

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

David Beckett

best3minutes.com

Best 3 Minutes

I'm here with

ONE GOAL



10x

your chances of doing something

AMAZING

I'm here with
ONE GOAL

Where we are
FOCUSING



10x
your chances of
doing something
AMAZING

Pitching to
succeed in
INVESTOR MEETINGS

Coached 2400+ Startups & Scale-Ups

RAISED OVER €450MILLION




GREAT IDEAS
NEED A VOICE

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

"It's almost impossible

TO RAISE INVESTMENT"



You can **increase** your **chances**

if you're **ready** to run the **Marathon**



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/aifactory24


Investors are
BUSY PEOPLE!

99% Startups fail at 2 points of the **INVESTMENT MARATHON**



Cold Outreach to
get a meeting



First 2 Minutes of
First Meeting

99% Startups fail at 3 points of the **INVESTMENT MARATHON**

1000 Pitches Seen



Cold Outreach to get a meeting

80 First Meetings Taken



First 2 Minutes of First Meeting

7 Second Meetings Taken



End of Second Meeting

What goes wrong with **COLD OUTREACH?**



92% FAIL

920/1000



Wrong Match



Too Much Information

What goes wrong with **COLD OUTREACH?**



92% FAIL

920/1000



Wrong Match



Too Much Information

You can fix the problem of

TOO MUCH INFORMATION



Guy Kawasaki: 5-Sentence Email



The 5-Sentence Email

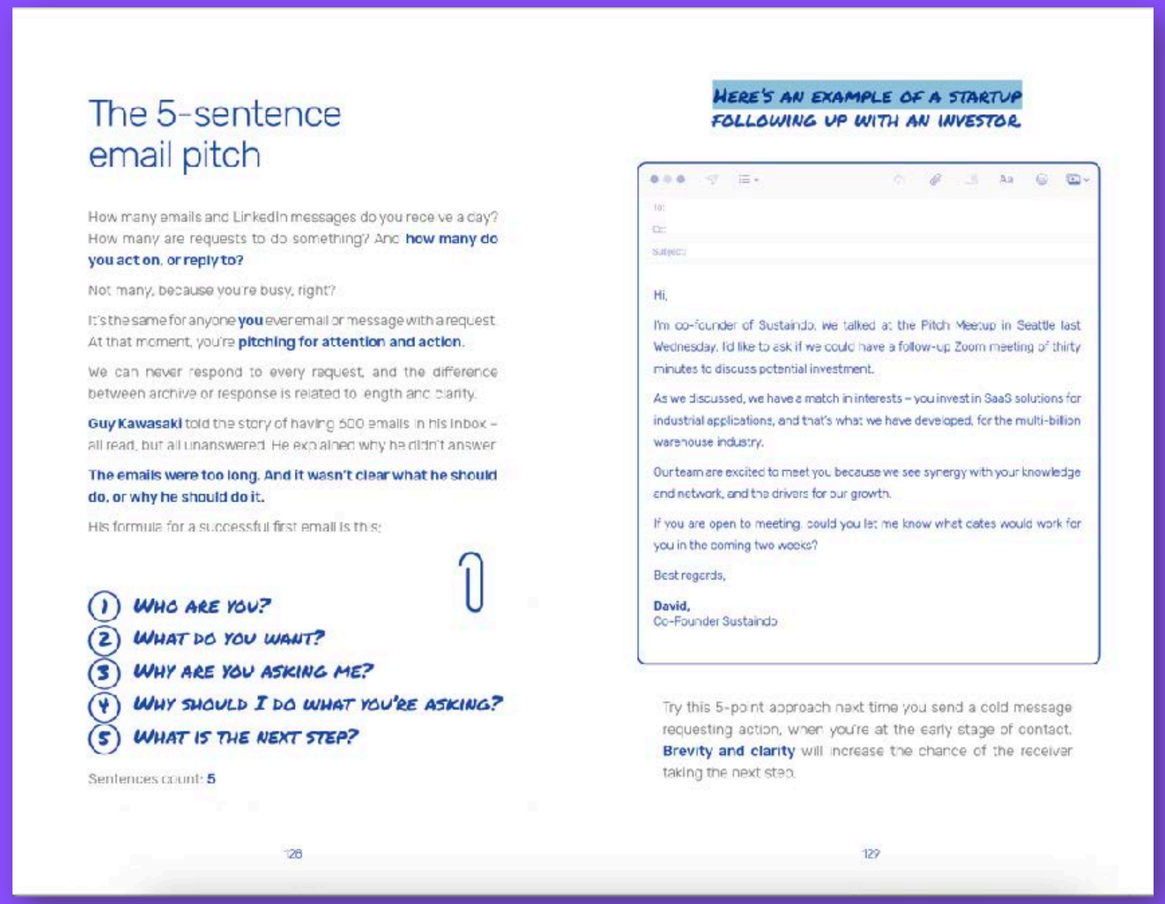
Who are you?

