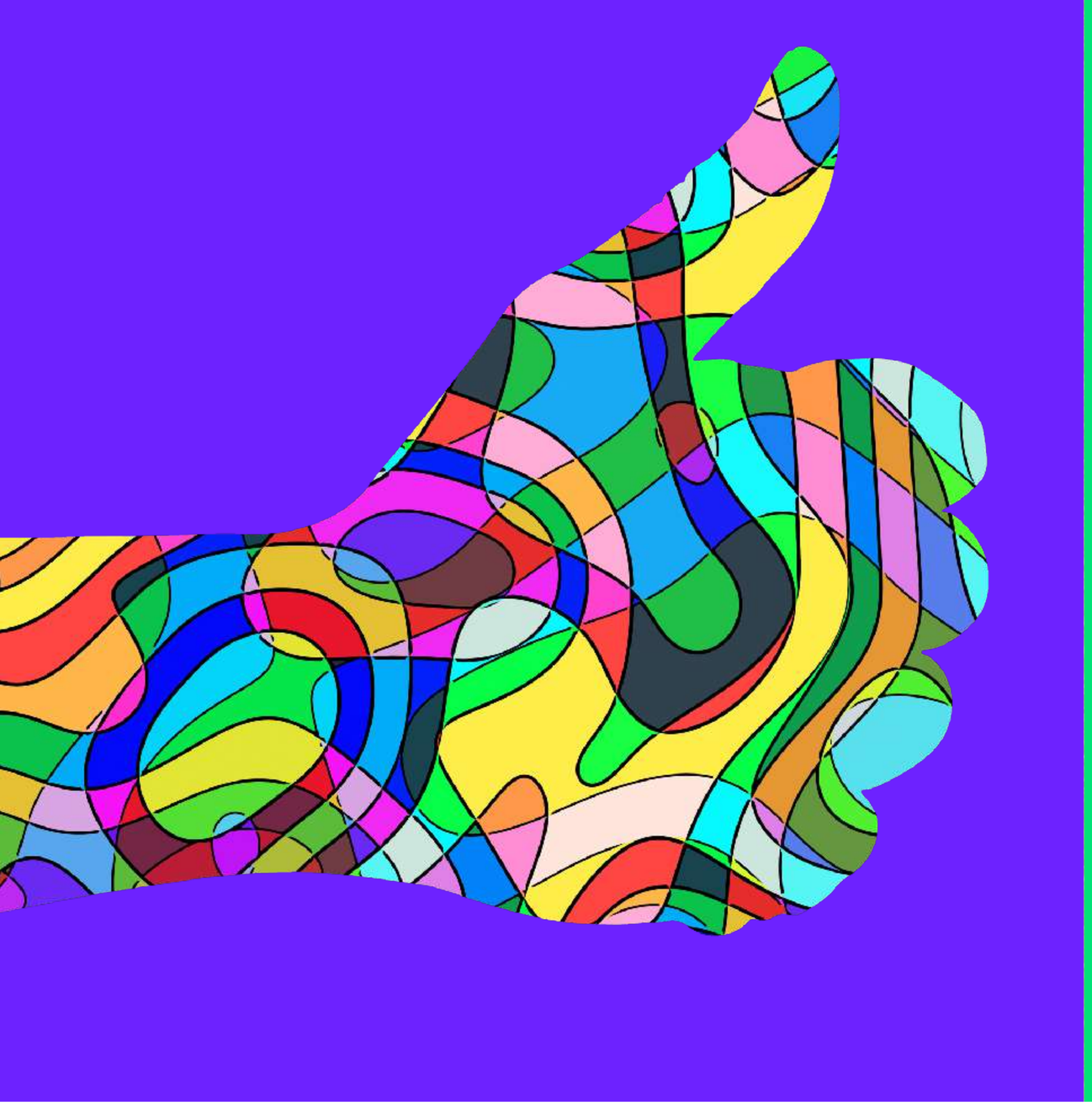
What do you want them to **do**?

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

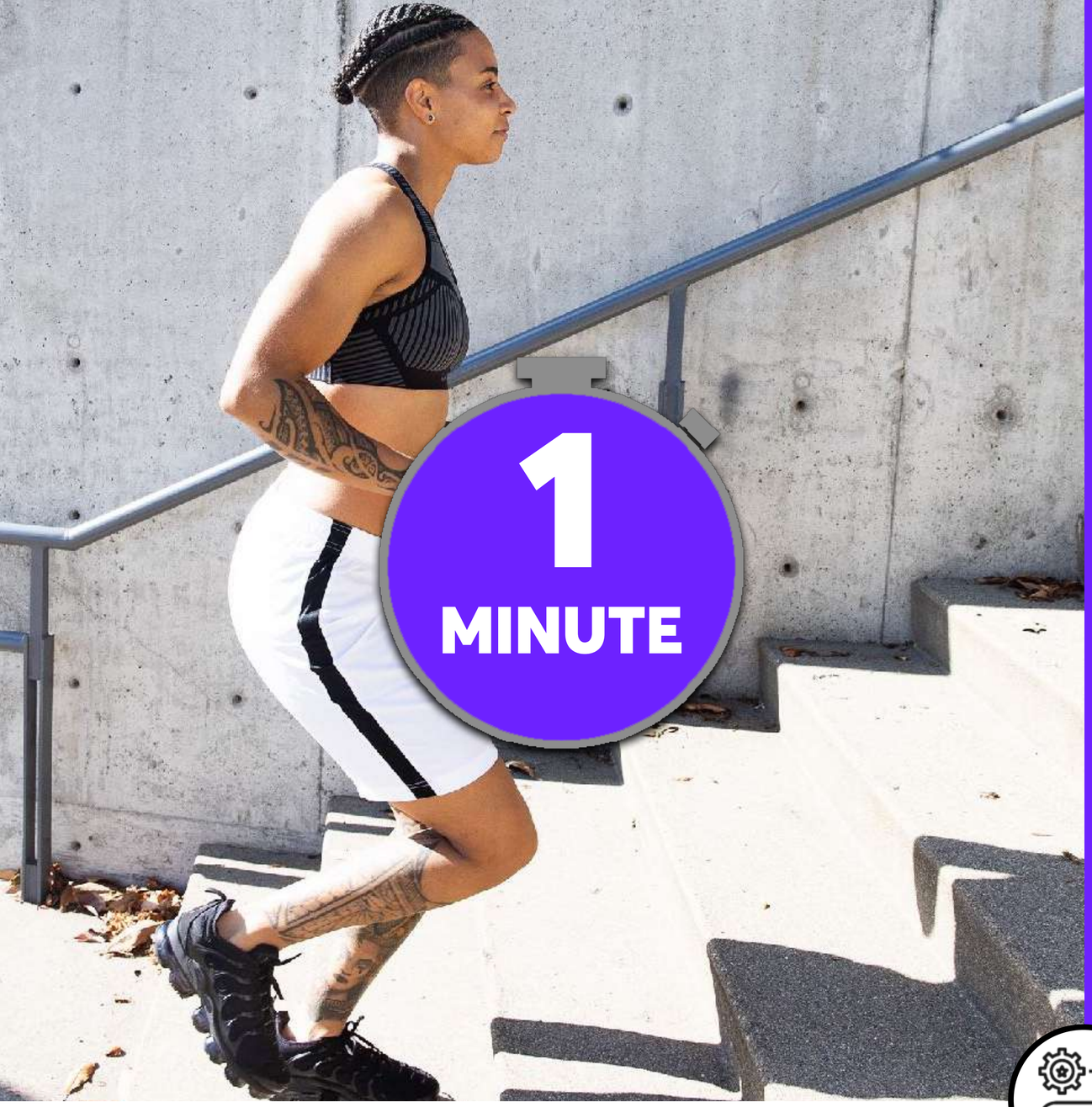
"What could they **do** at **09:30** on a Monday morning?"



