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

# David Beckett

**best3minutes.com**

Best 3 Minutes

# Coached 2200+ Startups & Scale-Ups

# RAISED OVER €450MILLION




GREAT IDEAS
NEED A VOICE



# This is a **DO** workshop

not just a think session



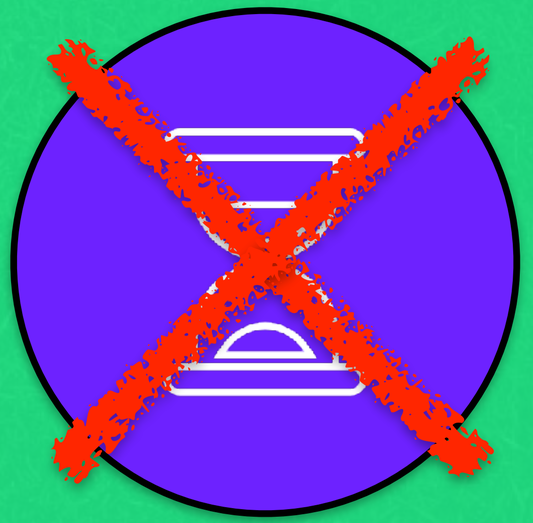
# ACTION STEP

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

# The Tools
# YOU'LL USE

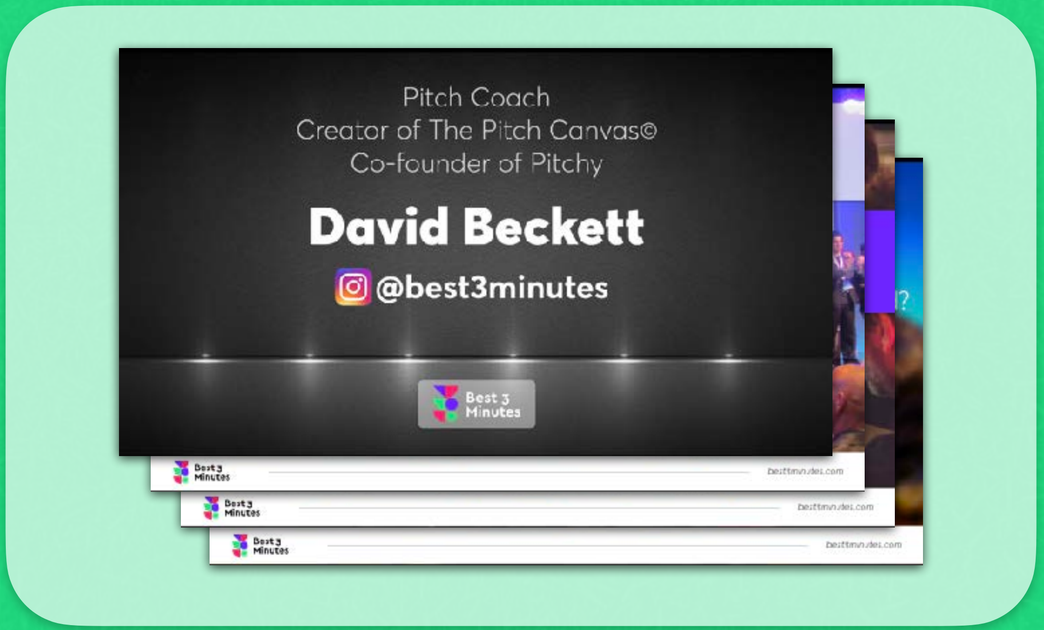






You will receive

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