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 my book

BLUE MOON PITCH

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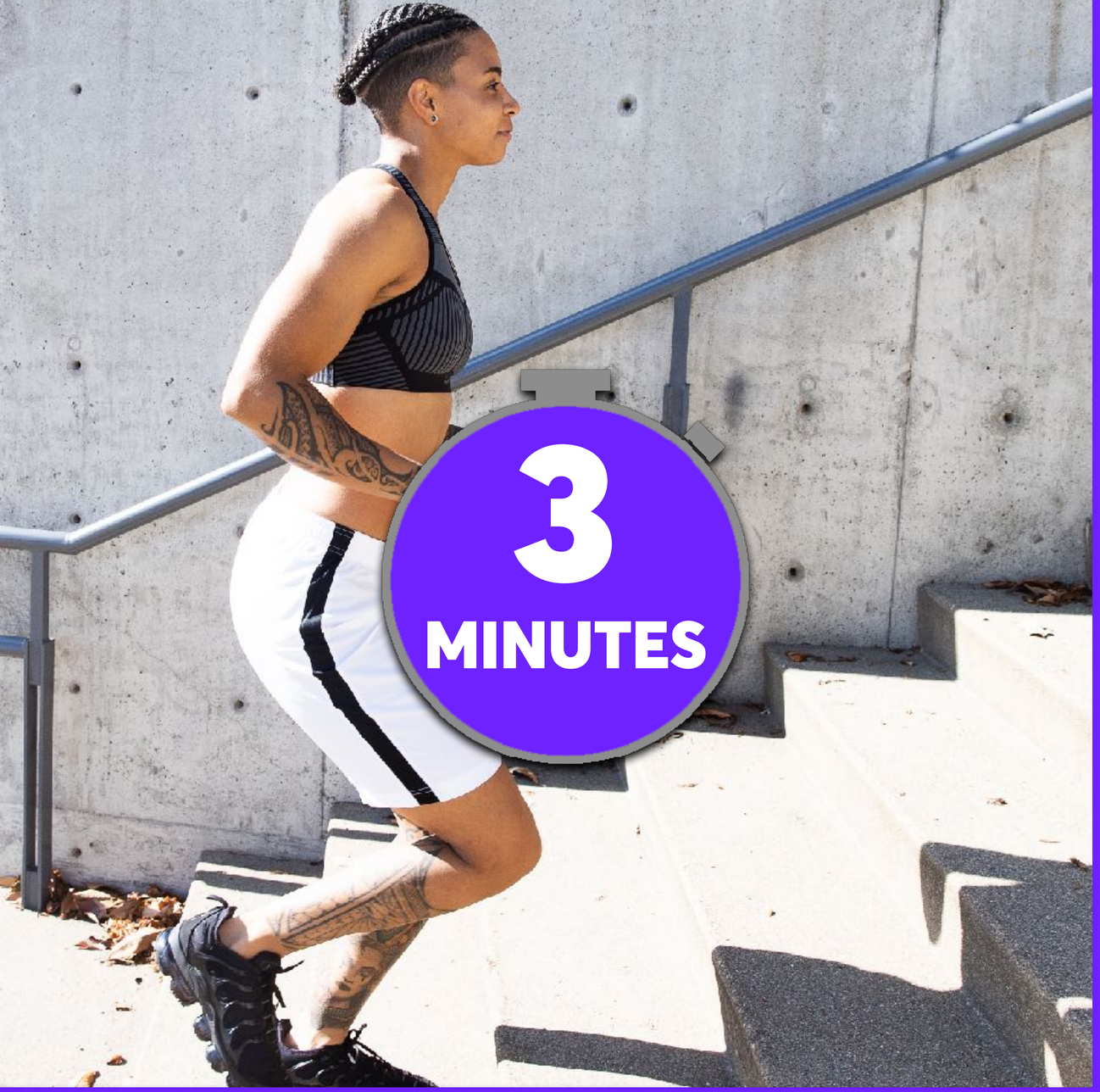

