

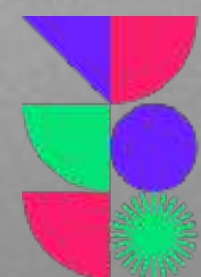
Pitch Coach

Co-author 'Zet jezelf op de kaart'

Co-developer Best3Minutes© Method

Sheila Schenkel

@best3mincoach



Best 3
Minutes

**GREAT IDEAS
NEED A VOICE**





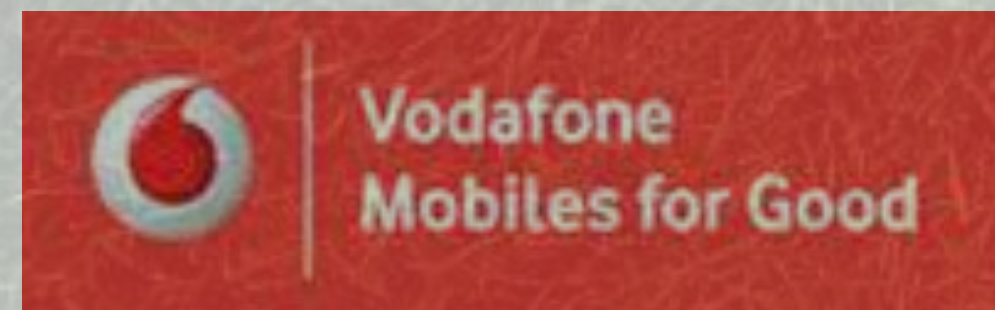
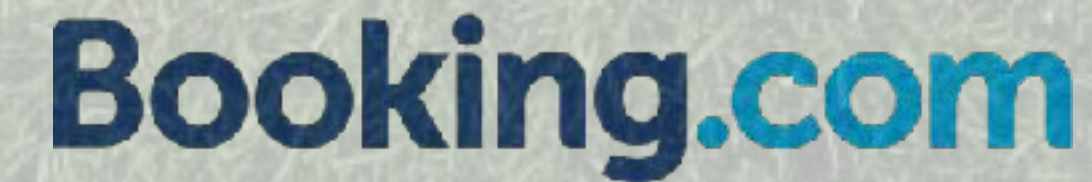
TURNING POINT?

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

This is a
LEARNABLE SKILL



ACTION STEP

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

English



ACTION STEP

Imagine, you're at a network event and are asked: **"Tell me about you?"**

Stand up & pitch yourself in **30 Seconds** to the person next to you

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?

A collection of various old, rusty tools hanging on a white wooden wall. The tools include hammers, wrenches, pliers, saws, and other hand tools, arranged in rows on a white wooden wall. The tools are made of metal and wood, showing signs of age and use. The word "TOOLS" is overlaid in a large, white, sans-serif font on a dark blue rounded rectangle in the center of the image.

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. 15

Live Pitch Booster Finals

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



The Open-3-Close© Pitch Model



Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do they **CARE** about?





WHO'S YOUR AUDIENCE?

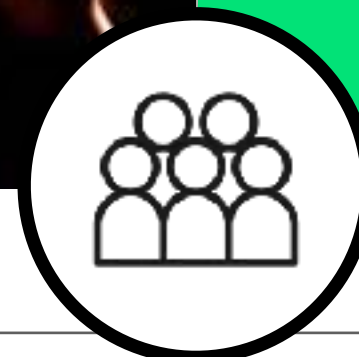
What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Same **background**? (Jargon)

What might be their biggest **objection**?





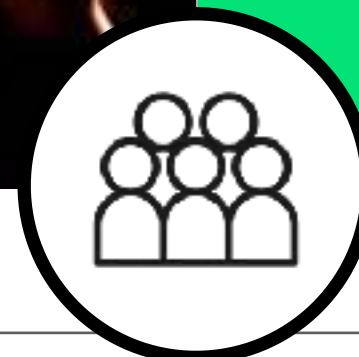
WHO'S IN THE AUDIENCE?

February 15:

Alumni, mentors, researchers
of the AMS Institute

Investors, other accelerators,
people from AMS network

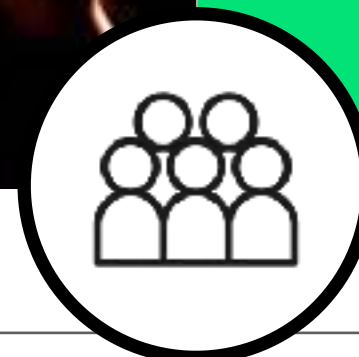
(And a jury, I'll get back to that!)





**SO THINK ABOUT
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?

Same **background**? (Jargon, knowledge)?

What might be their biggest **objection**?

2
MINUTES



AH, YES, THE JURY!

Mark Stoevelaar, Renko de Vries,
Linda Vermaat, Auke van den Hout, ...

WHAT DO THEY CARE ABOUT?

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

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

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

MORE CRITERIA

Is your **revenue model** clear and logical?

Strength of your **team**?

Concrete plans? Next steps & milestones?

Oh, and the quality of your pitch! 🤔

Think about...

Inspiring your audience

Making them **enthusiastic**

Engaging with those you want to
connect to

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?