Give them something they can say

YES!

to



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



Prepare you for your **WINNING PITCH**

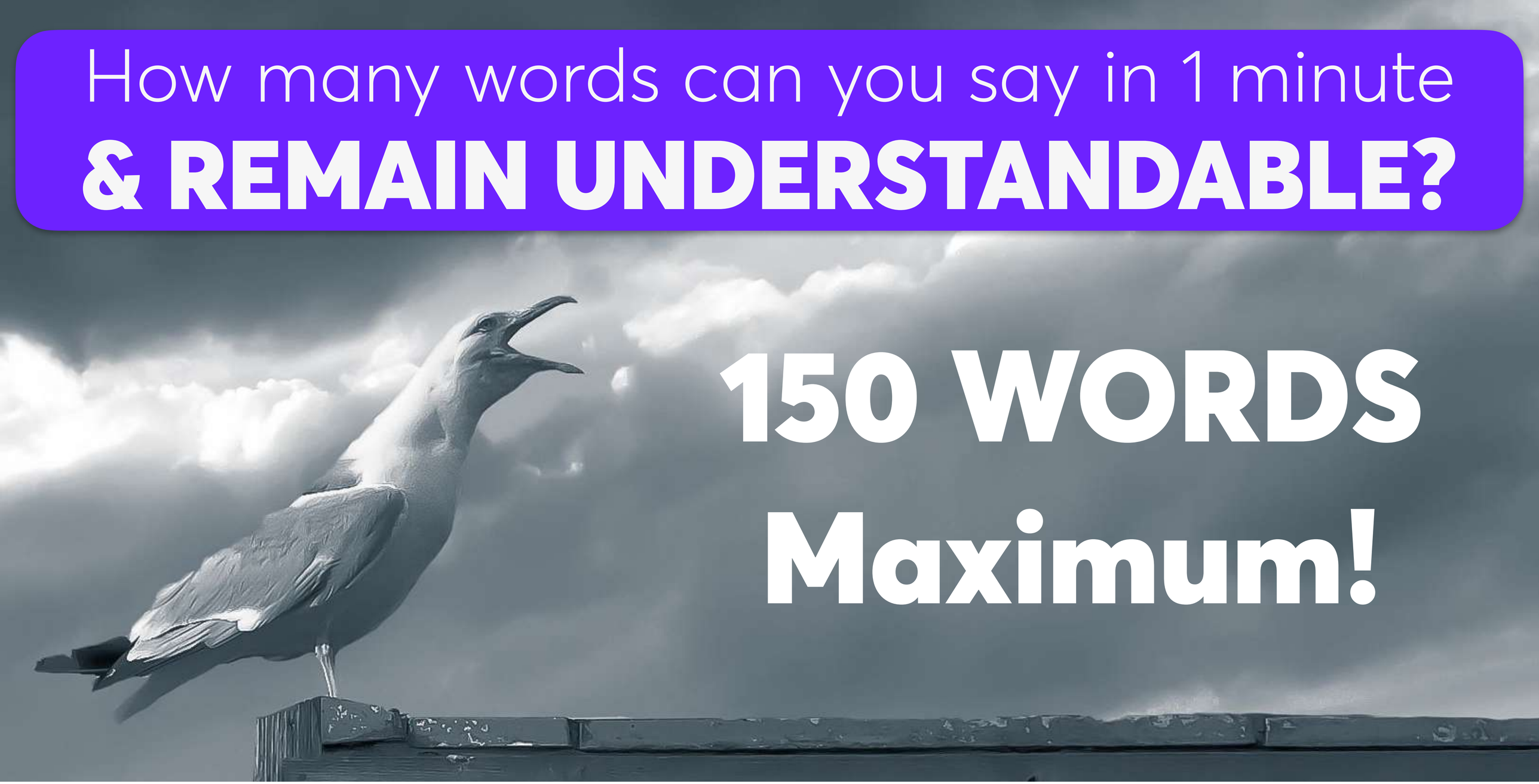


PITCH

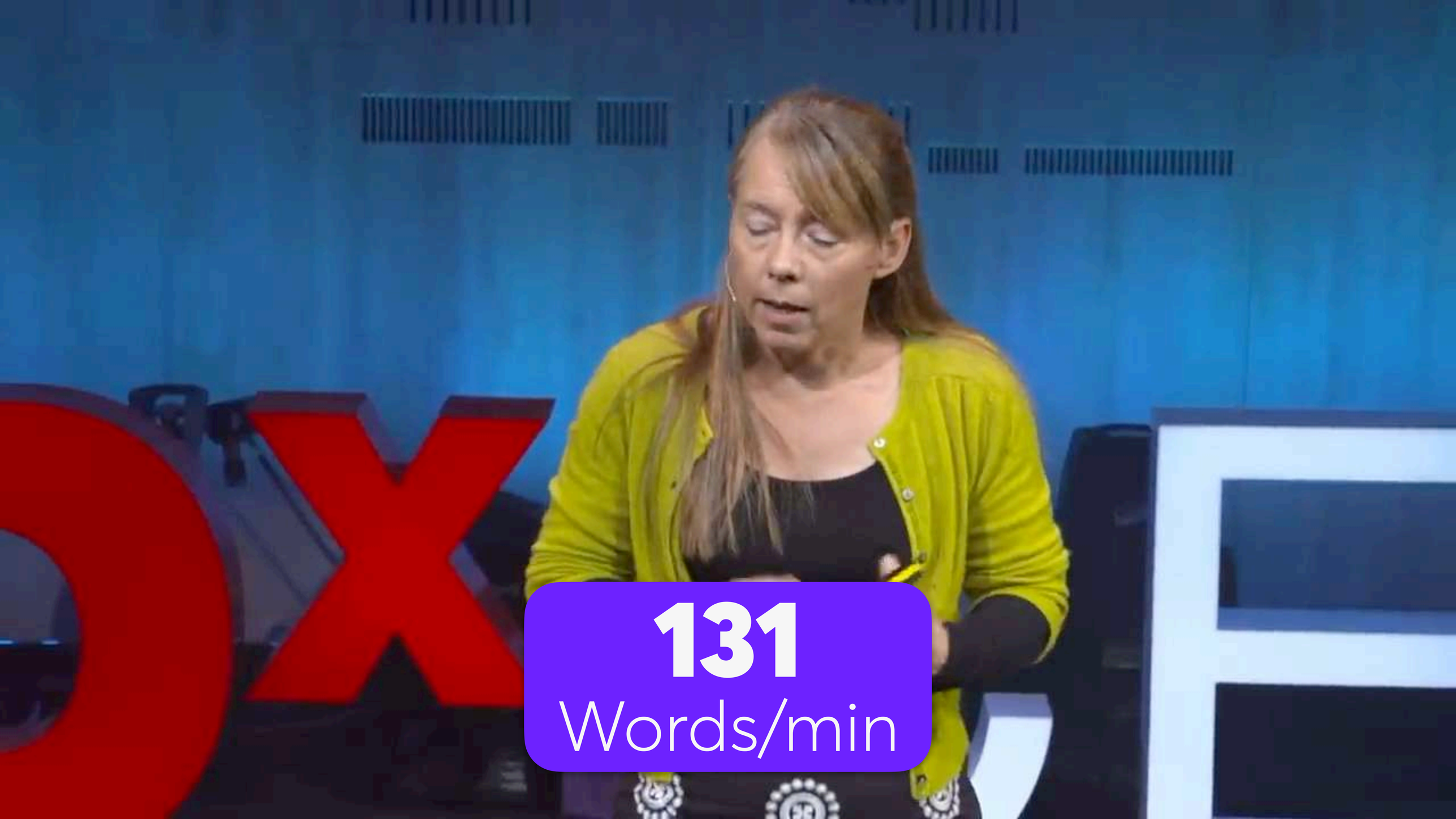


Q&A

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

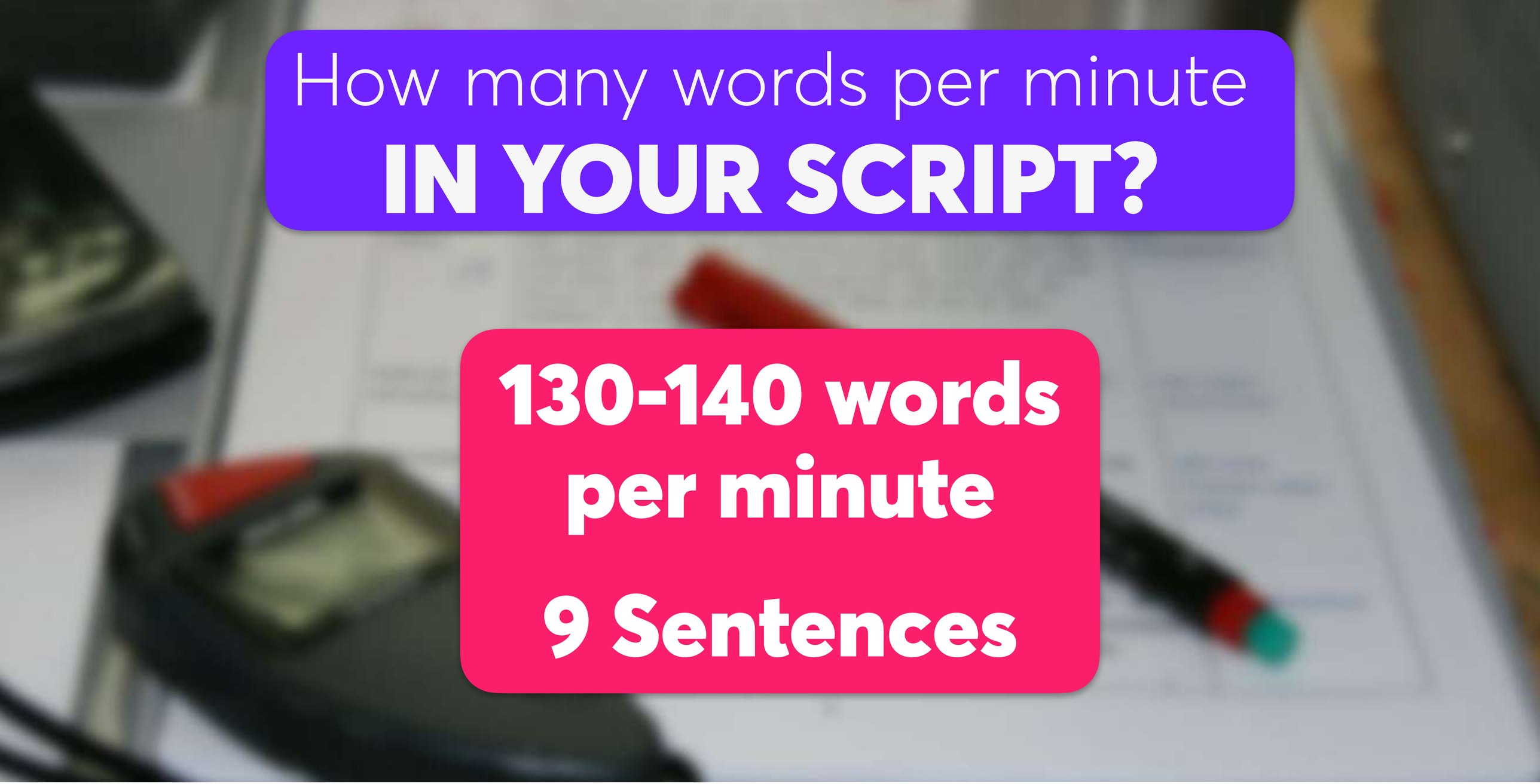