**No Other Instructions**

# LET'S DO IT!



**Who** are we pitching to?

**Why** are we pitching?

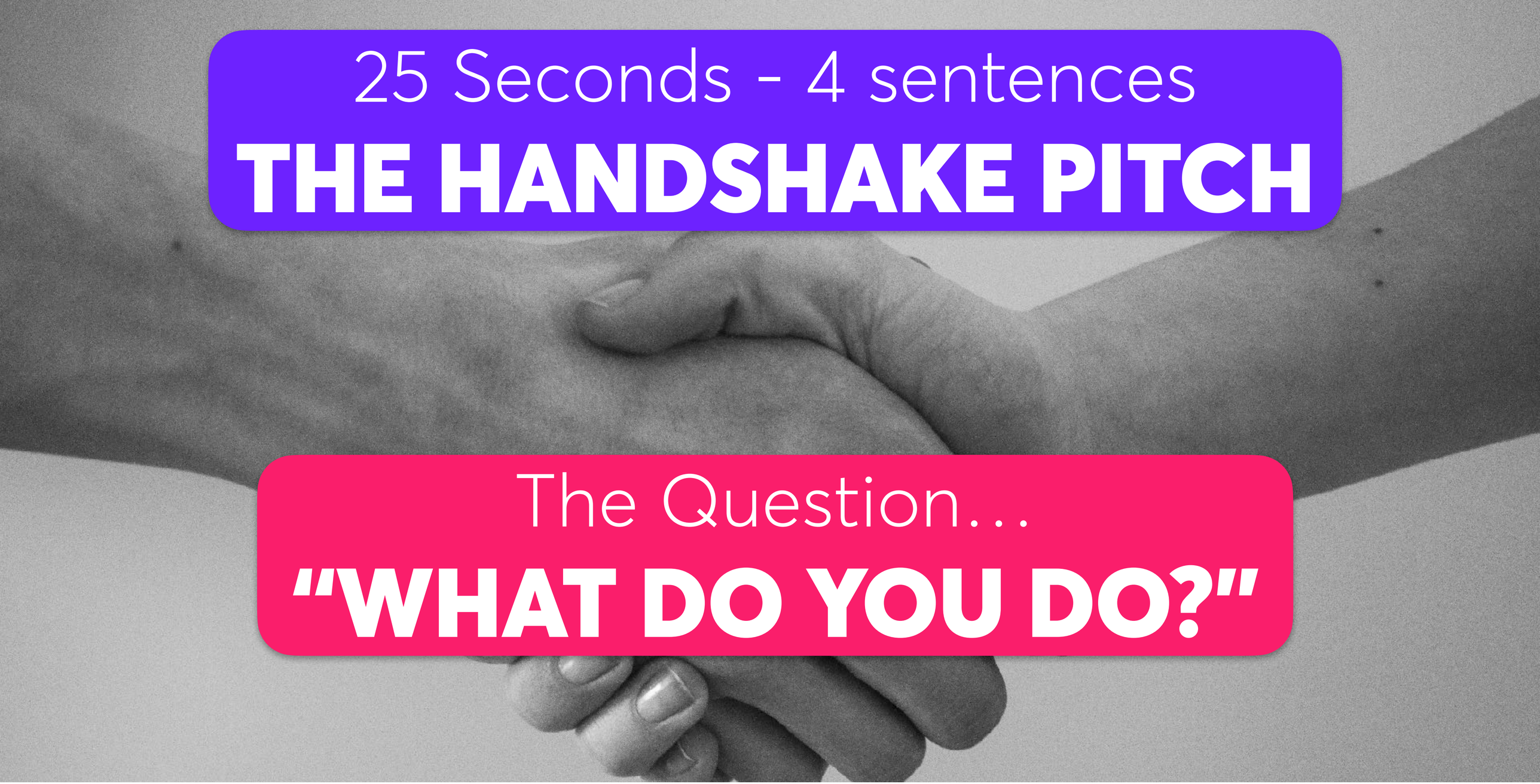
**What** should we pitch?


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?



# 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…"

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# 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..."

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# 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?