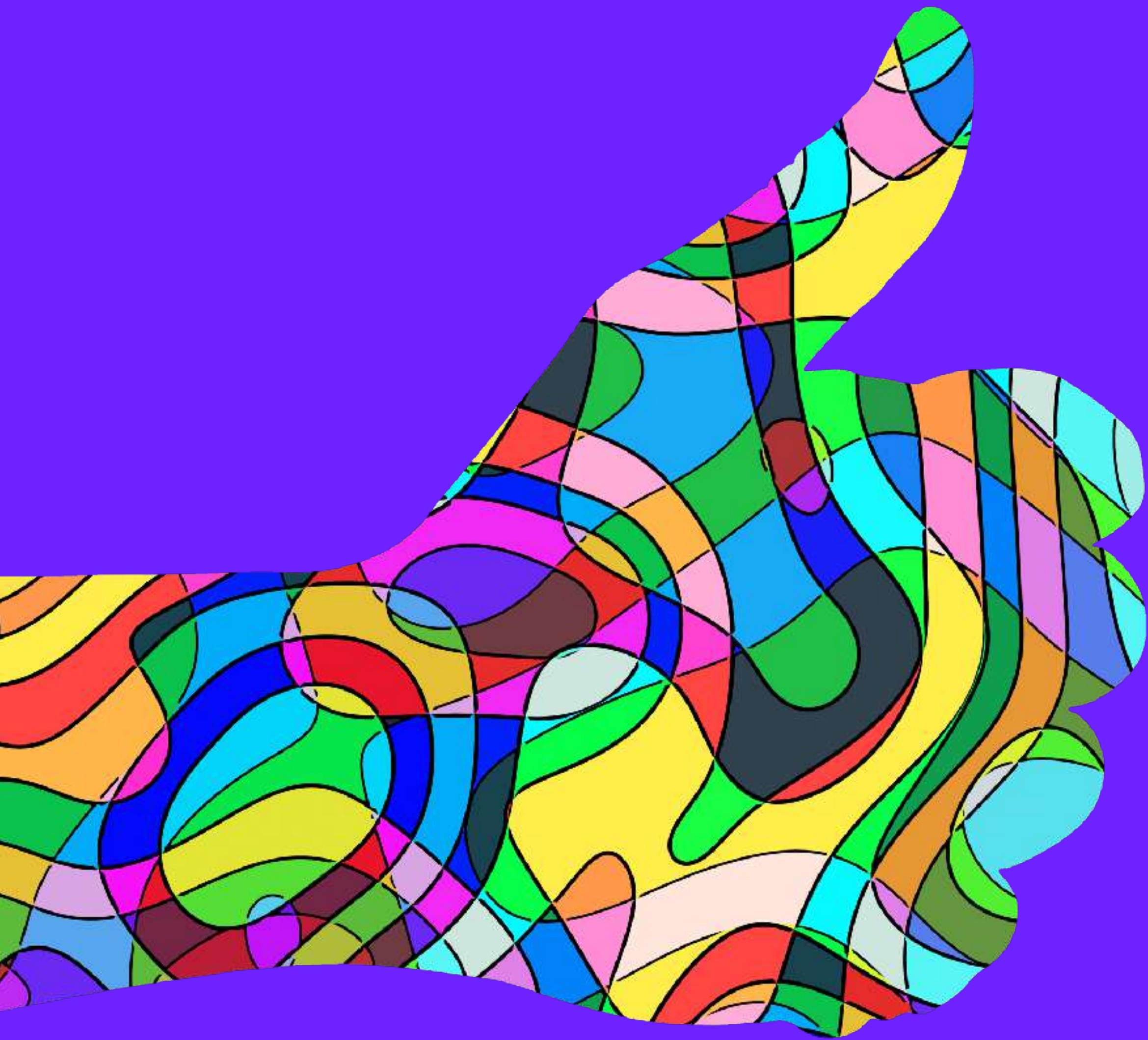
Provide **introductions**

Agree to a **pilot**

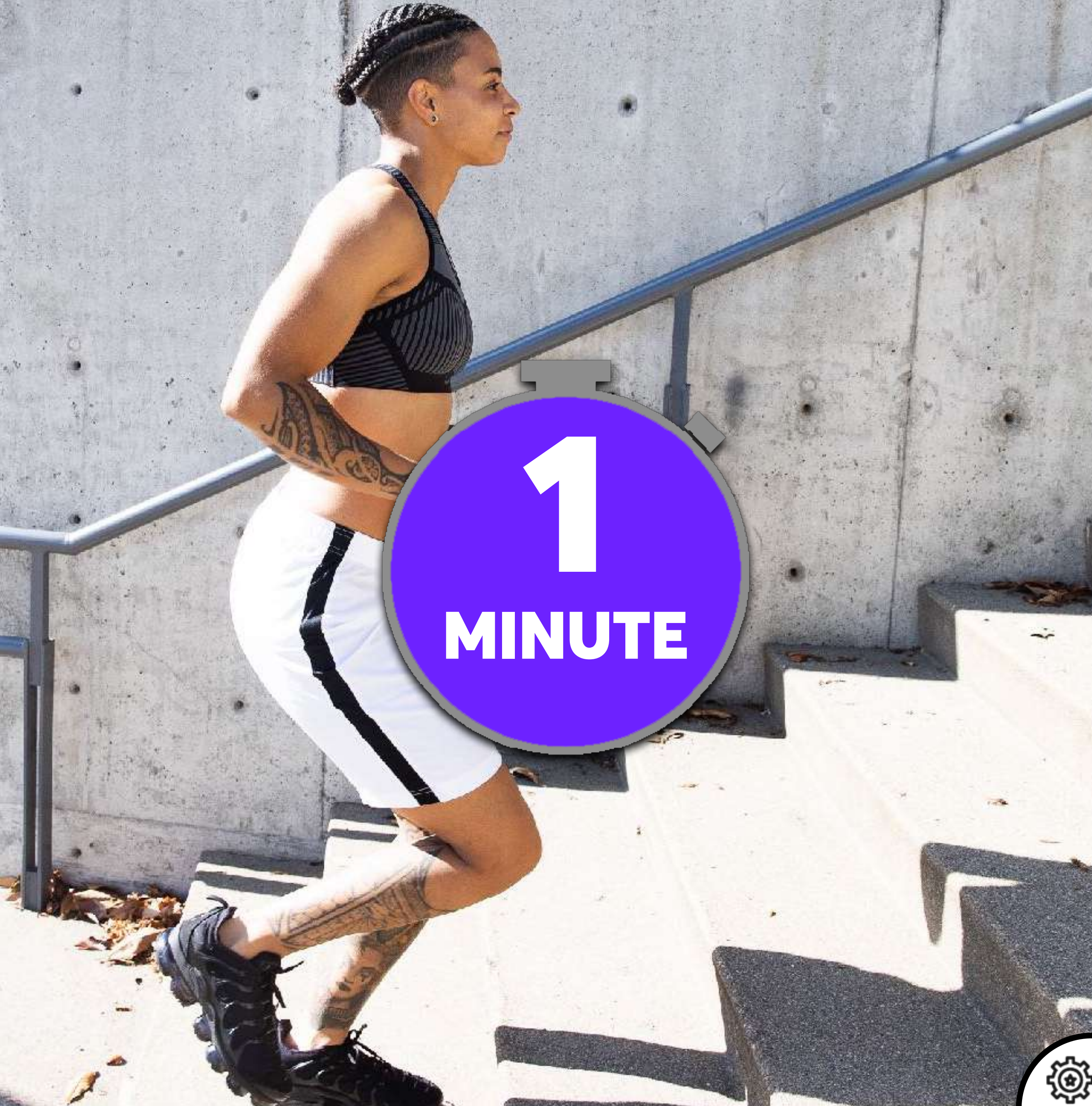
Plan a **follow up**
meeting

Sign a **deal!**





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



Pitch Competition

Prepare you for your
WINNING PITCH

HOW MUCH TIME DO WE GET?



