Pitch Coach
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Best 3 Minutes

GREAT IDEAS NEED A VOICE




Coached 2500+ Startups & Scaleups
RAISED OVER €420MILLION
POSTCODE LOTTERY
GREEN CHALLENGE
This is a
LEARNABLE SKILL



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!

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


Prepare you for any
TIME-PRESSURED PITCH

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?**



Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/amsbus

The Open-3-Close© Pitch Model







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?"

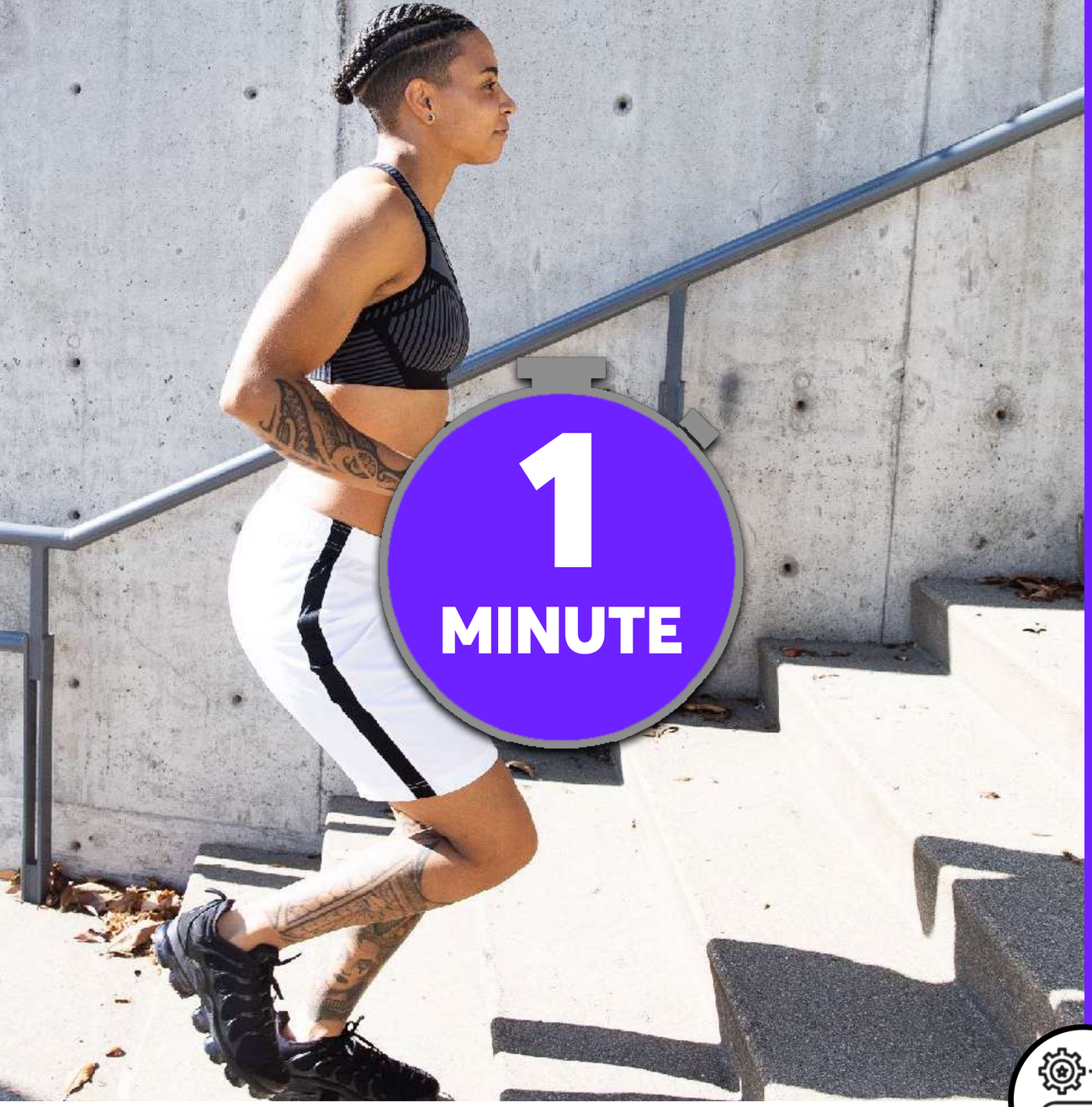


WHAT'S YOUR OBJECTIVE?