ACTION STEP

Write a **5-sentence email**
to an **investor**
requesting a meeting.

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?**

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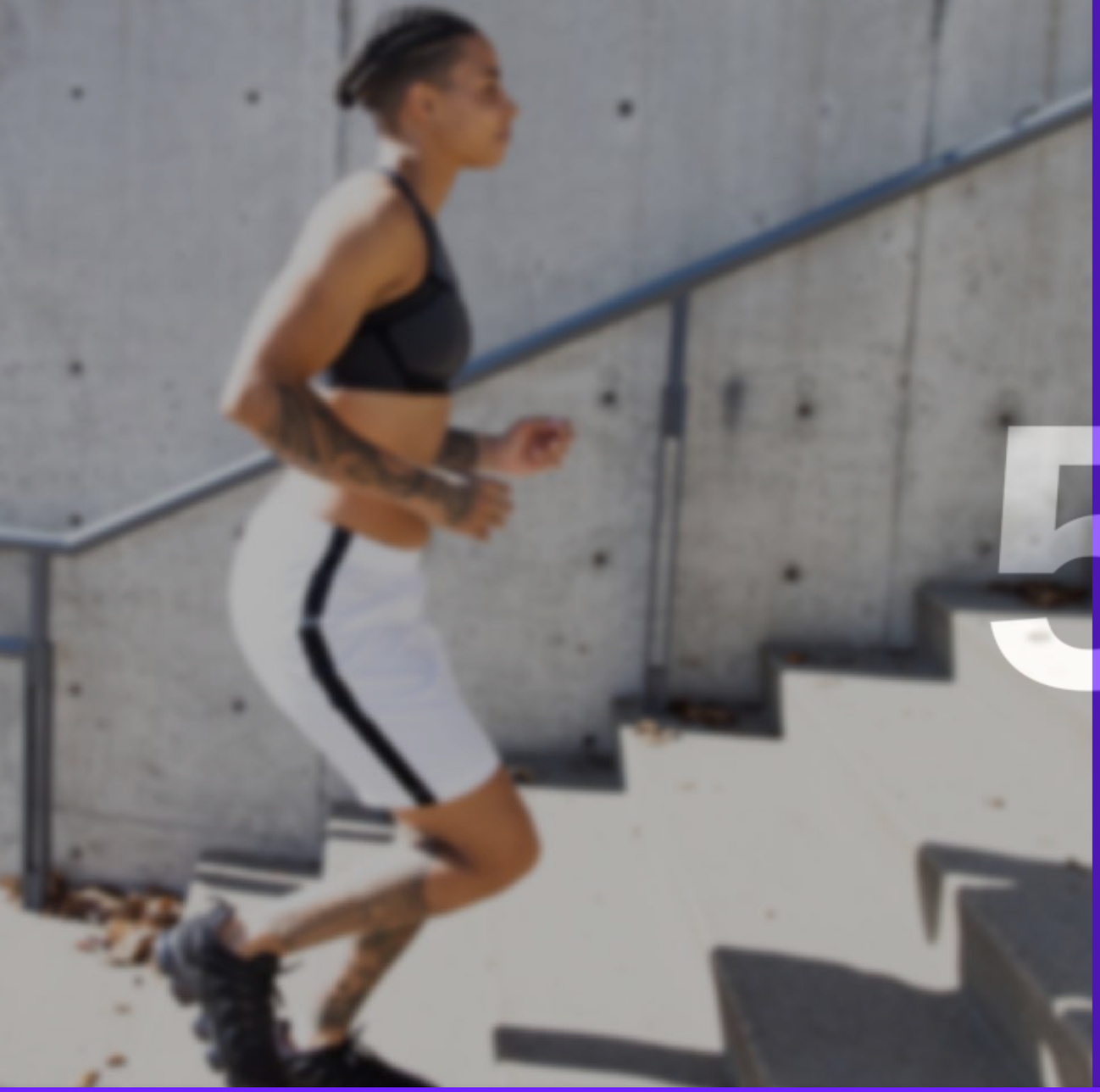

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Who are you?
What do you **want?**
Why are you asking **me?**
Why should I do what you're asking?
What is the **next step?**

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Should I send a **slide deck** with my 5-sentence email?