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# 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:**

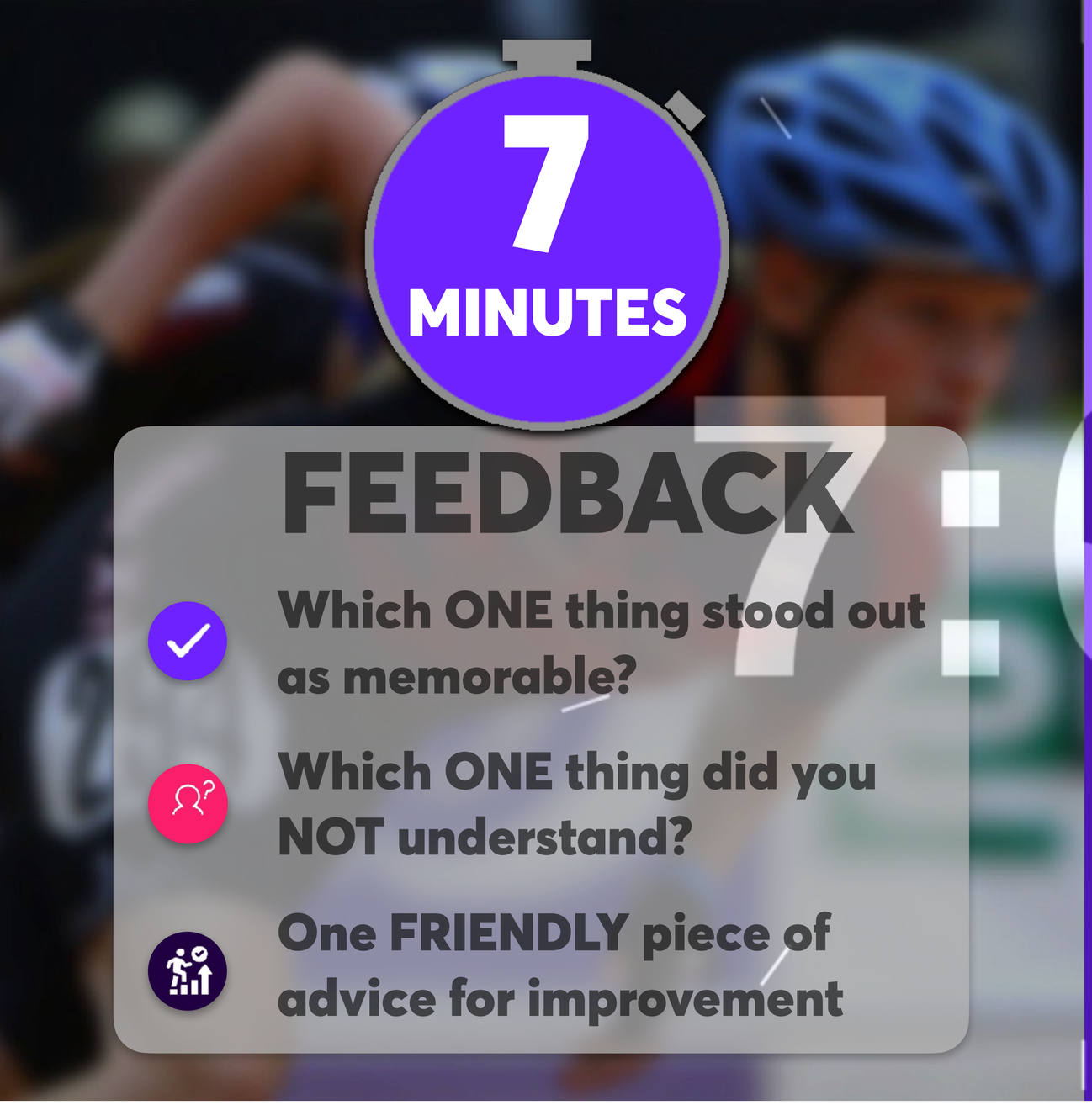
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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