PITCH

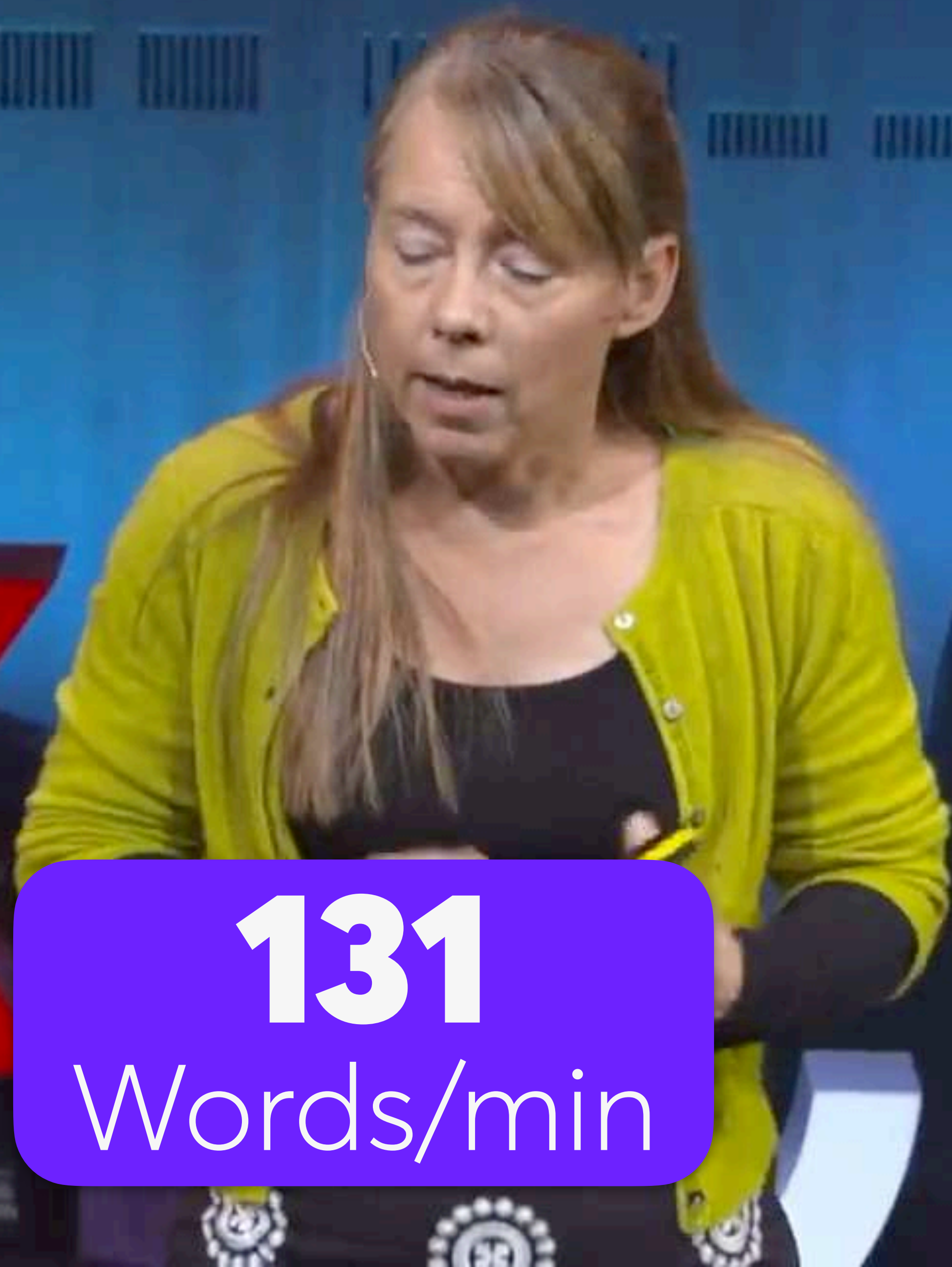


Q&A

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

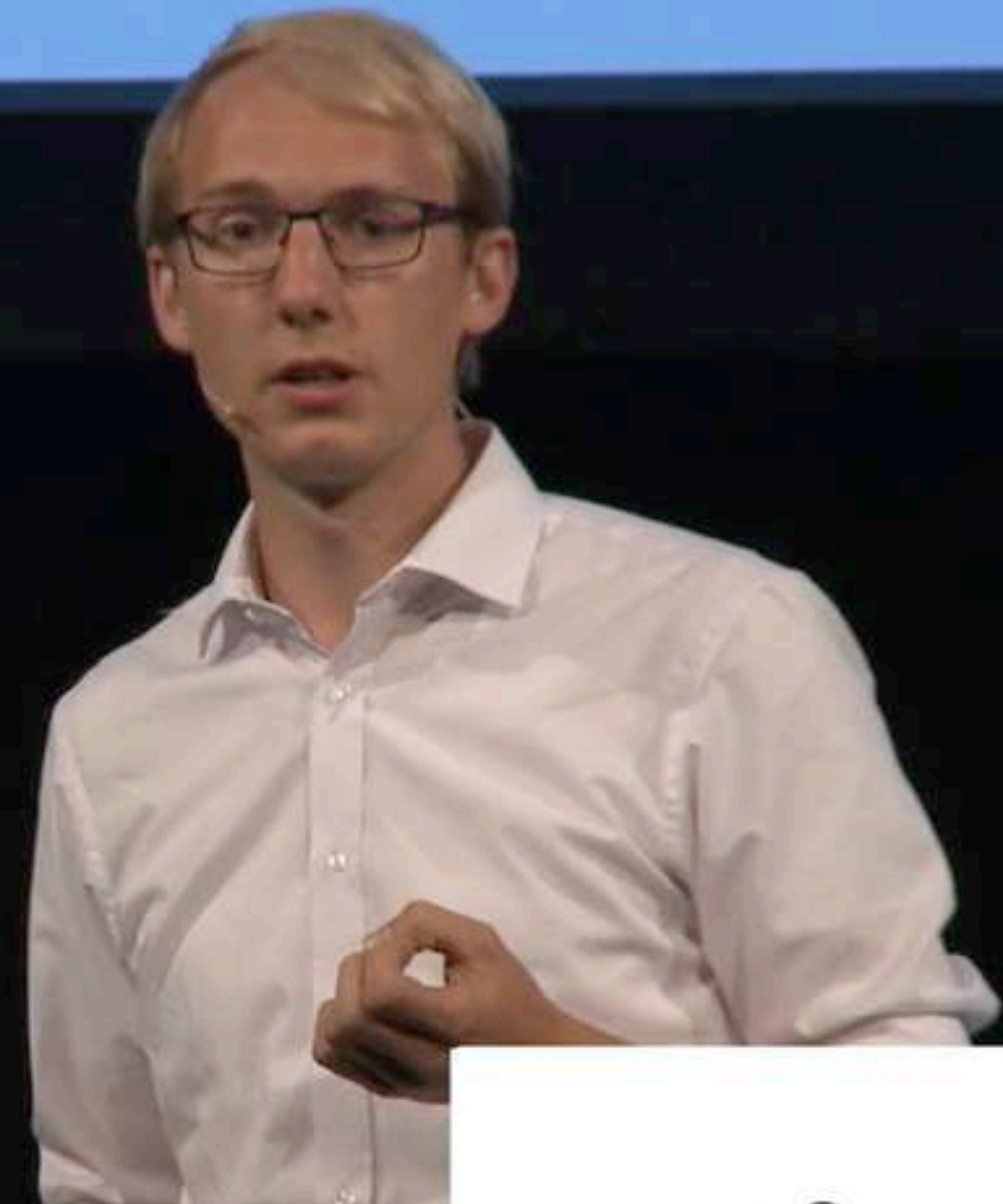
**150 WORDS
Maximum!**





131
Words/min





143
Words/min





203
Words/min

How many words per minute
IN YOUR SCRIPT?

**130-140 words
per minute
9 Sentences**

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?

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

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 IMPORTANT?	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.		

Which topics should be in
YOUR WINNING PITCH?

Process
HOW?

Content
WHAT?

PITCH DECK

Write your company name above and an intriguing summary of what your company does here. You can include an image of your customer or product



Let's focus on
7 KEY TOPICS

1



PAIN

What is the **problem** you solve?

Who are you solving it for?

The **Why** of the product





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?

Mental health?

Wastage? What kind?

Co2 emissions? Pollution?

Quantify it:

put a **number** on it

Be specific

PUT A NUMBER ON IT



"It creates a lot
of CO2"

"There is too much
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

Be specific

PUT A NUMBER ON IT

nuventura

Reducing Greenhouse Gases

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

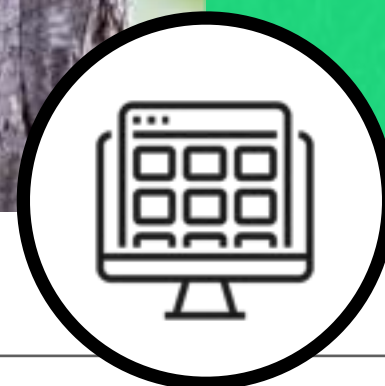
3
MINUTES

2

PRODUCT

How do you **solve** the problem?

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

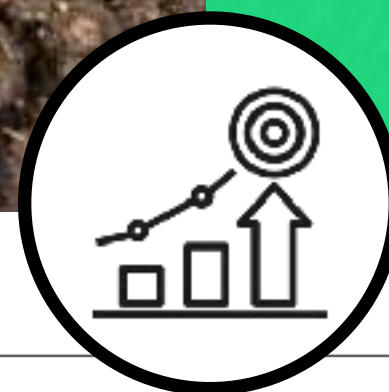


EARLY STAGE VALIDATION

Customer **Interviews**?

How **many**? Who with?

How have you
engaged with potential
customers?



BUSINESS MODEL

Big question: how will you **earn** money?