150 WORDS Maximum!


131
Words/min


143
Words/min


203
Words/min



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

130-140 words per minute

9 Sentences

How do you create

YOUR STORYLINE?

Process

HOW?

Content

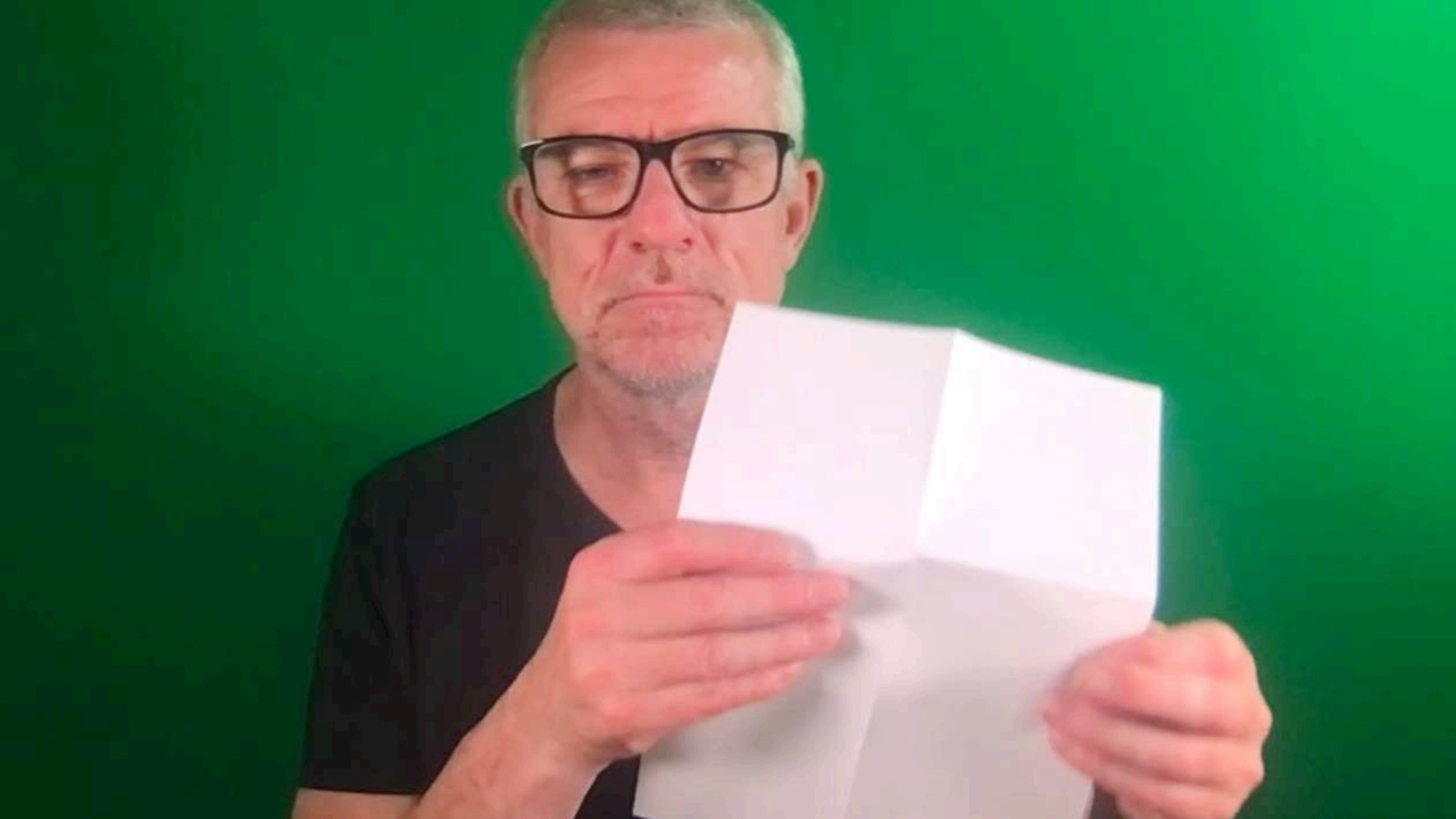
WHAT?


Don't Open
POWERPOINT
Until you know what you are going to say...