# 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**


Prepare you for your
5-7 MINUTE PITCH

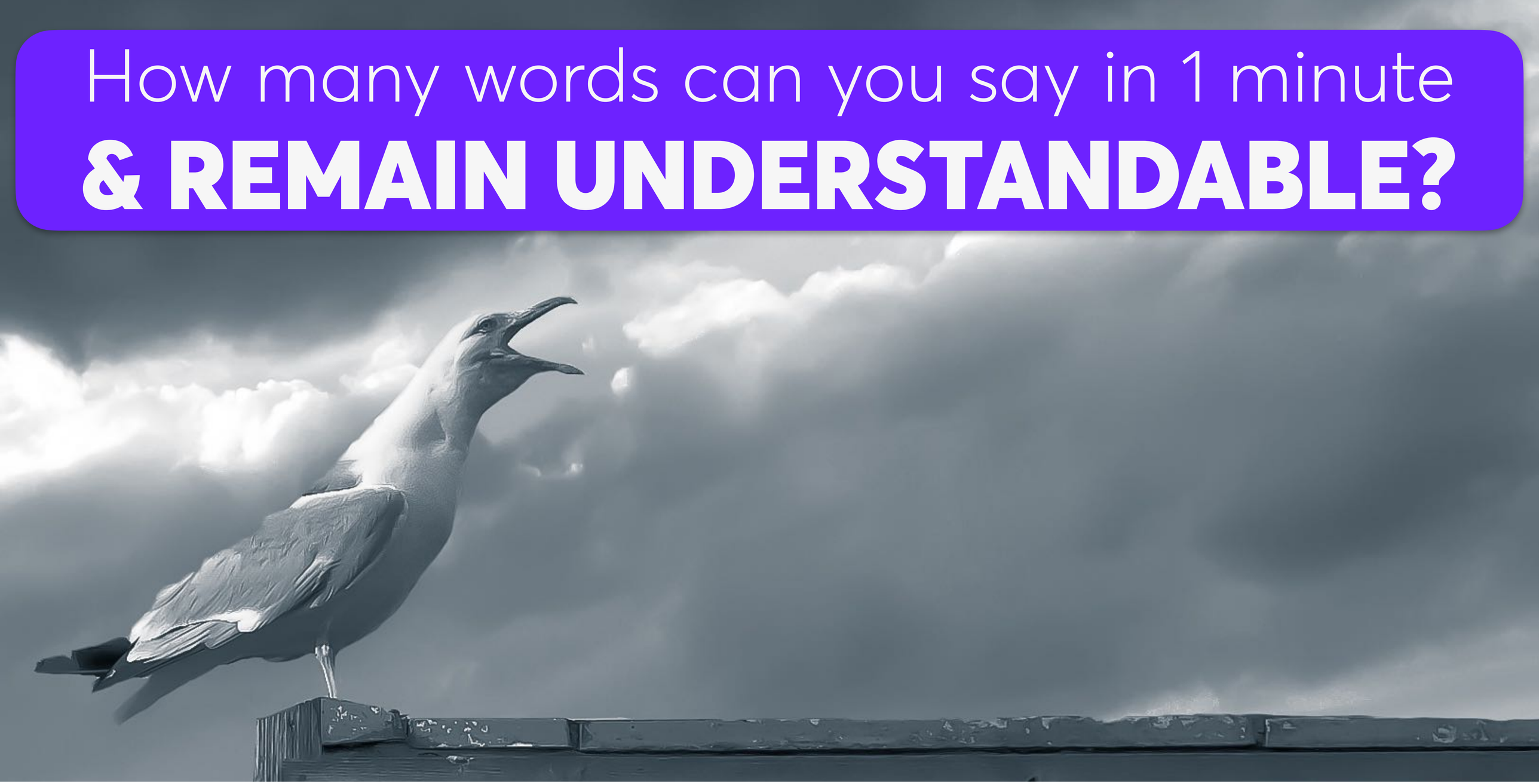



# PITCH

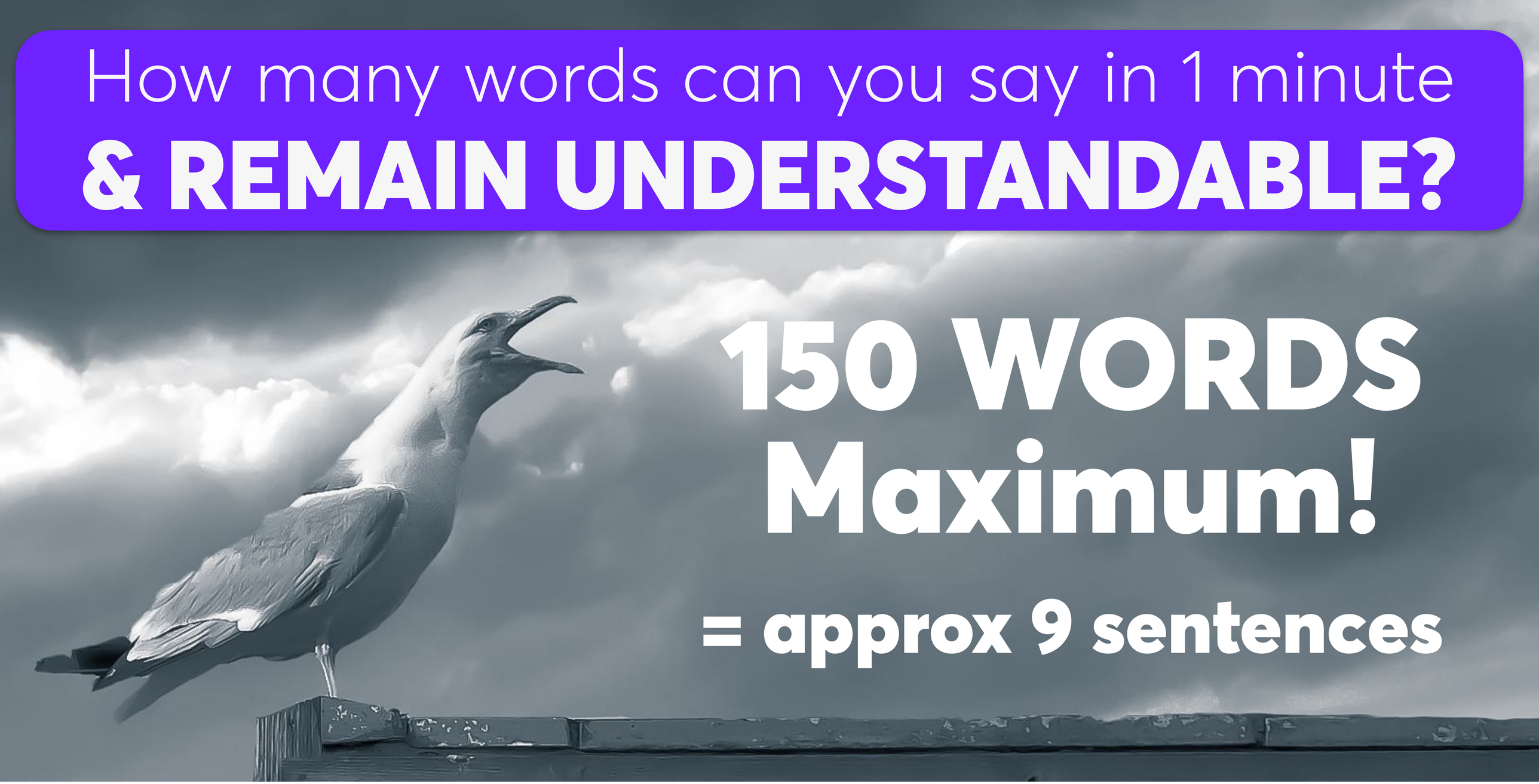



# Q&A

# 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!

## = approx 9 sentences


118
Words/min


143
Words/min

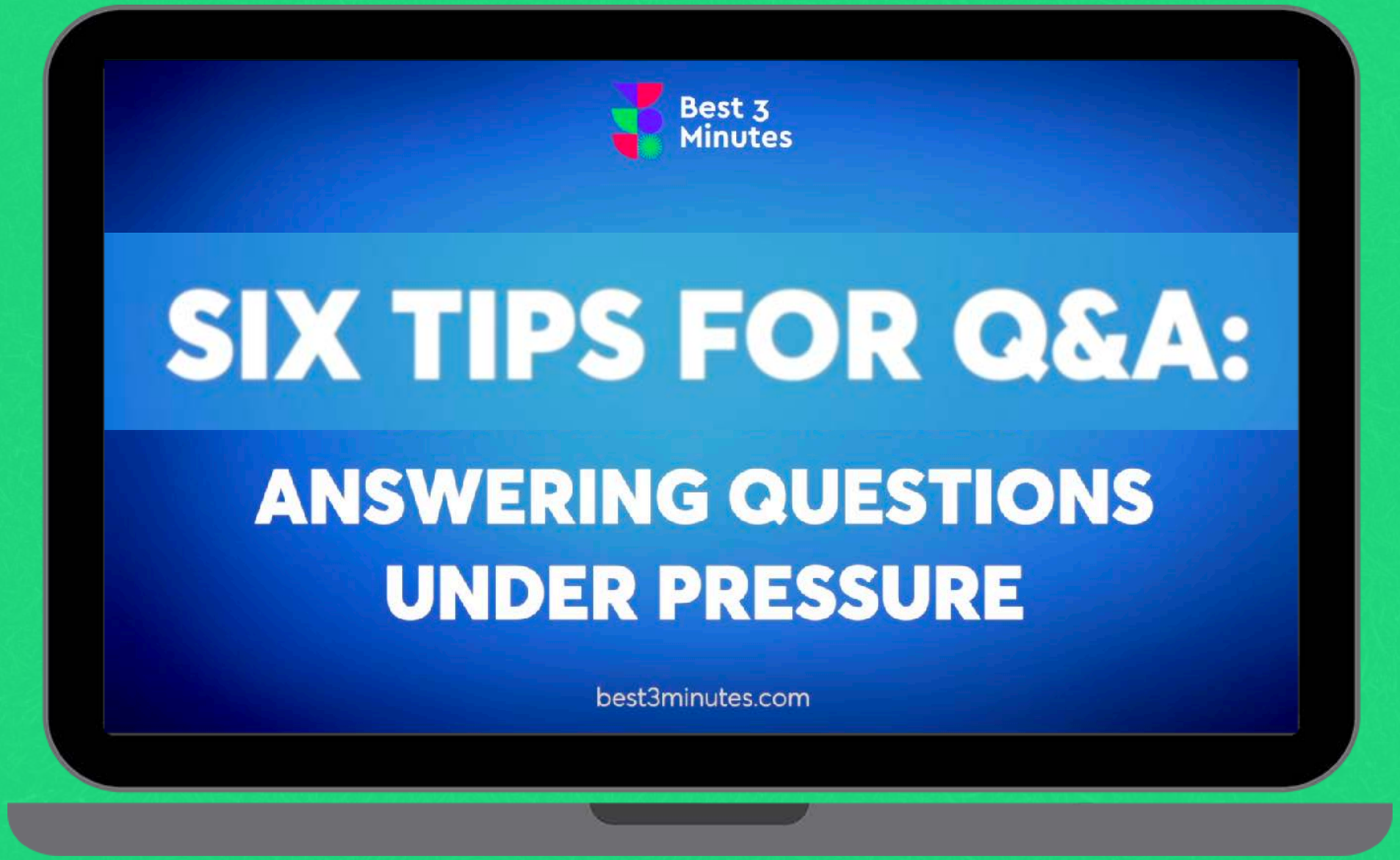

203
Words/min




# PITCH




# Q&A

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How do you create

# YOUR STORYLINE?

Process

# HOW?

Content

# WHAT?




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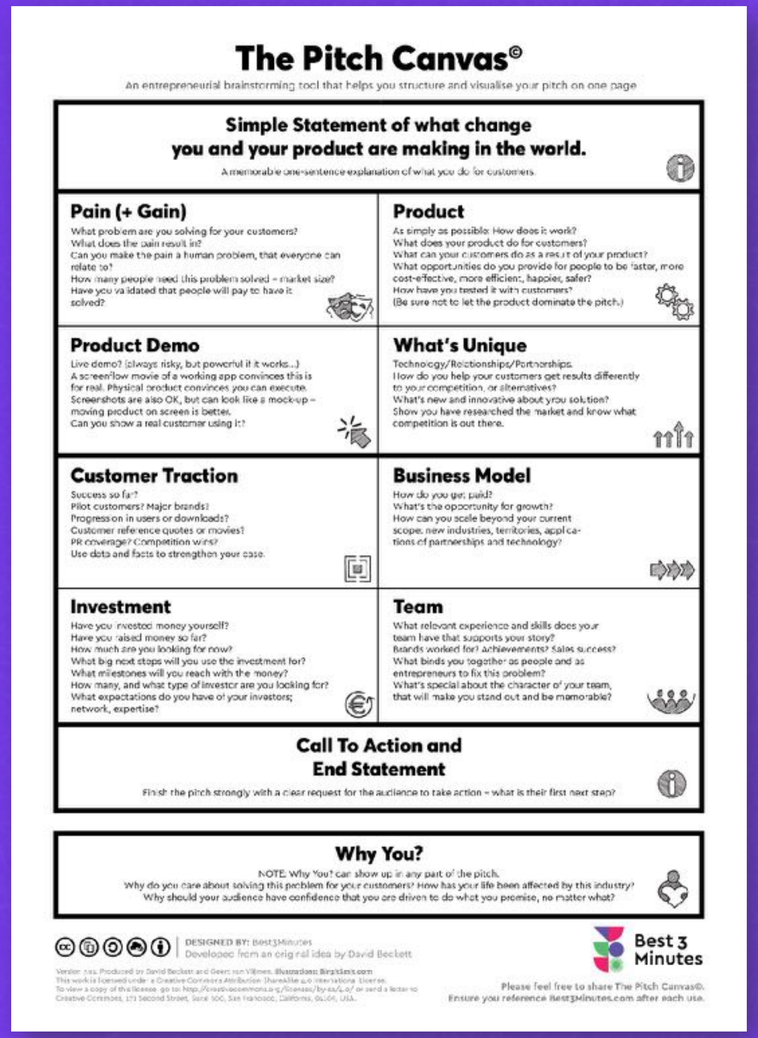

# The Pitch Canvas©

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