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

For this pitch: don't hesitate to mention **prices**, to get feedback





ACTION STEP

Brainstorm: write down *at least*
10 things about

PRODUCT (your solution)

VALIDATION

BUSINESS/EARNINGS model

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

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

Great! Now...

LET'S MAKE IT REAL!



5
MINUTES

ACTION STEP

Prepare a short
60-90 Second pitch with only
3-4 of the following;

Pain (customers' problems),
Product (**solution**), **Validation**,
Business/**Earnings** model

Note: individually

60-90 seconds = 9-13 sentences

ACTION STEP

Test your short **60-90 Second** pitch with only **3-4** of the following;

Pain, Product, Validation, Business/Earnings model

Ideally partner up with someone **not** on your team. Note: 7 for 2!

7
MINUTES

FEEDBACK



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



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



One **FRIENDLY** piece of advice for improvement

Take one minute
TO REFLECT

Write down:

What did you **learn**?

From **receiving** and **giving** feedback?

What will you **change**?

Which other topics should be in
YOUR WINNING PITCH?

UNIQUE

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

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

(What is different to current solutions?)



6

WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting?**

Feedback? On what?

A group of people are dancing in a room with light-colored wooden walls and floors. The scene is lively and social. In the foreground, a woman on the left wears a black top and a colorful lei. Next to her, a man in a grey hoodie with 'PATA STUSSY' on it is dancing. To the right, a man in a black shirt is being carried piggyback by another person. The overall atmosphere is one of fun and team spirit.

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

A: TEAM!

Pick out one or two
MEMORABLE POINTS



7



TEAM

Who will make it happen?

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



WHY YOU?

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

Why did you even start working on this issue?

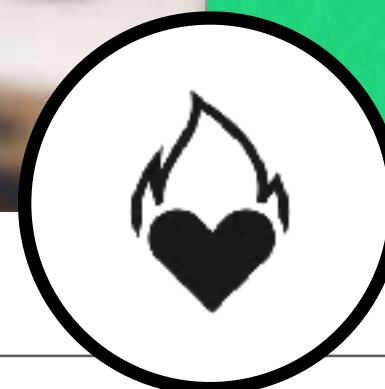




WHY YOU?

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

Your **enthusiasm**
really counts!





ACTION STEP

Brainstorm: Write down at least **10 things** in total about What's Unique, Call to Action (what do you need), Team and Why You?

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

Don't think too much:
just write



QUESTIONS?

About

THE CONTENT?

The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

Opening



A space shuttle is shown in the process of launching, ascending vertically against a backdrop of a bright, hazy sky. The shuttle is surrounded by a large, billowing cloud of white and orange smoke and fire from its engines. The scene is captured from a low angle, emphasizing the scale and power of the launch.

Make the first word count
OPEN POWERFULLY

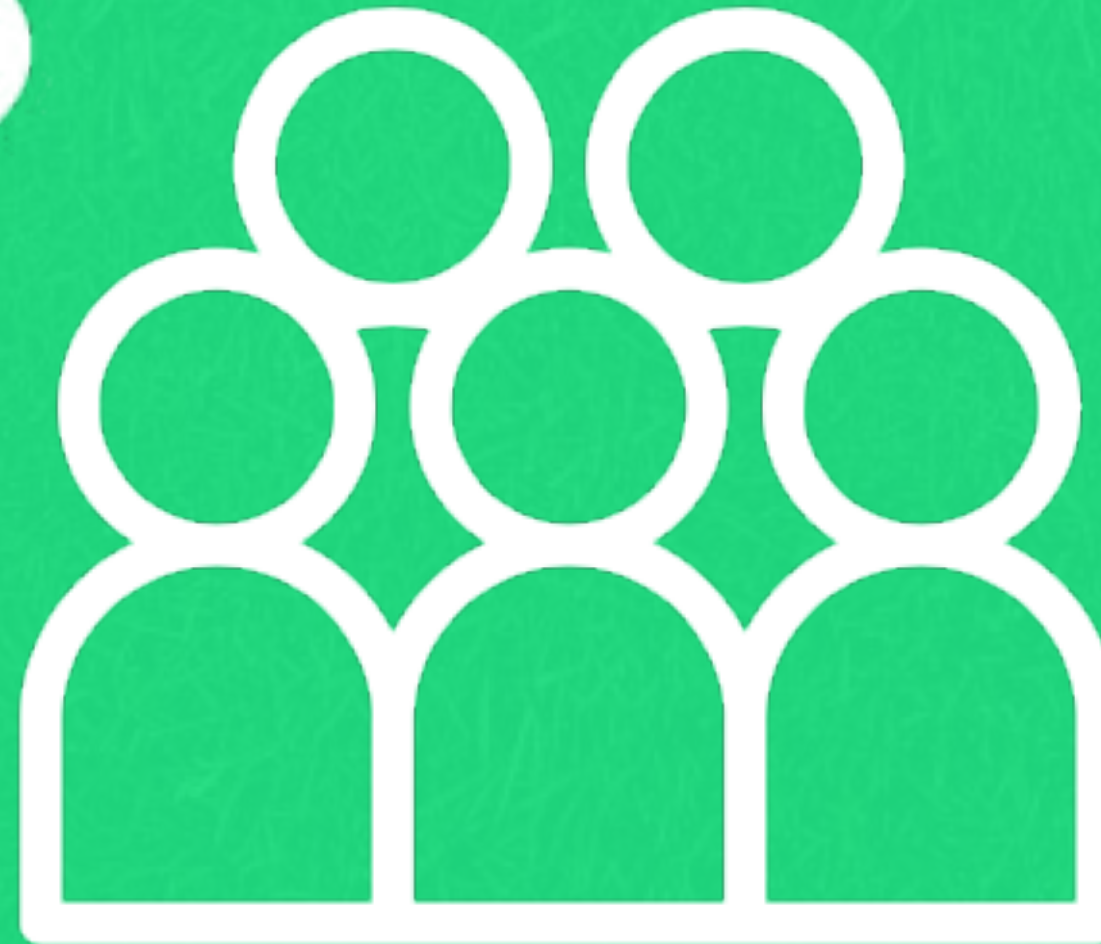


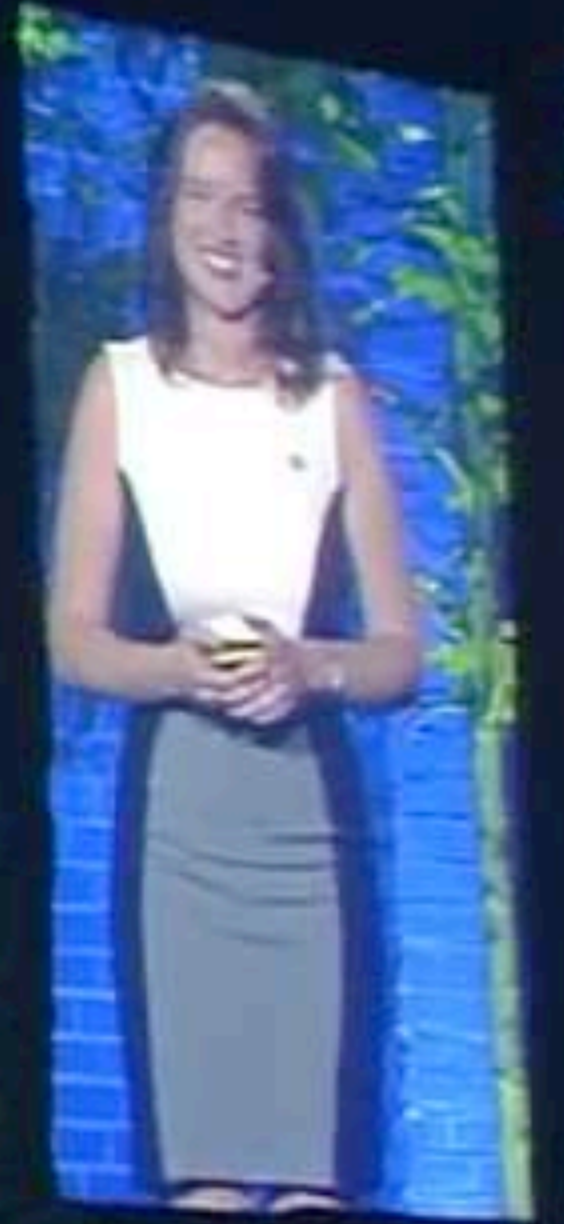
The first 20
seconds buys

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



ACTION STEP

Review your brainstorm

Write down your
opening 3-5 sentences

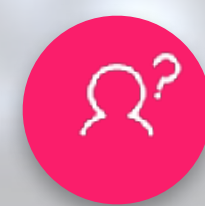
(Individually - compare later!)