Also when you
DON'T use slides…

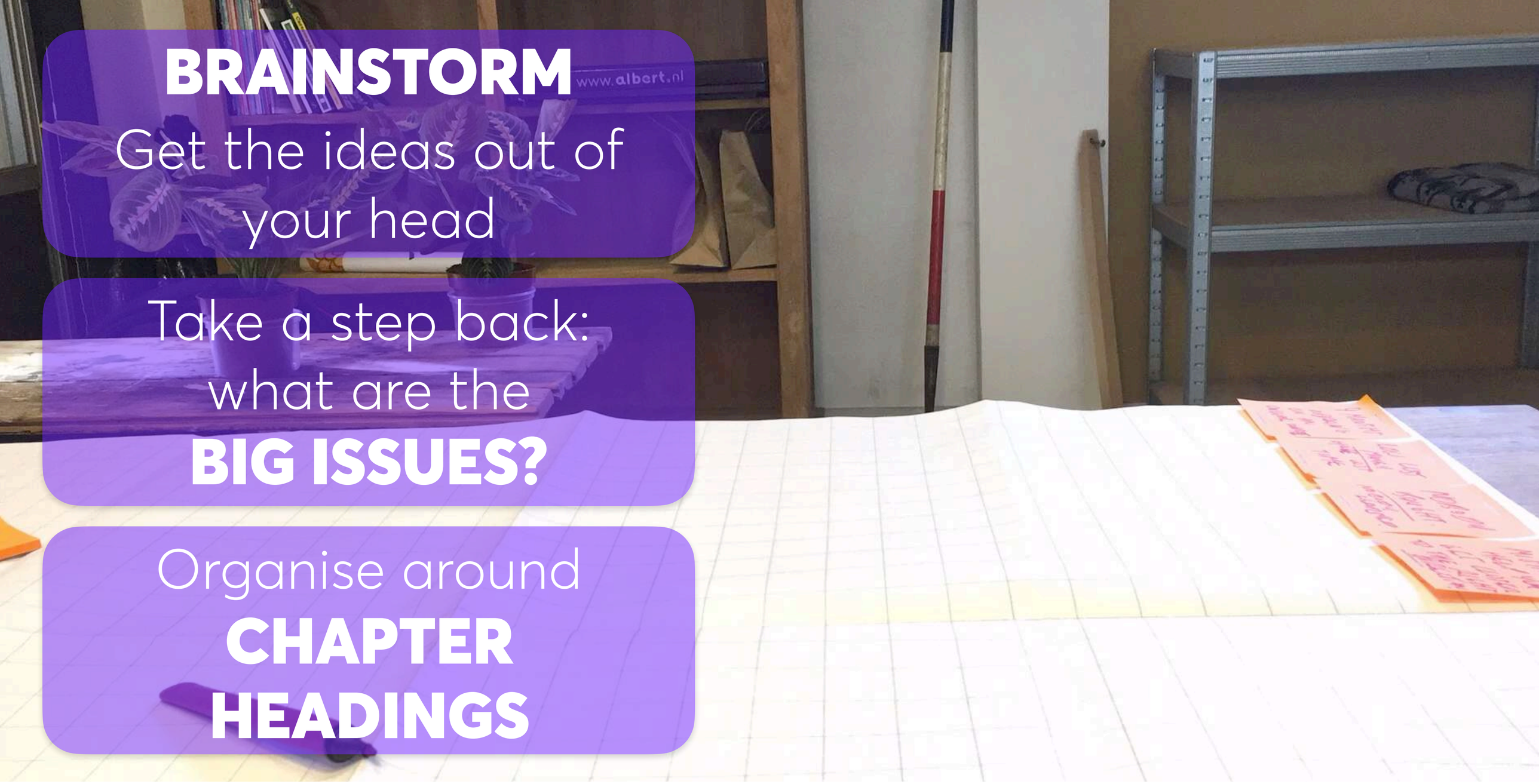


Use POST-IT NOTES To Build Your Storyline





How do you **POST-IT NOTES** To Build Your Storyline?



BRAINSTORM

Get the ideas out of your head

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

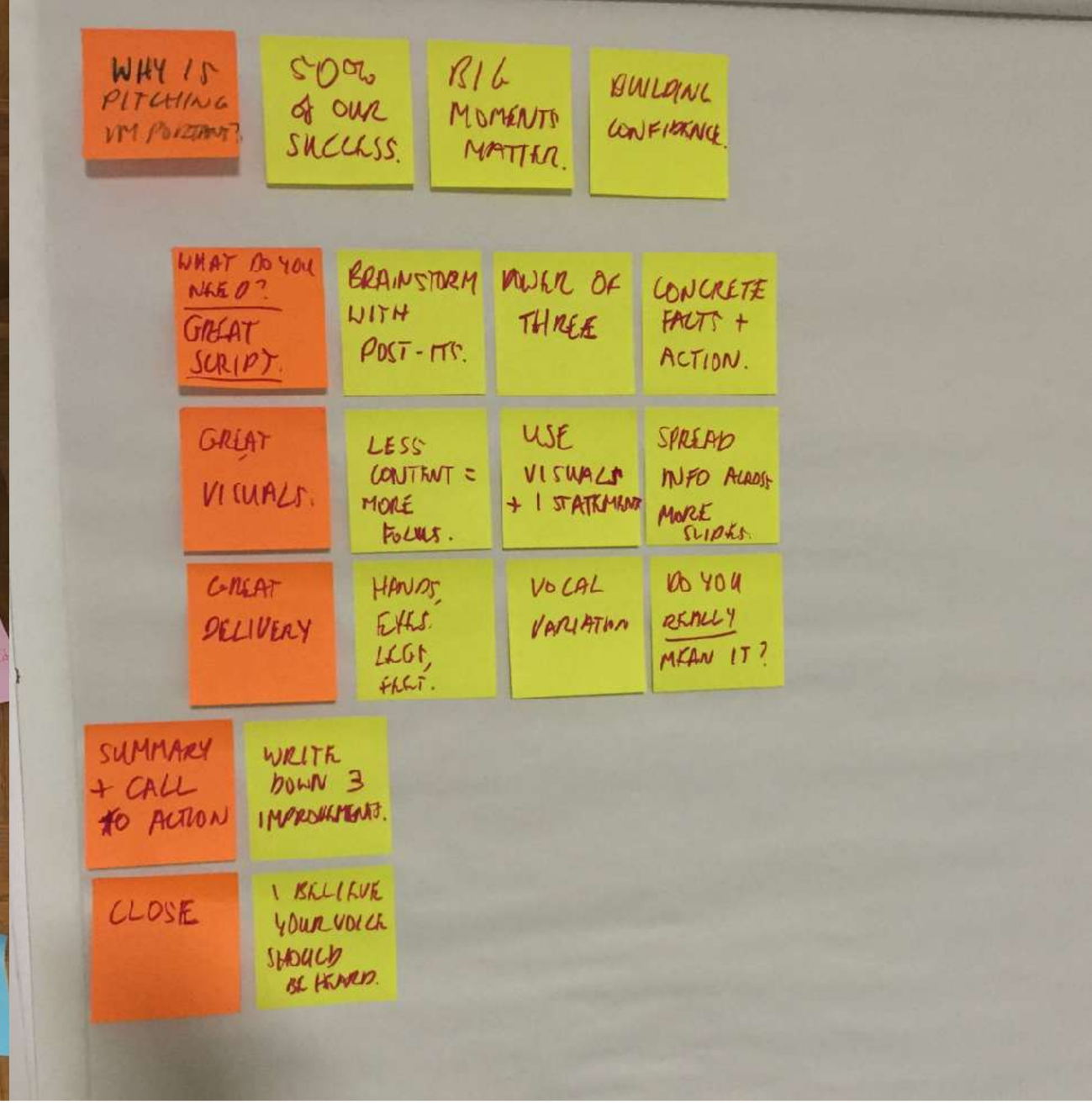
Organise around **CHAPTER HEADINGS**



VIRTUAL TOOLS

miro.com

mural.co



Which topics should be in

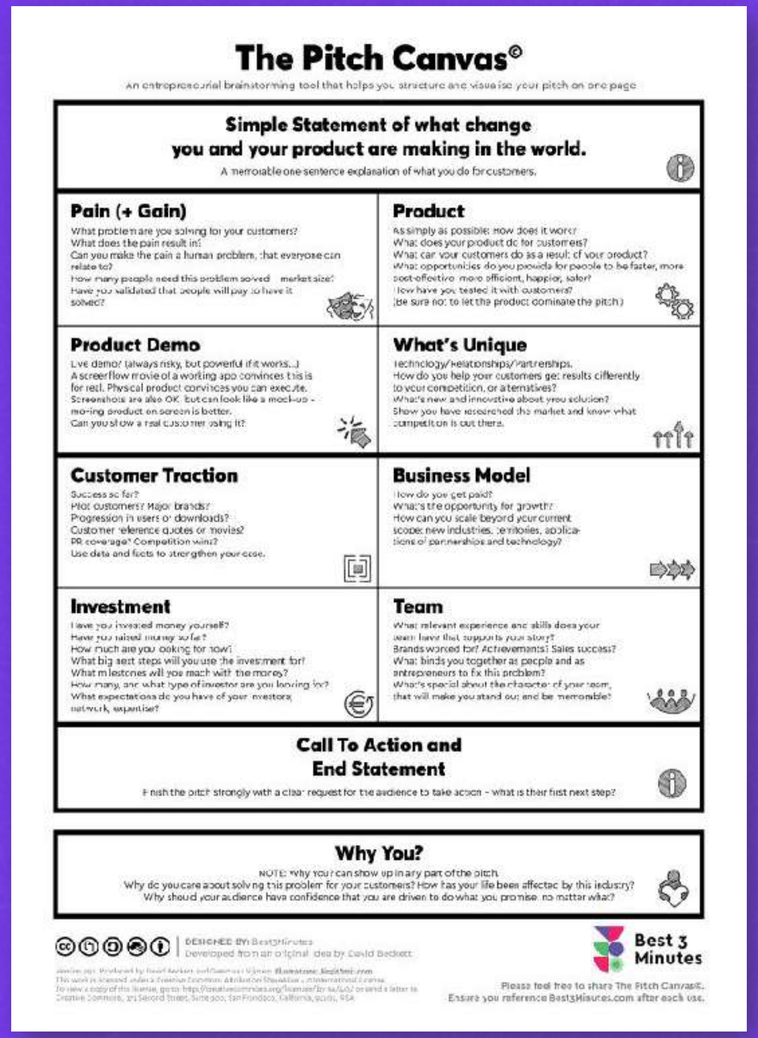
YOUR WINNING PITCH?