David Zwagermaker
Peak Capital

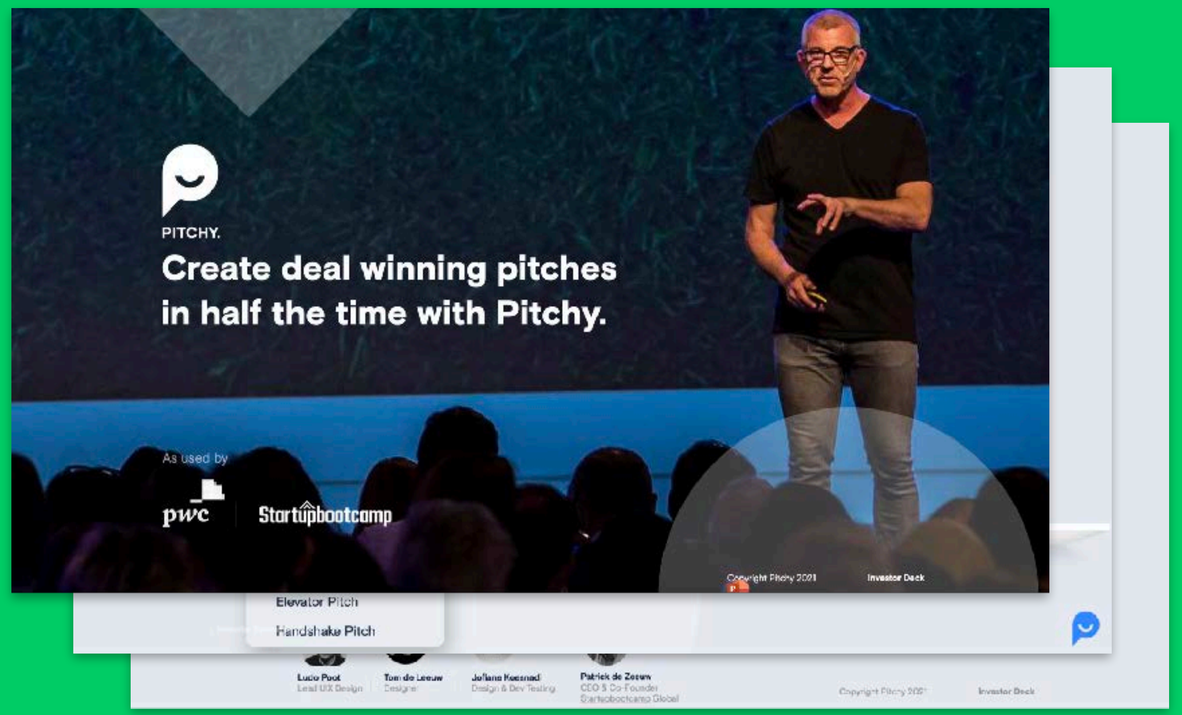
We need to be able to **scan** through it in **2 minutes**



DOCSEND

DocSend report: average **view time** of decks is **02:29**

Option 1: send a **5-7 SLIDE DECK**



Option 2: Send a **ONE PAGER**



24SESSIONS

Why 24sessions?

Experts & their clients **waste 2 hours/day** planning & travelling to meet offline while doing it online makes both their lives easier.

What do we do!

24sessions offers advice organizations a total solution for **online video-chat help** that saves time & increases satisfaction.