## Simple Statement of what change you and your product are making in the world.

A memorable one-sentence explanation of what you do for customers.

### Pain (+ Gain)

What problem are you solving for your customers?
What does the pain result in?
Can you make the pain a human problem, that everyone can relate to?
How many people need this problem solved = market size?
Have you validated that people will pay to have it solved?

### Product

As simply as possible: How does it work?
What does your product do for customers?
What can your customers do as a result of your product?
What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer?
How have you tested it with customers?
(Be sure not to let the product dominate the pitch.)

### Product Demo

Live demo? (always risky, but powerful if it works...)
A screenflow movie of a working app convinces this is for real. Physical product convinces you can execute.
Screenshots are also OK, but can look like a mock-up – moving product on screen is better.
Can you show a real customer using it?

### What's Unique

Technology/Relationships/Partnerships.
How do you help your customers get results differently to your competition, or alternatives?
What's new and innovative about your solution?
Show you have researched the market and know what competition is out there.

### Customer Traction

Success so far?
Pilot customers? Major brands?
Progress on in users or downloads?
Customer reference quotes or movies?
PR coverage? Competition wins?
Use data and facts to strengthen your case.

### Business Model

How do you get paid?
What's the opportunity for growth?
How can you scale beyond your current scope, new industries, territories, applications of partnerships and technology?

### Investment

Have you invested money yourself?
Have you raised money so far?
How much are you looking for now?
What big next steps will you use the investment for?
What milestones will you reach with the money?
How many, and what type of investor are you looking for?
What expectations do you have of your investors; network, expertise?