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 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



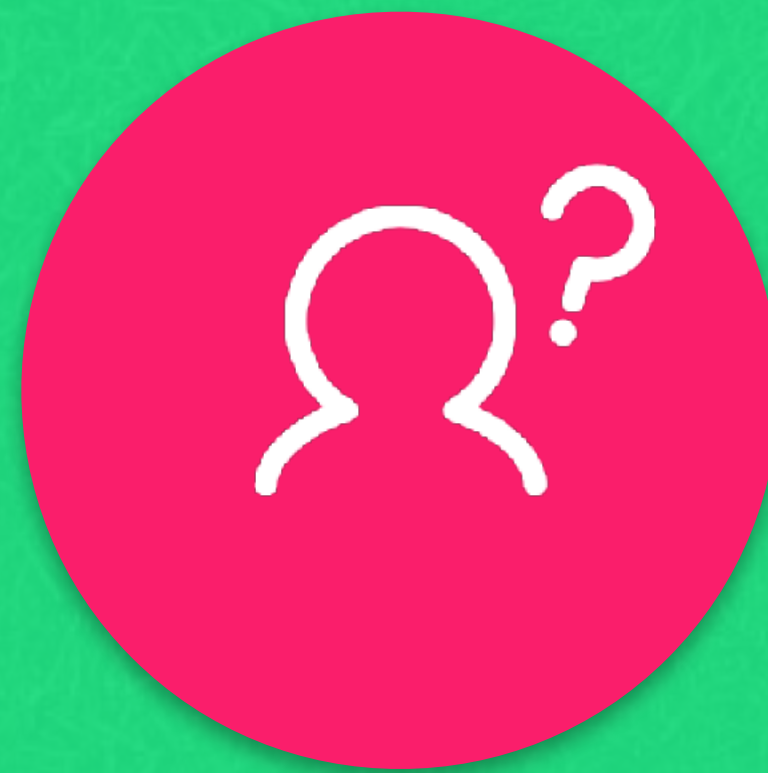
GET FEEDBACK



GET FEEDBACK



What
stood **out**?



What did you
not understand?



Friendly advice
for improvement



For every part of your pitch
REPEAT THE PROCESS

The Open-3-Close© Pitch Model



Who is your
AUDIENCE




Establish your
OBJECTIVE



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

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

PAIN

TECH

FEASIBLE

Get Unstuck: which three things
REALLY MATTER?

First...

Second...

Third...

The Open-3-Close© Pitch Model



Who is your
AUDIENCE




Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

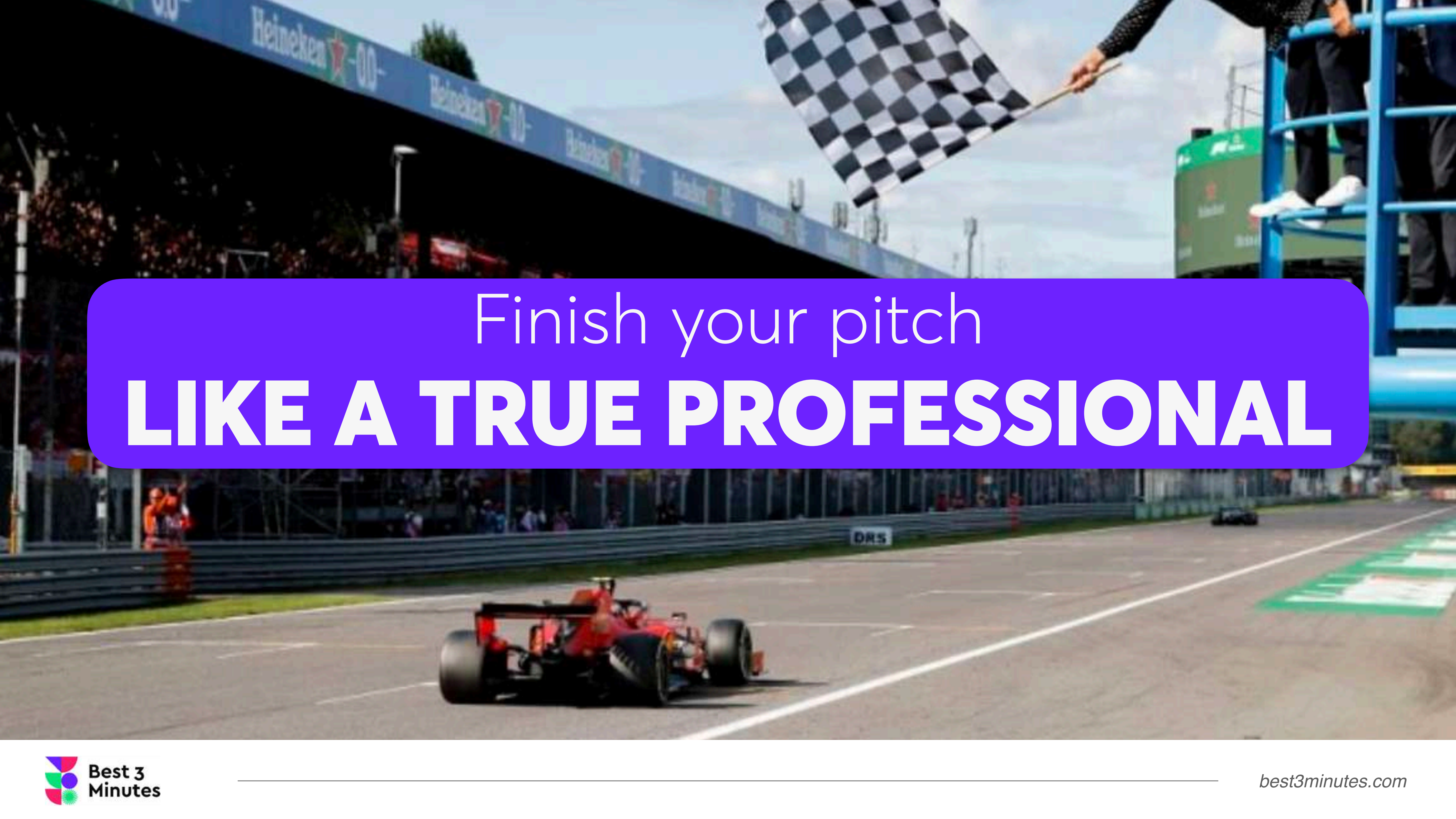
Opening



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 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 can't we use loads of text?
Because you want them to **listen**

If needed, create 2 slide decks


1 TO PRESENT, 1 TO SEND





STARTUPS / THE TEAMS



MENTORS & EXPERTS



THE ORGANIZATIONS




Pitchy Introduction

"Pitchy Empowers Corporate Innovation Teams and Startups to make Investment and Resource Winning Pitches."