They already love us

SOGETI · startupbootcamp · Rabobank · UMC Utrecht · seek · parenting pioneers

Facts & figures

Our video-chat is 100% p2p and thus **reliable & scalable**

>1000% ROI If you have 25 experts and save just 1 hour travel per expert per month

9+ Clients rate our service **9+** on average with **40% repeat**

Total solution. Use your own look & feel and domain

Find the right expert · Agenda & meeting planner · Secure video-chat in any browser · Advanced review system · Integrated payment solution

Benefits

Zero travel time & get **costs**

Get **feedback** & build reputation online

Better **match** clients to the right expert

Save **time** matching & planning meetings

Simply works without any software installs

Safe, **secure** & private connection

Leadership

Rutger Teunissen CEO
Internet entrepreneur. Sold his first startup at 27 to Werkspot.

Alex Bisschop BizDev
Winning sales leader for video-conference vendors & distributors.

Konstantin Goncharuk CTO
Strong back-end developer, team leader and Web RTC pioneer.

Need more info? **rutger@24sessions.com** +31 6 51 70 98 11

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startupbootcamp

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Total solution. Use your own look & feel and domain

- **Find the right expert**
- **Agenda & meeting planner**
- **Secure video-chat in any browser**
- **Advanced review system**
- **Integrated payment solution**

Benefits

- Zero travel time & gas **costs**
- Get **feedback** & build reputation online
- Better **match** clients to the right expert
- Save **time** matching & planning meetings
- **Simply works** without any software installs
- Safe, **secure** & private connection

Leadership



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SKACE

INSTANT PEOPLE FEEDBACK & COACHING IN YOUR POCKET

PROBLEM

Formal annual reviews were designed over 30 years ago. 95% of HR managers now agree that because they are done too infrequently, they aren't supporting the professional growth intended and this approach only fits the 1st cell delivered.

SOLUTION

SKACE is a performance management app unique in engaging managers to give employees frequent and timely feedback together with personalised coaching through simple swiping of Yes/No questions from their own devices.

HOW IT WORKS ?



1. Managers are swiping simple Yes/No questions served by intelligent feedback algorithm
2. Employees get instant training insights and check their progress through online scorecards
3. The organisation transforms to 21st century open, transparent & fast learning culture

BENEFITS

for managers	for employees	for leadership
end of red tape	managerial skills	work satisfaction	professional growth	80% resource savings	customer satisfaction

PILOT CLIENTS

O2 Czech Republic · ING Innovation Studio · Pytloun Hotels

FOUNDING TEAM



Jan Tlustak CEO · Jan Musil CTO · Jan Bittner CIO · Miroslav Popelka Full-stack · Martin Vaše CDO

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Jan@getskace.com
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CrazyLister

Amazingly simple, web-based, design software for everything eCommerce.

The Problem

eCommerce design is hard, expensive and time consuming. Online merchants need design for: Marketplace listings, Social media posts, Web shop banners, posters, PPC banners and more.

Our Solution

CrazyLister offers an AI guided platform to create high converting eCommerce designs.

Facts and Figures

- 18K users | $14K MRR 25% MoM Growth
- Million+ designs Created
- $15Bn Market 50M merhchants

Benefits

- **Easy** No skills required
- **Multi-platform** All in one
- **Affordable** Freemium
- **Smart** AI guided

Our Winning Team



Victor Levitin, CEO
B.A Economics, LLB Law
Took 1st company to $4.5M annual sales



Maxim Godin, CMO
B.A, MBA at Technion
2012, 2015 highest conversion awards winner



Or Poran, CTO
B.A Comp. Science, Math
16 years at Intel and IBM
Experienced Team Leader

+972 526 371 940 · vic@crazylister.com

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QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

99% Startups fail at 2 points of the **INVESTMENT MARATHON**



Cold Outreach to
get a meeting



First 2 Minutes of
First Meeting

We're going to build a **2-Minute**
Pitch covering **4 topics**

What goes wrong in the
FIRST 2 MINUTES OF 1st MEETING?



92%
FAIL
73/80

- Too much history
- Too much product
- Too long a story

What happens in the **FIRST 2 MINUTES?**

I put the startup into one of **3 mental buckets**...



EXCITING!

Tell me more!



MAYBE..

Let's see…



NO!

Not for me

You can fix what goes wrong in

FIRST 2 MINUTES



Give them your BEST STUFF in the first 2 Minutes



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?