Process

HOW?

Content

WHAT?



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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?
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As simply as possible: How does it work?
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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?
Progression 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

Best 3 Minutes

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

THE PITCH CANVAS©

Download FREE
via Best3minutes.com

Let's focus on

KEY TOPICS



PAIN

What's the **problem** you're solving?

What are those **difficulties**?



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..."



PAIN

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



Lost time?

More cost?

Mental health?

Wastage? What kind?

Co2 emissions?

Quantify it:
put a **number** on it

Be specific

PUT A NUMBER ON IT

"It wastes a lot of hours"

"It creates a lot of CO2"

"It takes up to 72 hours"

"It creates X Million Tonnes CO2"


nuventura
04:53
04:53



PRODUCT

How do you **solve** the problem?

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

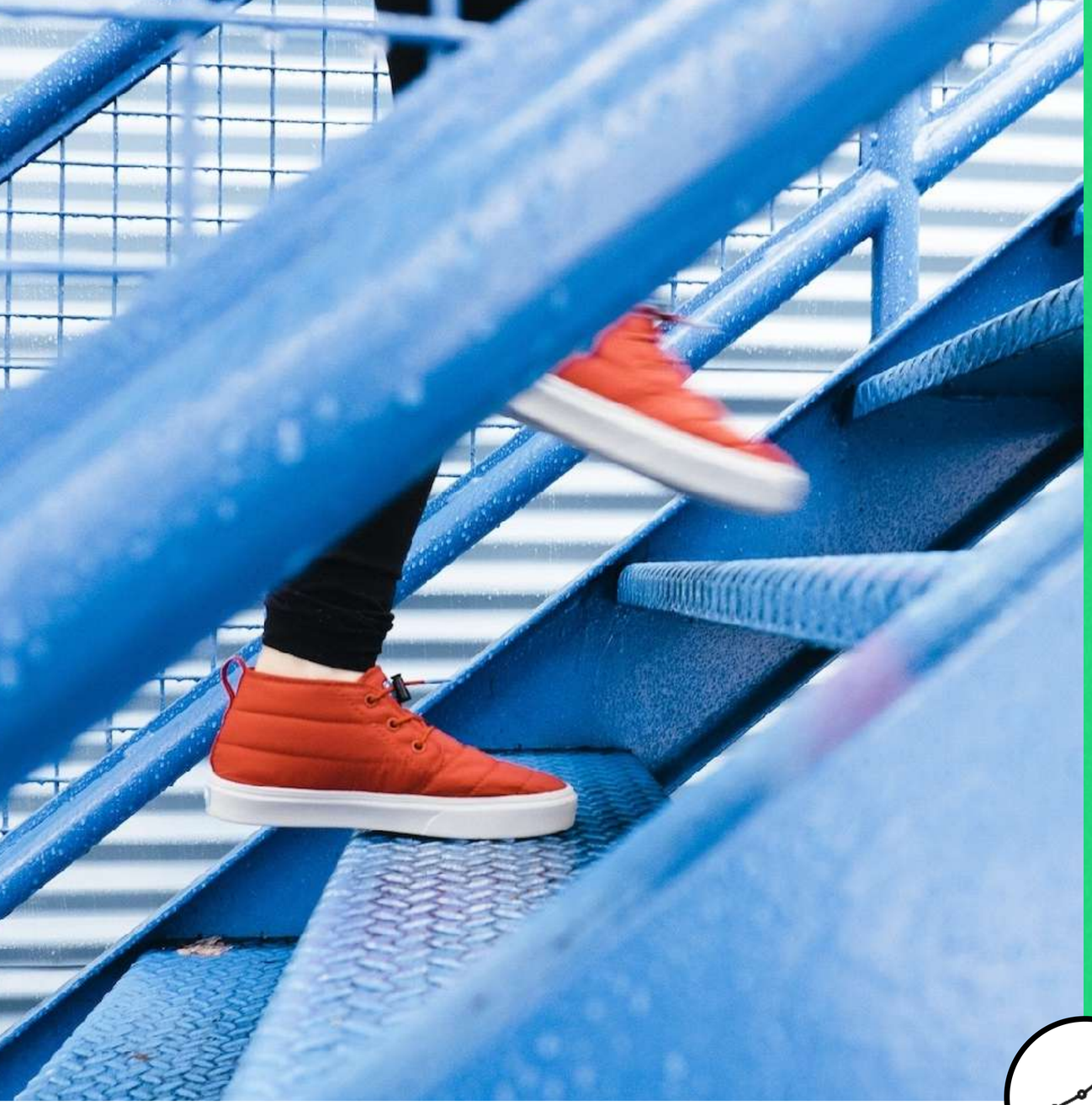


UNIQUE

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

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

(What is different to current solutions?)



TRACTION

Who's already **buying**?

Recognisable brands?

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

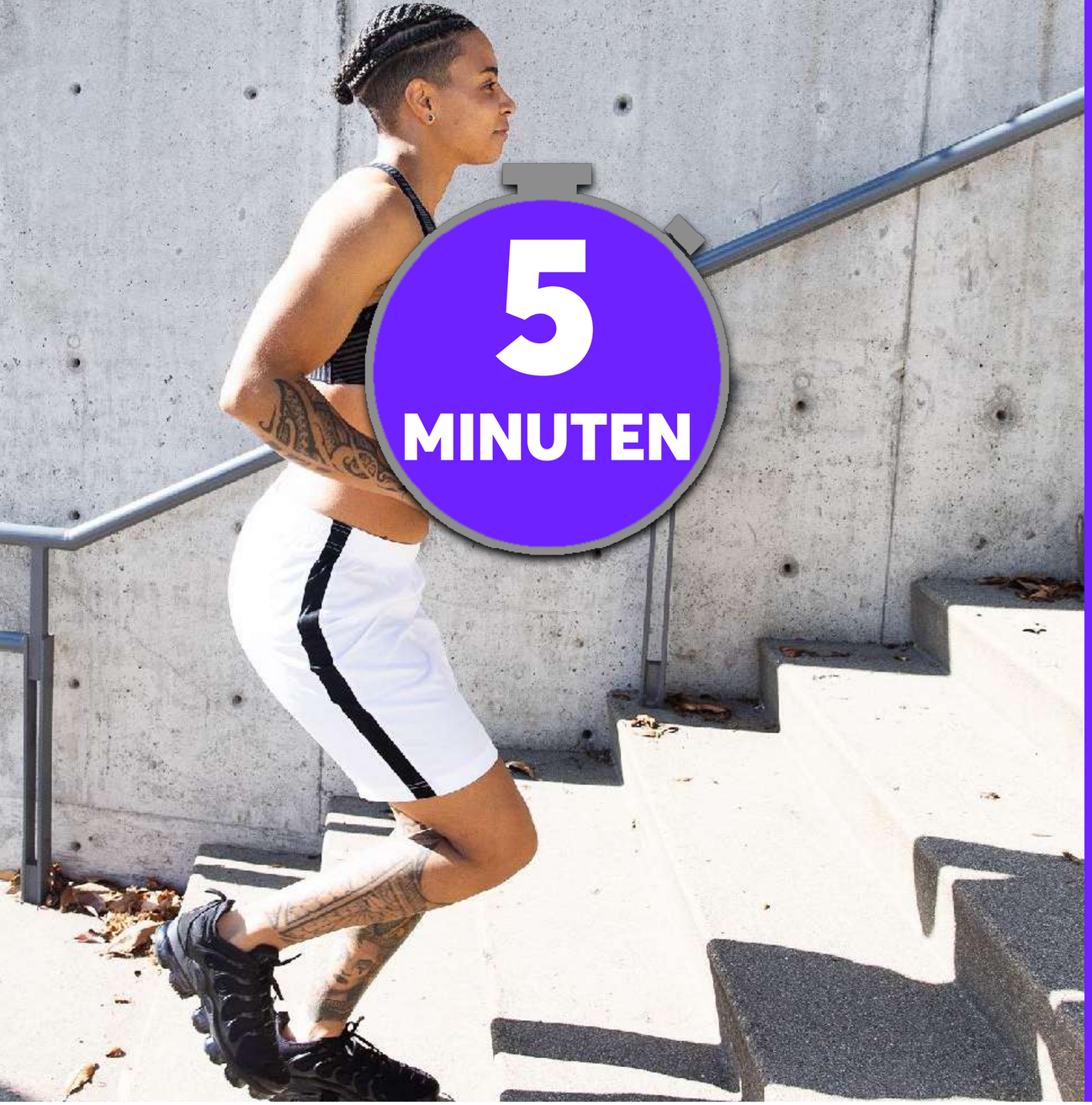


EARLY STAGE VALIDATION

Customer **Interviews**?