### Team

What relevant experience and skills does your team have that supports your story?
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?

## Call To Action and End Statement

Finish the pitch strongly with a clear request for the audience to take action – what is their first next step?

## Why You?

NOTE: Why You? can show up in any part of the pitch.
Why do you care about solving this problem for your customers? How has your life been affected by this industry?
Why should your audience have confidence that you are driven to do what you promise, no matter what?

DESIGNED BY: Best3Minutes
Developed from an original idea by David Beckett

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Ensure you reference Best3Minutes.com after each use.

# THE PITCH CANVAS©


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** |

Ask the magic question… 🪄

**What would you like to know more about?**

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 this part of 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.

# Pitch tools and
# **RESOURCES**







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# All the **SLIDES**




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# 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

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# 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
David Beckett

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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;**
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W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davebeckettpresentationcoach
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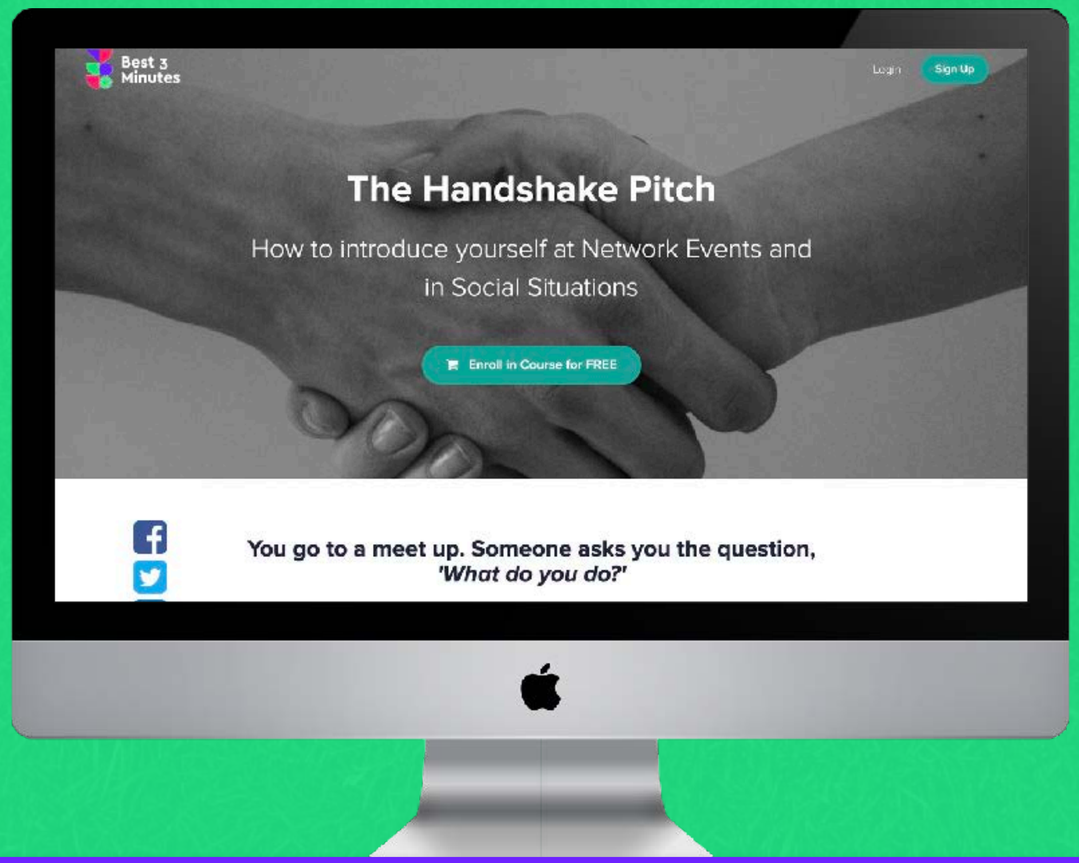
FREE

# 10 Minute Online Course

# YOUR INTRO PITCH

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