Over the last three years, the team behind Pitchy has coached hundreds of Startups, numerous corporates and thousands of professionals to pitch. Now we're bringing this knowledge online in an easy to use set of online and mobile tools that will save time and raise quality and clarity.

We've identified how to enable Startups to develop their pitch, mentors to collaborate, and Innovation Program organizations to have an overview of all pitches in their program.



Pitching Teams

Pitchy guides them towards the best possible pitch, and gives the possibility to ask advice easily from external people. Slides are generated quickly and efficiently, and a mobile app helps them memorize and practice for success.



Mentors & Experts

Pitchy makes it easy for externals to give input to the Startup, and see the progress of the pitch script, slides and delivery.



Program Organizations

Pitchy gives instant insight for program managers into the progress of all pitches in the program. Collaboration with the teams becomes seamless.



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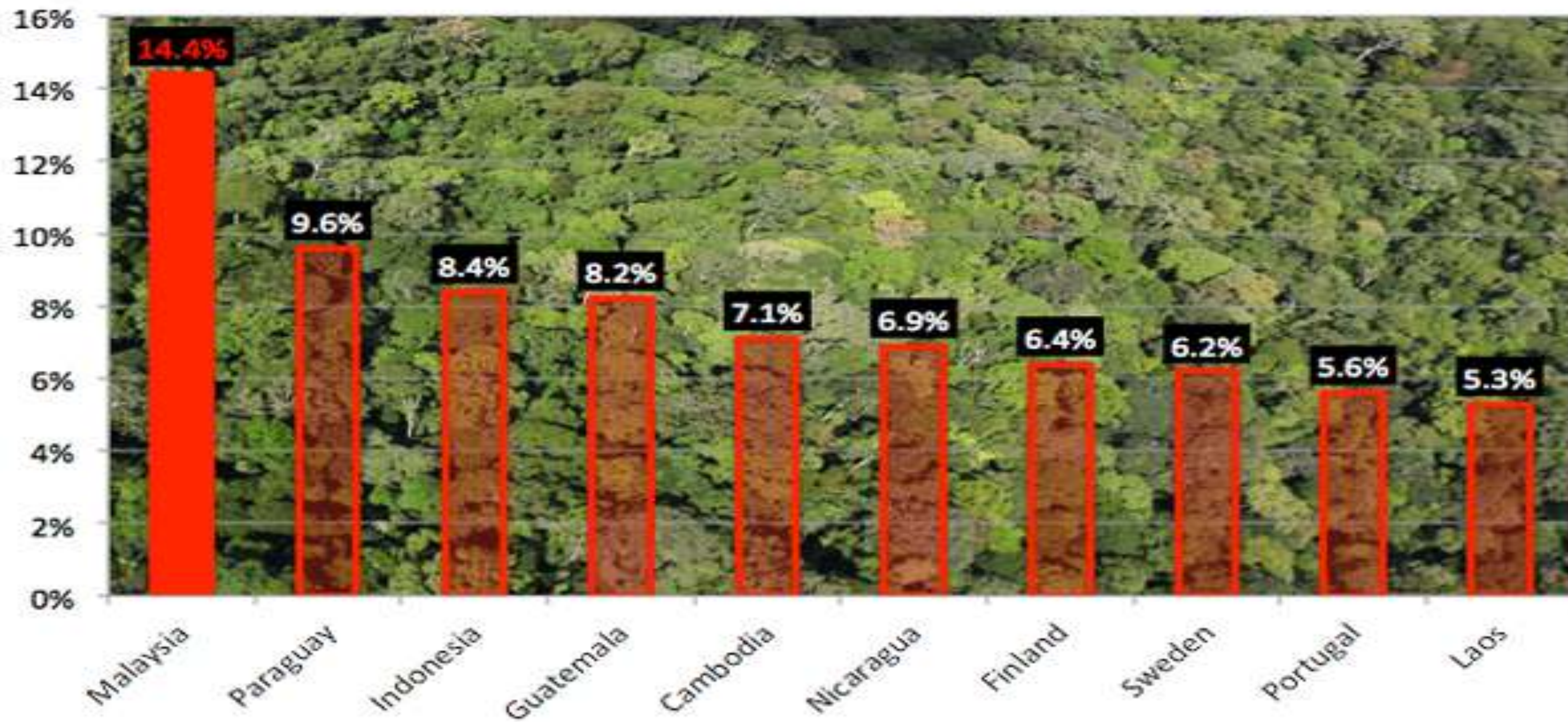
3/30

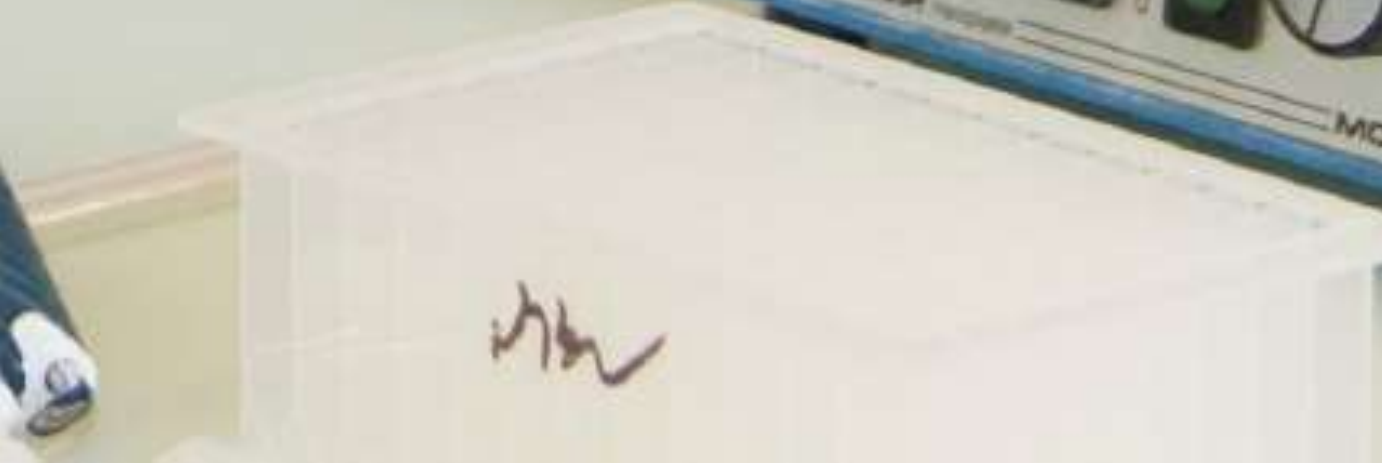
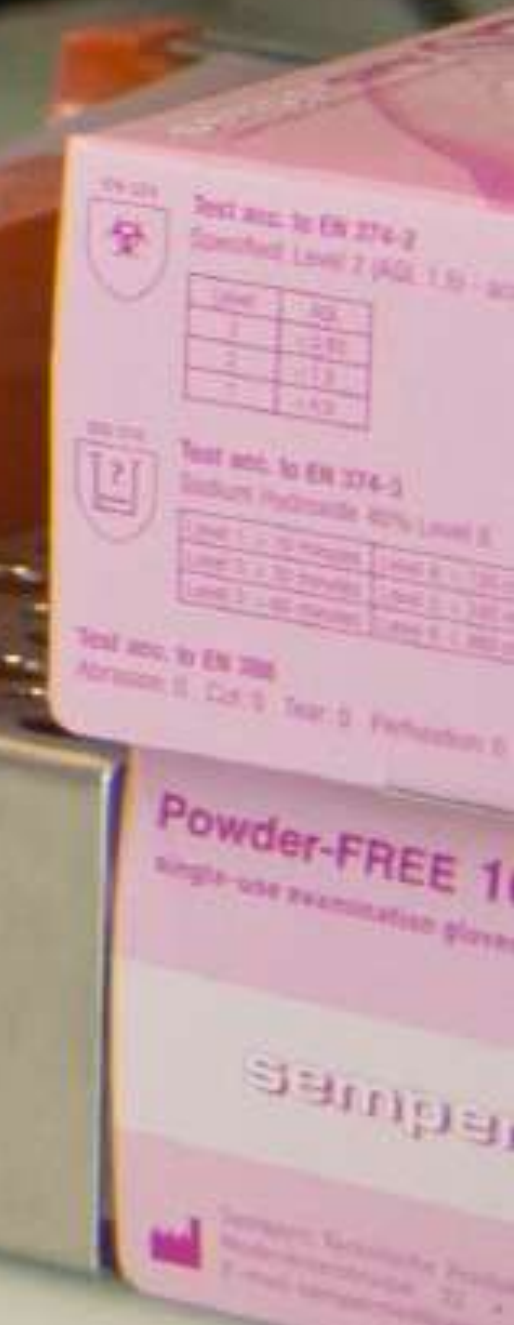
To wrap it up: a pitch for
INSPIRATION!