Online **Experiments**?

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



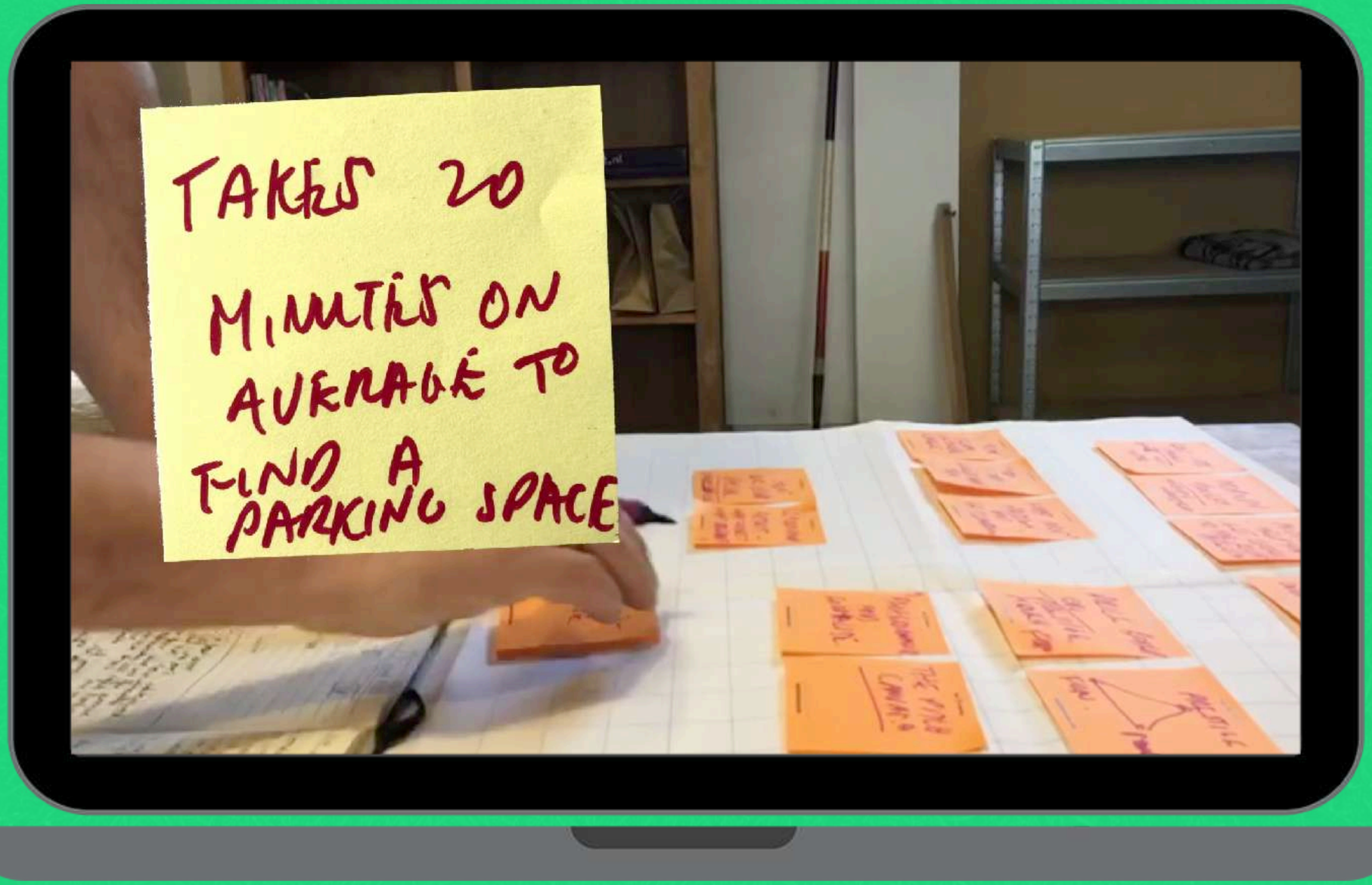
ACTION STEP

Brainstorm: write down *at least* **10 things** about the **PAIN & PRODUCT** (your solution)

Write down *at least* 1 thing about how **UNIQUE** your idea is, and about **VALIDATION**

Don't think too much: **just write**

And remember: **1 idea per Post-it!**


TAKES 20
MINUTES ON
AVERAGE TO
FIND A
PARKING SPACE

Which other topics should be in

YOUR WINNING PITCH?



EARNINGS MODEL

How will you **earn** money?

Avoid actual **prices**:
focus on the **mechanism**

Monthly **subscription**, set up fee, transaction commission, etc



THE IMPACT OF YOUR SOLUTION

What **impact** do you make?
Opportunity for **growth**?

What's your **vision** for the **future**, your ambition?

Any concrete plans, your **next steps**?



WHAT DO YOU NEED?
= CALL TO ACTION

Advice? **Introductions**?

Follow Up **Meeting**?

Feedback - on what?

Or… Something else?



INVESTMENT

(Raised **before**?)

How much raising now?

What will you **spend** the money on?

Milestones you can reach?

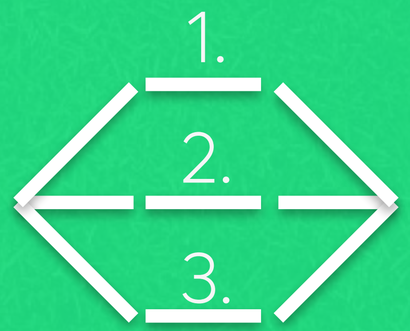
THE INVESTMENT FUNNEL

Invested Cash Yourselves?

Raised Money Already?

Raising how much now?

We'll spend it on;



Milestone X



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

A:TEAM!



TEAM

Driven by the same **purpose**?

Young and **Hungry**?

Experienced and ready for **new** challenges?



WHY YOU?

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

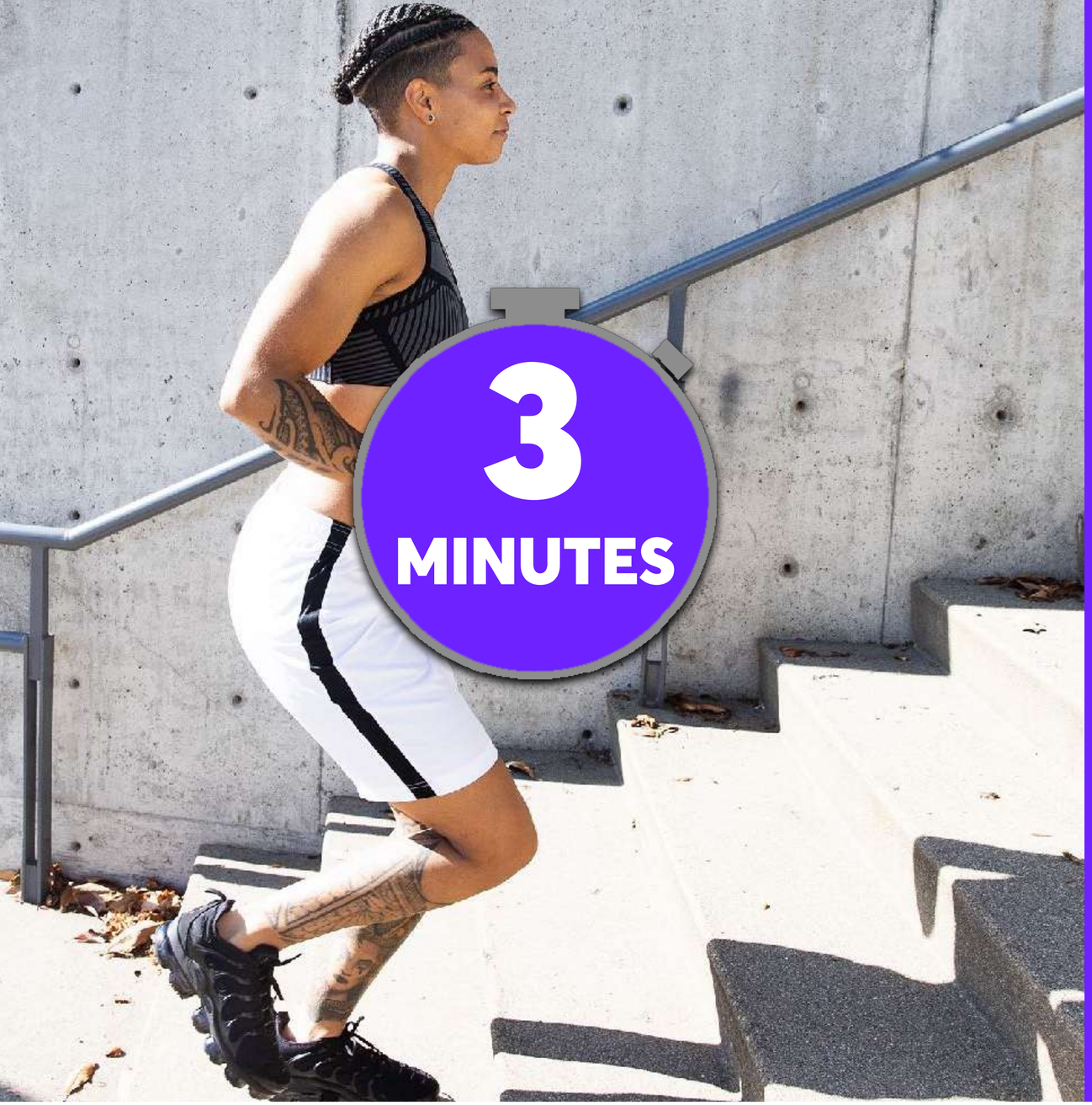
Why did you even start working on this issue?