You can fix what goes wrong in

FIRST 2 MINUTES



Give them your BEST STUFF in the first 2 Minutes

Tell them the things

THEY WANT TO KNOW









Huge Unsolved Pai

We're going to build a **2-Minute** Pitch covering **4 topics**

Amazing Team

Tell them the things
THEY WANT TO KNOW









We're going to build a **2-Minute** Pitch covering these **4 topics**

Huge Unsolved Pain

Decent Product

Progress & Traction

Amazing Team


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



PAIN

What is the **problem** you solve?

How **big** is that problem? (People, organisations, time/money/energy/ materials wasted…)

The **Why** of the product



PAIN

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



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, Berlin & Tokyo, it takes drivers over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

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 10 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"



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



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

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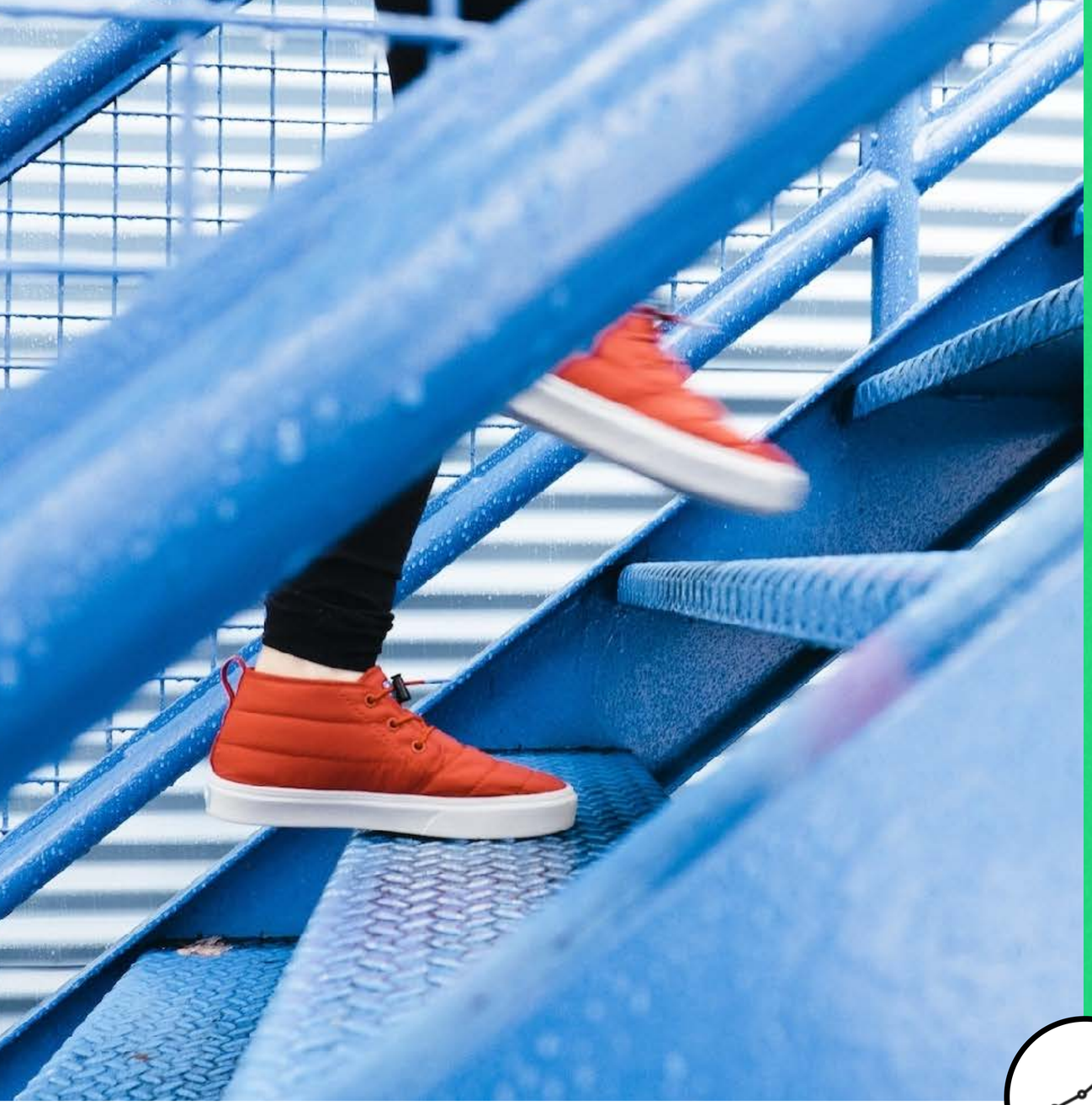
PRODUCT

How do you
solve the problem?