Ryan Pandya (US)

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







**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



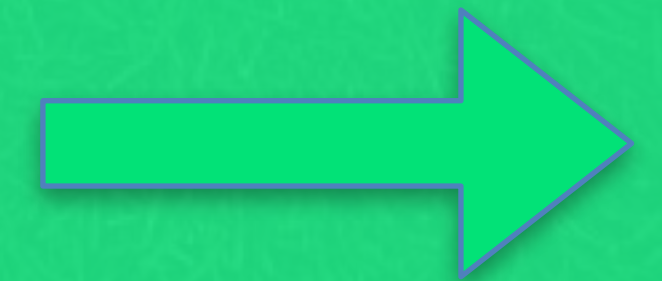
The final
QUESTION

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/AMS-Booster

Extract of the **SLIDES**



Best3Minutes.com/AMS-Booster

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

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

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


The Pitch Canvas®

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

Simple Statement of what change you and your product are making in the world. <small>A memorable one-sentence explanation of what you do for customers.</small>	
Pain (+ Gain) <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>	Product <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 to let the product dominate the pitch.)</small>
Product Demo <small>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 - showing product on screen is better. Can you show a real customer using it?</small>	What's Unique <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>
Customer Traction <small>Success so far? Pilot customers? Major brands? Progression in users or downloads? Customer reference quotes or reviews? PR coverage? Competition wins? Use data and facts to strengthen your case.</small>	Business Model <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>
Investment <small>Have you invested money yourself? Have you raised money so far? How much are you asking 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>	Team <small>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?</small>
Call To Action and End Statement <small>Finish the pitch strongly with a clear request for the audience to take action - what is their first next step?</small>	
Why You? <small>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?</small>	

DESIGNED BY Best3Minutes
 Developed from an original idea by David Beckert.

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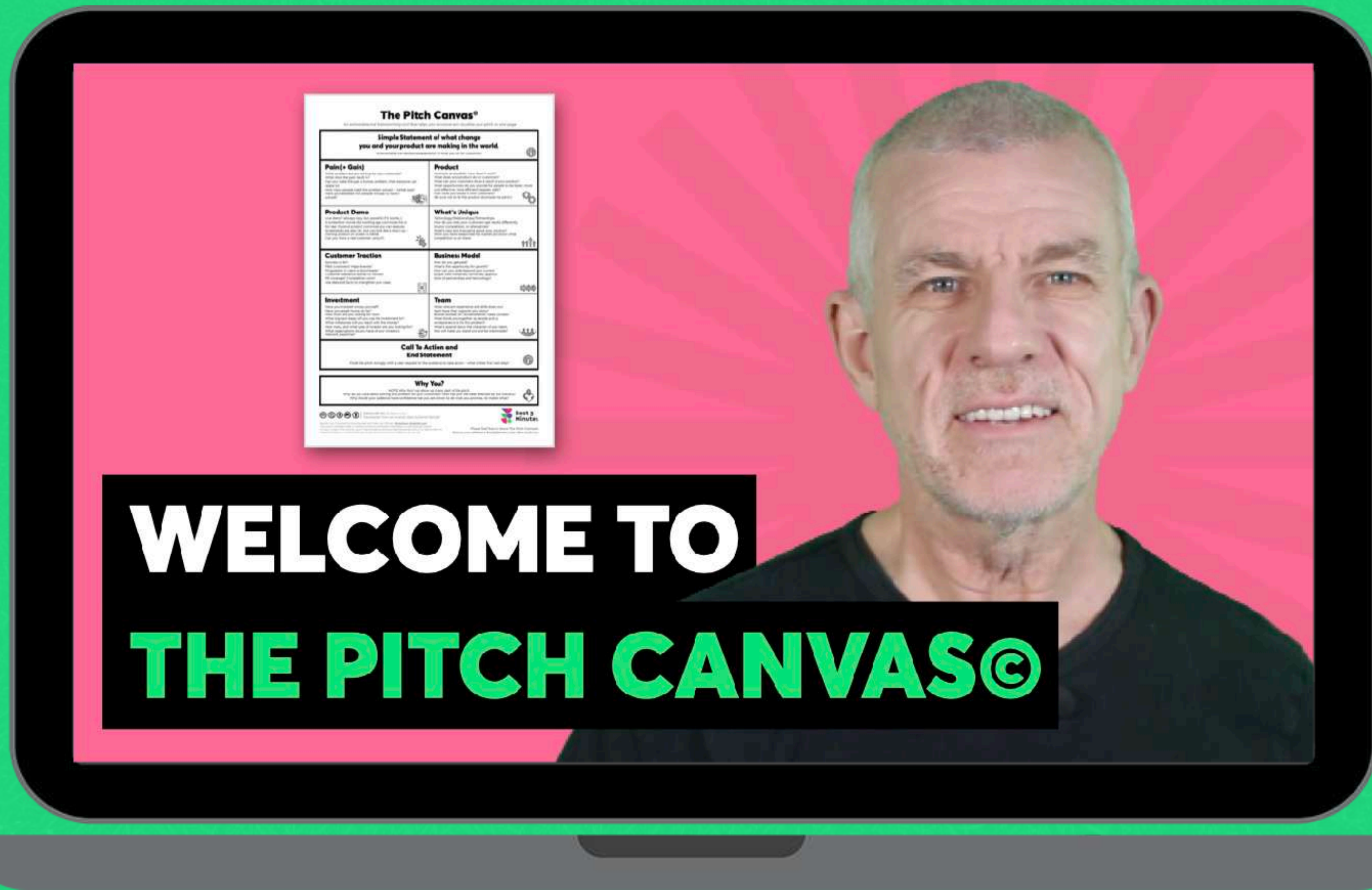
Best 3 Minutes