WHY YOU?

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

Your **enthusiasm** really counts!



ACTION STEP

Brainstorm: Write down at least **10 things** in total about Earnings Model, Next Steps, Call to Action (what do you need) and Why You?

Quickly write down **key words** and phrases, not full sentences

Don't think too much: **just write**

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening




Make the first word count
OPEN POWERFULLY



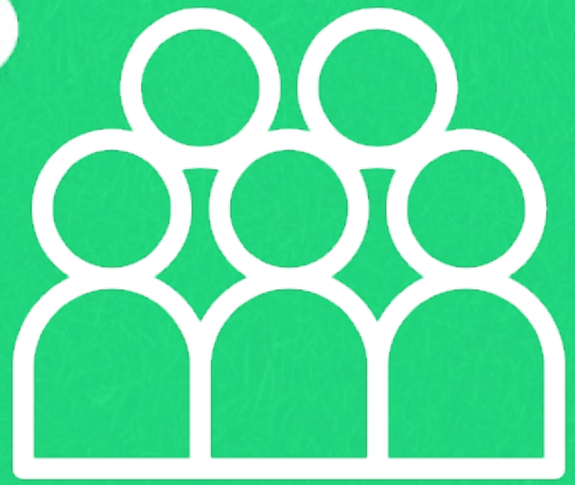
The first 20 seconds buys

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

Simply

BE PROFESSIONAL

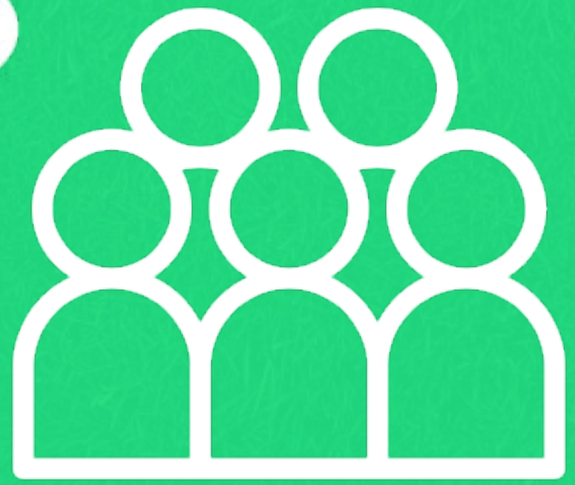
SADDL



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 3-5 sentences

(Individually - compare later!)



ACTION STEP

Test out your
opening 3-5 sentences
out loud on someone else

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

Give and receive **great** feedback


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


You've now 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


For every part of your pitch
REPEAT THE PROCESS

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"

How do you apply
THE POWER OF THREE?



Break your product into
THREE BIG QUALITIES

EASY TO IMPLEMENT

GAME CHANGER

FITS BUDGET

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



The Open-3-Close© Pitch Model

Who is your
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Establish your
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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



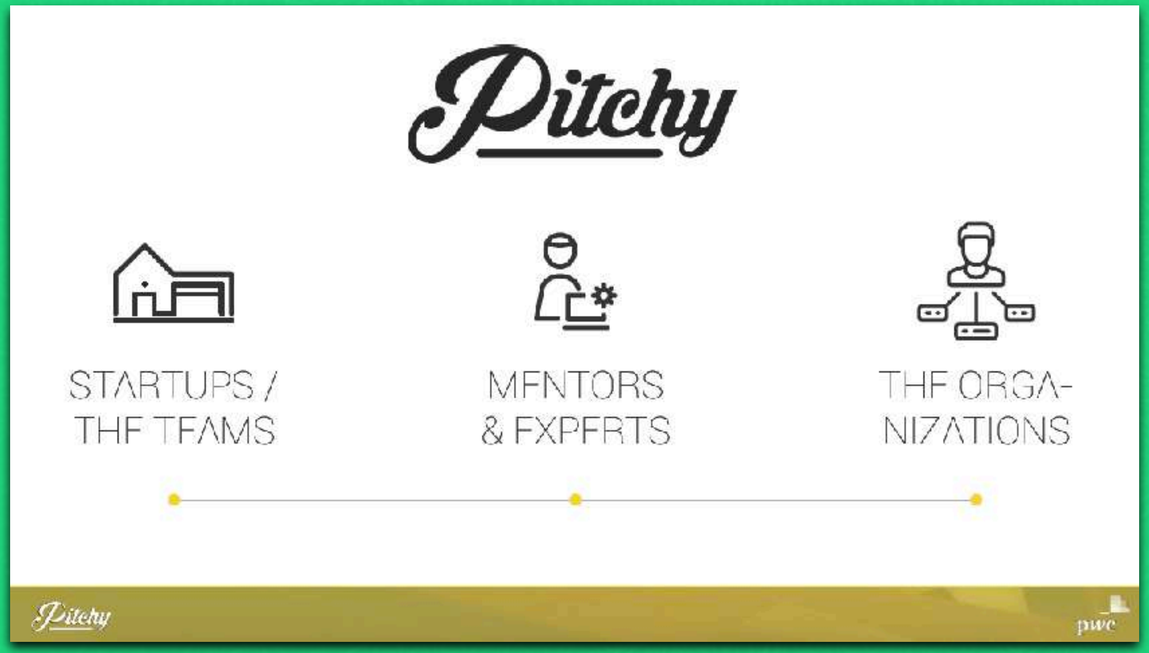
Before we finish…
A word on your **SLIDE DECK**

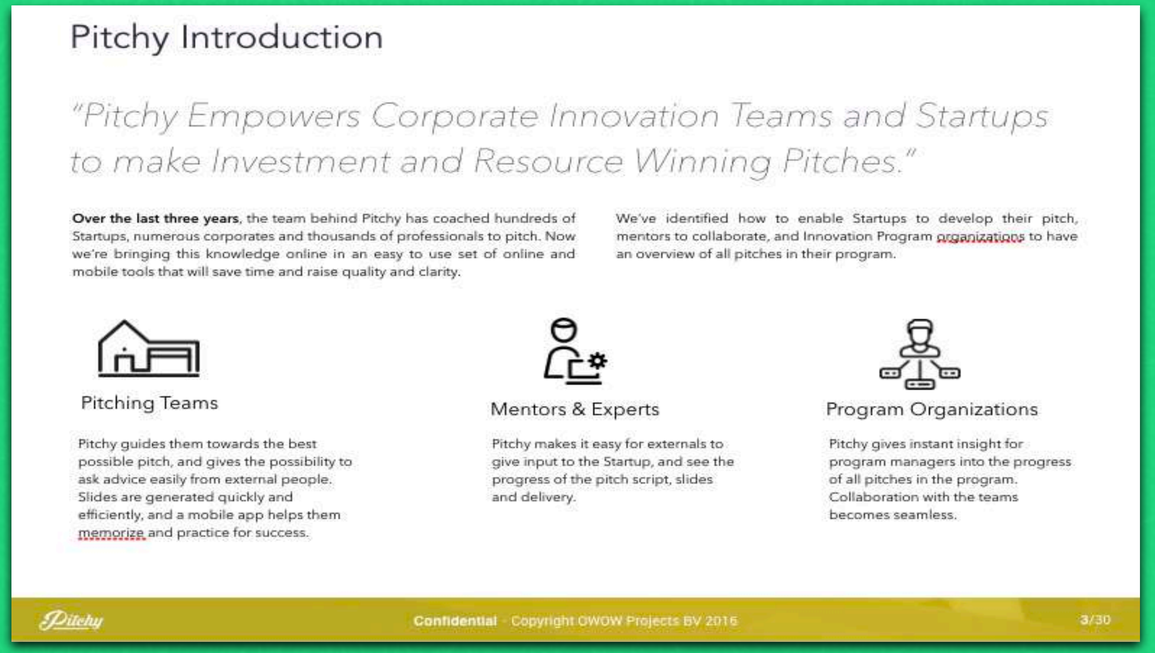
Why create 2 slide presentations?