How it works: **simple**
Technology: **minimal**

Result for User: **focus**

NOTE: **Start** with the **Pain**,
then introduce the product



PROOF/ 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**?



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

A:TEAM!


And yet... you never have
ENOUGH TIME

Pick out 2-3

MEMORABLE POINTS





TEAM

Example: MedTech Startup

Started with the **science**, with these experienced people

Added the **tech** team to build the platform

Building the **commercial** team now/in the coming months



TEAM

Character?

Driven by the same **purpose**?

Young and **Hungry**?
Experienced and ready for **new** challenges?



ACTION STEP

Prepare a short
2 Minute pitch with the following;

Pain: What problem do you solve

Product: How do you
solve the problem

Progress: Traction/Validation

People: Team

NOTE: 2 Minutes = 16-18 sentences



ACTION STEP

Prepare a short
2 Minute pitch with the following;

Pain: What problem do you solve

Product: How do you
solve the problem

Progress: Traction/Validation

People: Team

NOTE: 2 Minutes = 16-18 sentences



ACTION STEP

TEST your short
2 Minute pitch with the following;

Pain: What problem do you solve

Product: How do you solve the problem

Progress: Traction/Validation

People: Team

NOTE: 2 Minutes = 16-18 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?


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


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

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?

Ask the **SECOND** magic question… 🪄

Which 2-3 things do we need to change for you to take another look?

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.



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







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THE WORKSHOP SLIDES

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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

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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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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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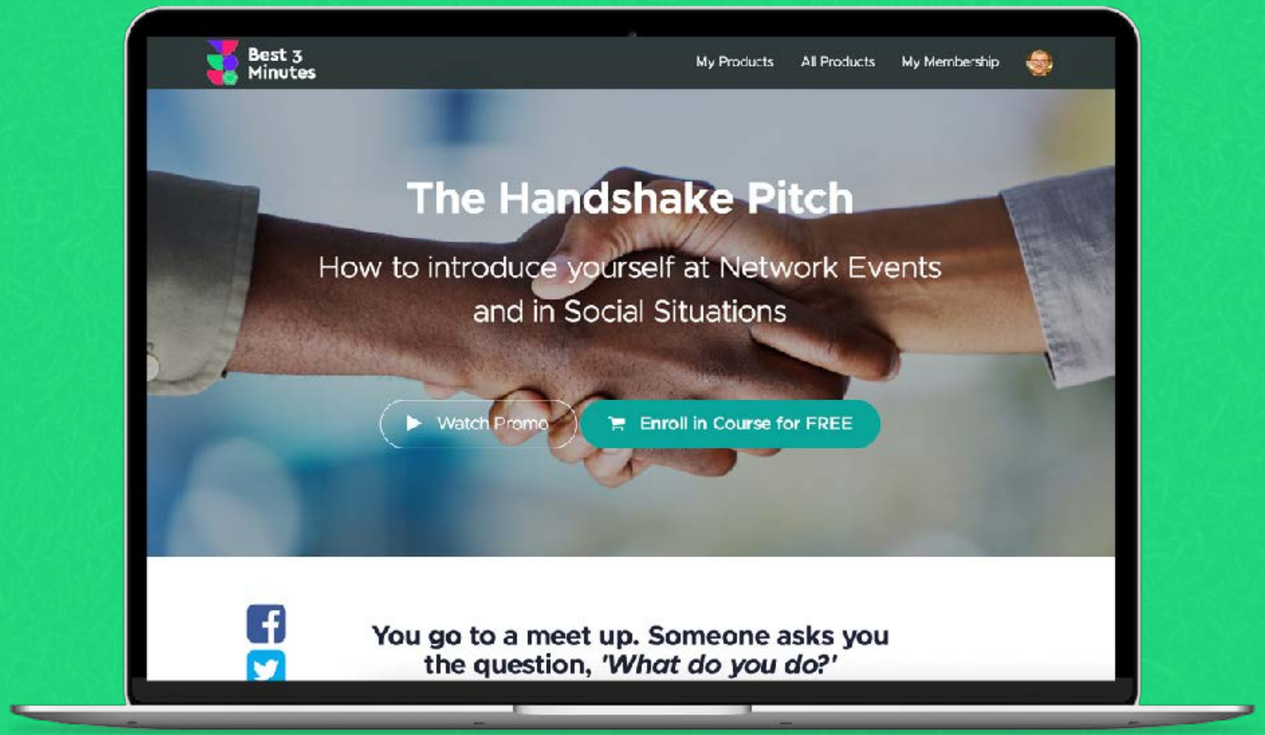
FREE