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

THE PITCH CANVAS®

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at Best3minutes.com

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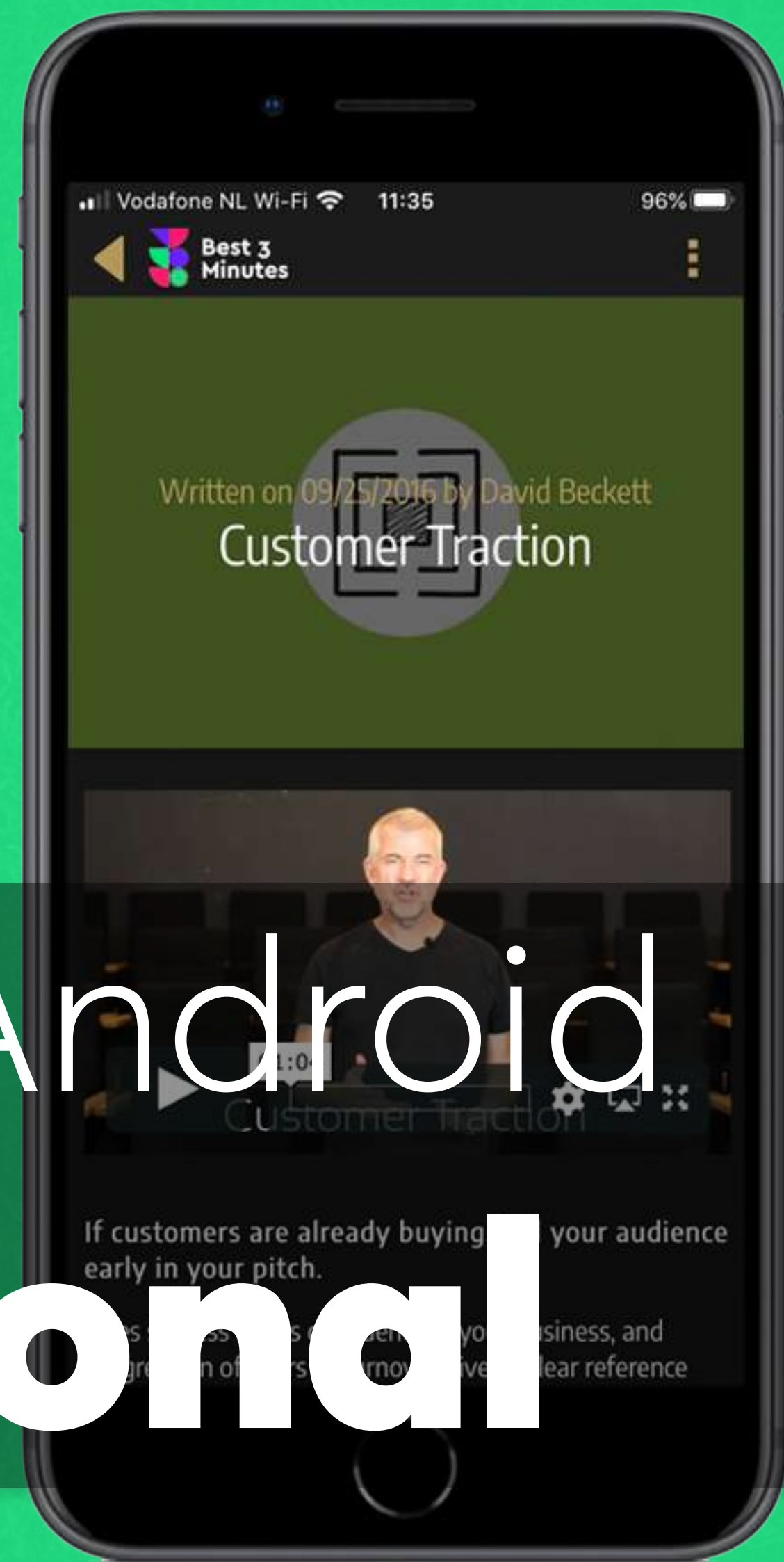
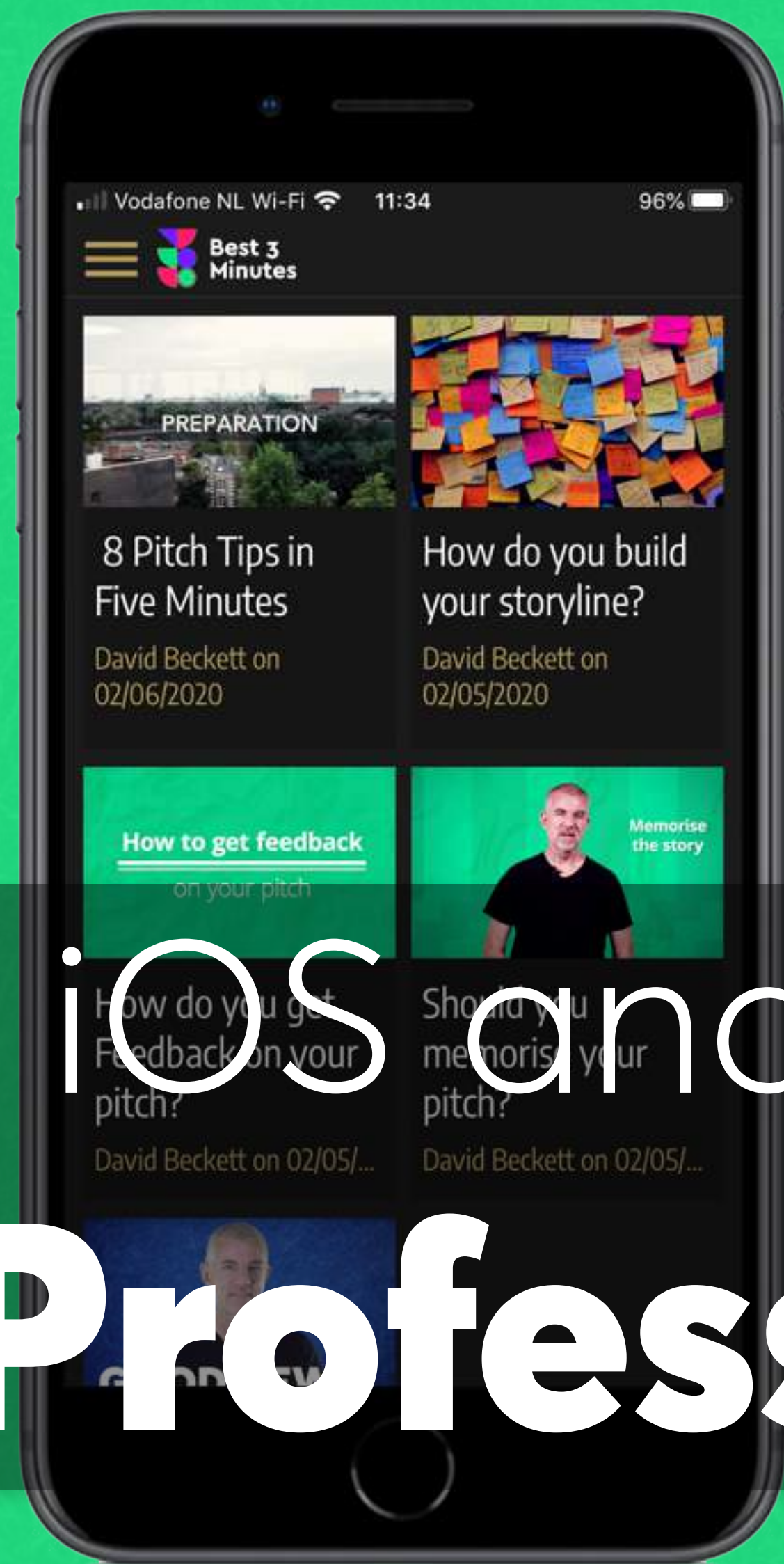


WELCOME TO

THE PITCH CANVAS©

Best3Minutes.com/AMS-Booster

FREE



The App: iOS and Android **PitchProfessional**

Best3Minutes.com/AMS-Booster



**The
Essential
PITCH**

The Essential Pitch Podcast

Best3Minutes.com/AMS-Booster

Sheila Schenkel

Best3minutes.com

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Blue Moon Pitch

Written by
David Beckett

Best3Minutes.com/AMS-Booster