1 TO PRESENT, 1 TO SEND

Why create 2 slide presentations?

1 TO PRESENT, 1 TO SEND



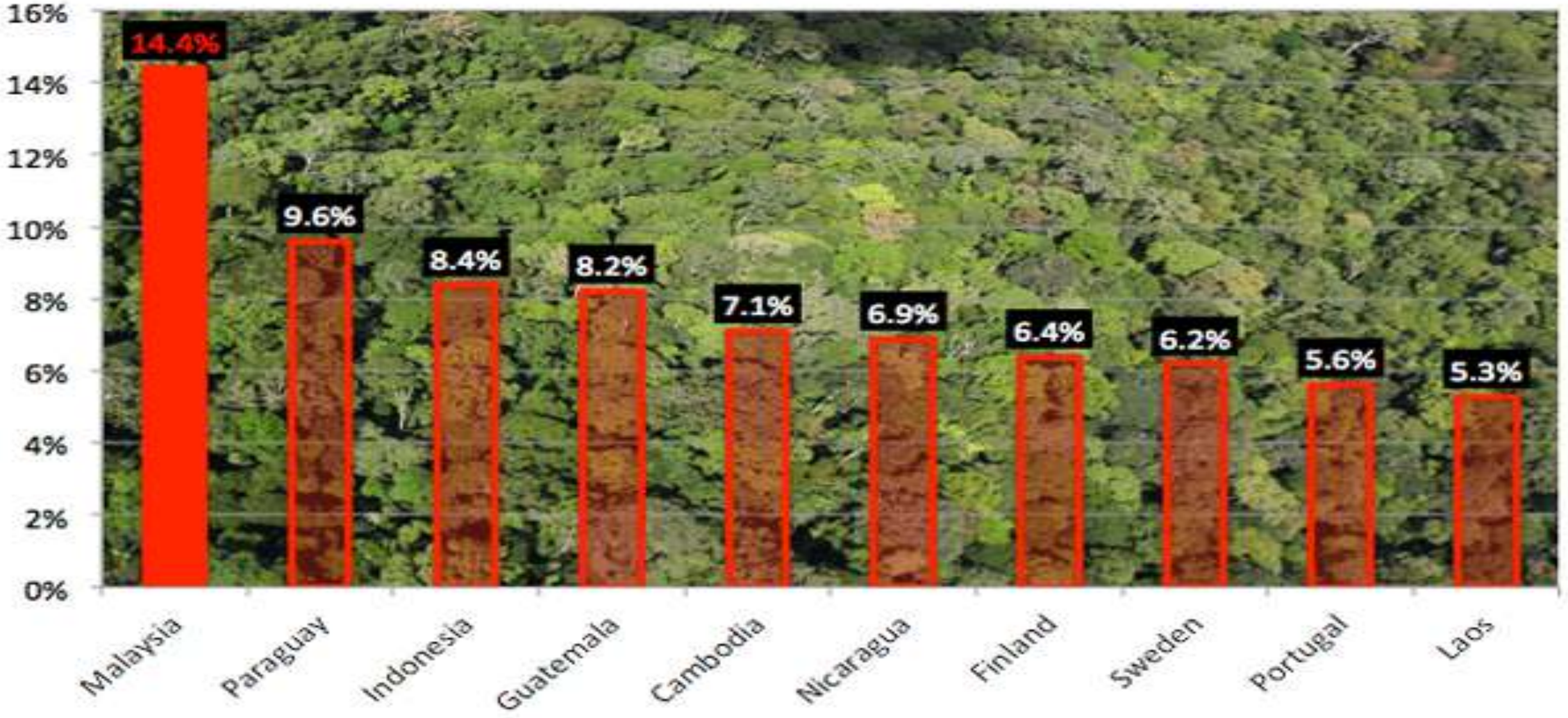


To wrap it up: a pitch for **INSPIRATION!**



Ryan Pandya (US)

Major forest countries: Highest percentage forest loss, 2000-2012




VORTEX-GENIE 2
IKAMAG RCT
MOTOR
Powder-FREE



RYAN PANDYA

At Muufri, we make **Milk Without Cows**



Remember: it is a PITCH
Not a report or attachment

Pitch: **statements**

Based on your
research / experience



The final **QUESTION**

What stands between your idea and **YOUR SUCCESS?**

IDEA



?

SUCCESS



Being able to tell your story,

BEING ABLE TO PITCH

OPENING



MIDDLE



END



Pitch Tools and **RESOURCES**







Best3Minutes.com/ASL-2024

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 E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davebeckettpresentationcoach
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.

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W Best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davebeckettpresentationcoach
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Best 3 Minutes

5

Ways To Manage Your Pitching Nerves



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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.

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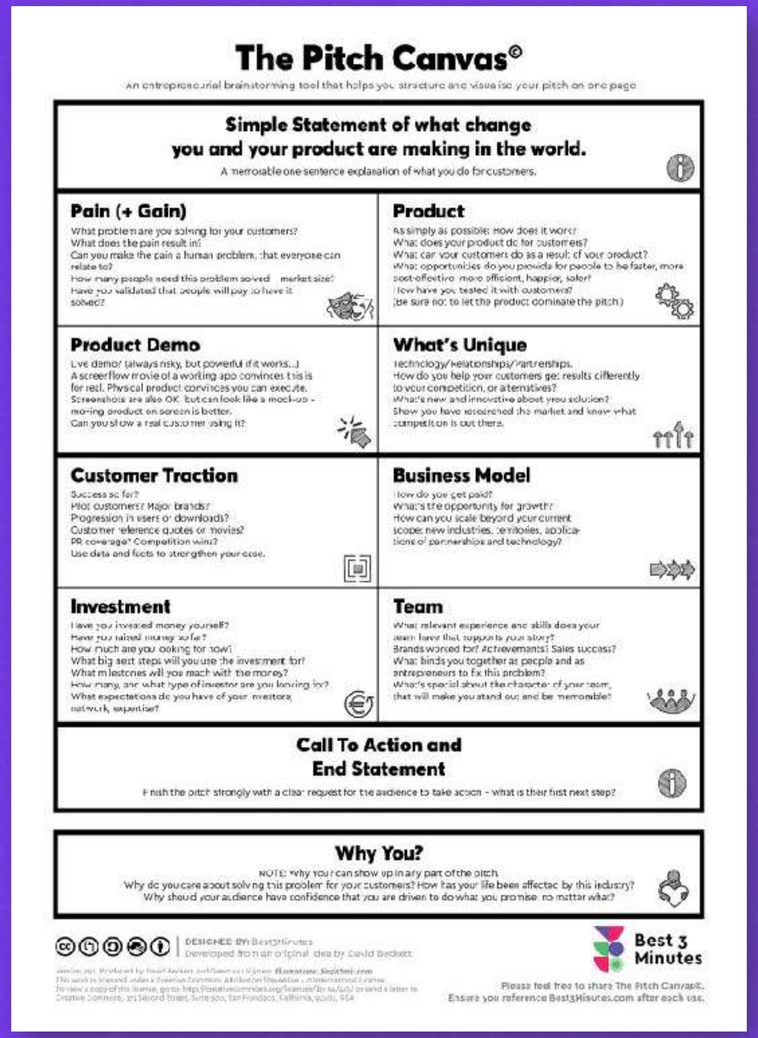

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DESIGNED BY Best3Minutes
Developed from an original idea by David Beckett

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