10 Minute Online Course

YOUR INTRO PITCH



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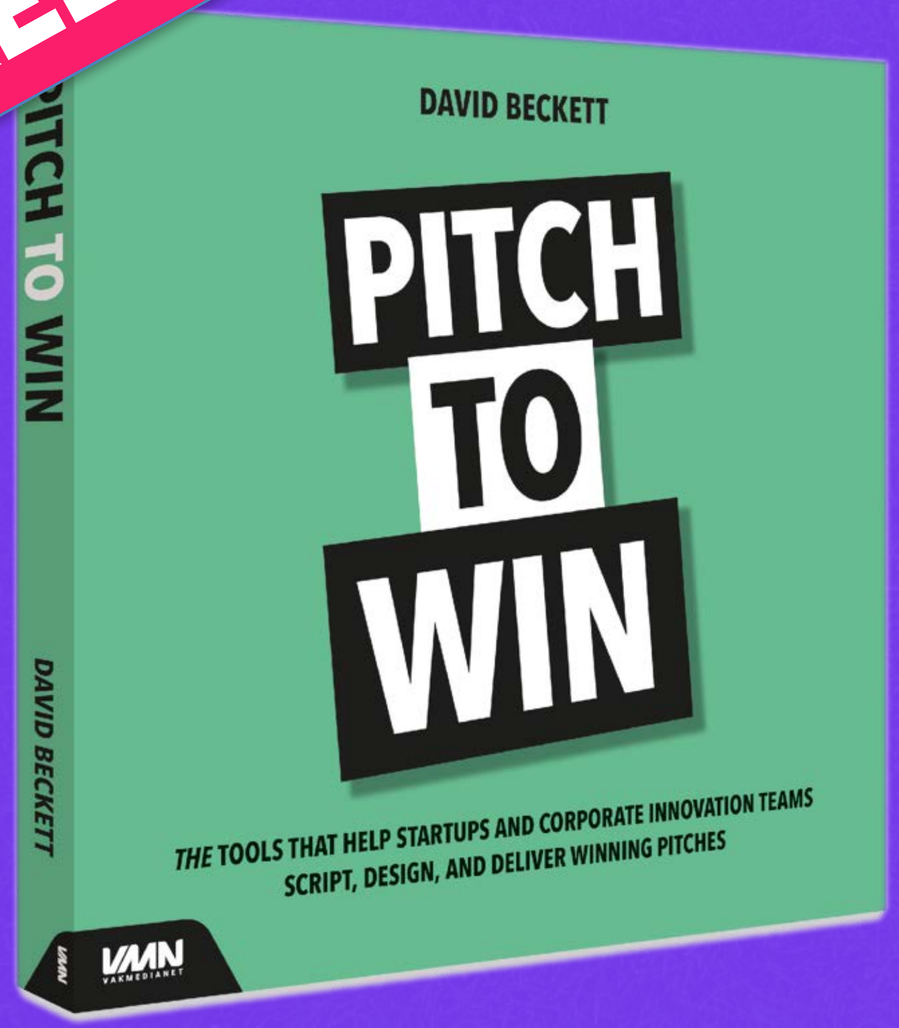
FREE



FREE AUDIOBOOK

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