Provide **introductions**

Agree to a **pilot**

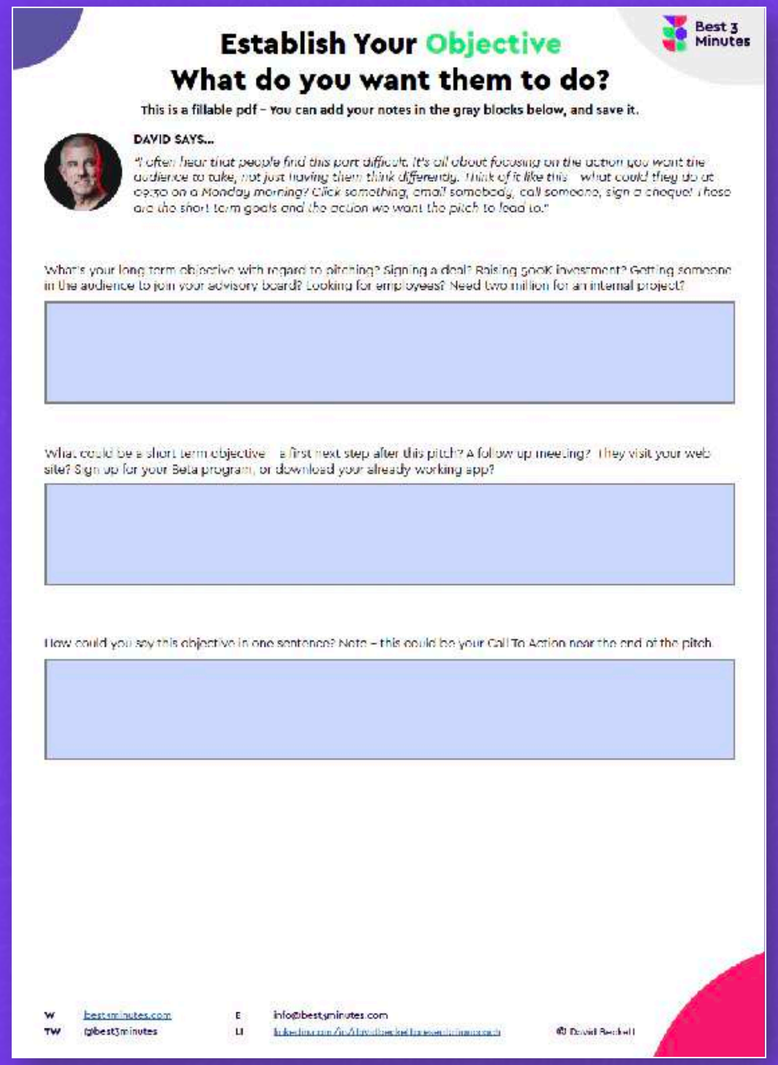
Plan a **follow up** meeting



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



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Establish Your Objective
What do you want them to do?

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

DAVID SAYS...

"I often hear that people find this part difficult. It's all about focusing on the action you want the audience to take, not just having them think differently. Think of it like this – what could they do at 09:30 on a Monday morning? Click something, email somebody, call someone, sign a cheque! These are the short term goals and the action we want the pitch to lead to."

What's your long term objective with regard to pitching? Signing a deal? Raising 500K investment? Getting someone in the audience to join your advisory board? Looking for employees? Need two million for an internal project?

What could be a short term objective – a first next step after this pitch? A follow up meeting? They visit your web site? Sign up for your Beta program, or download your already working app?

How could you say this objective in one sentence? Note – this could be your Call To Action near the end of the pitch.

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Write down your Objective

Fillable pdf download available

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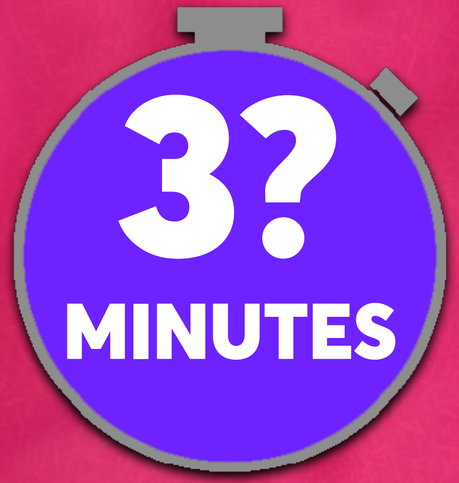
HOW MUCH TIME DO WE GET?

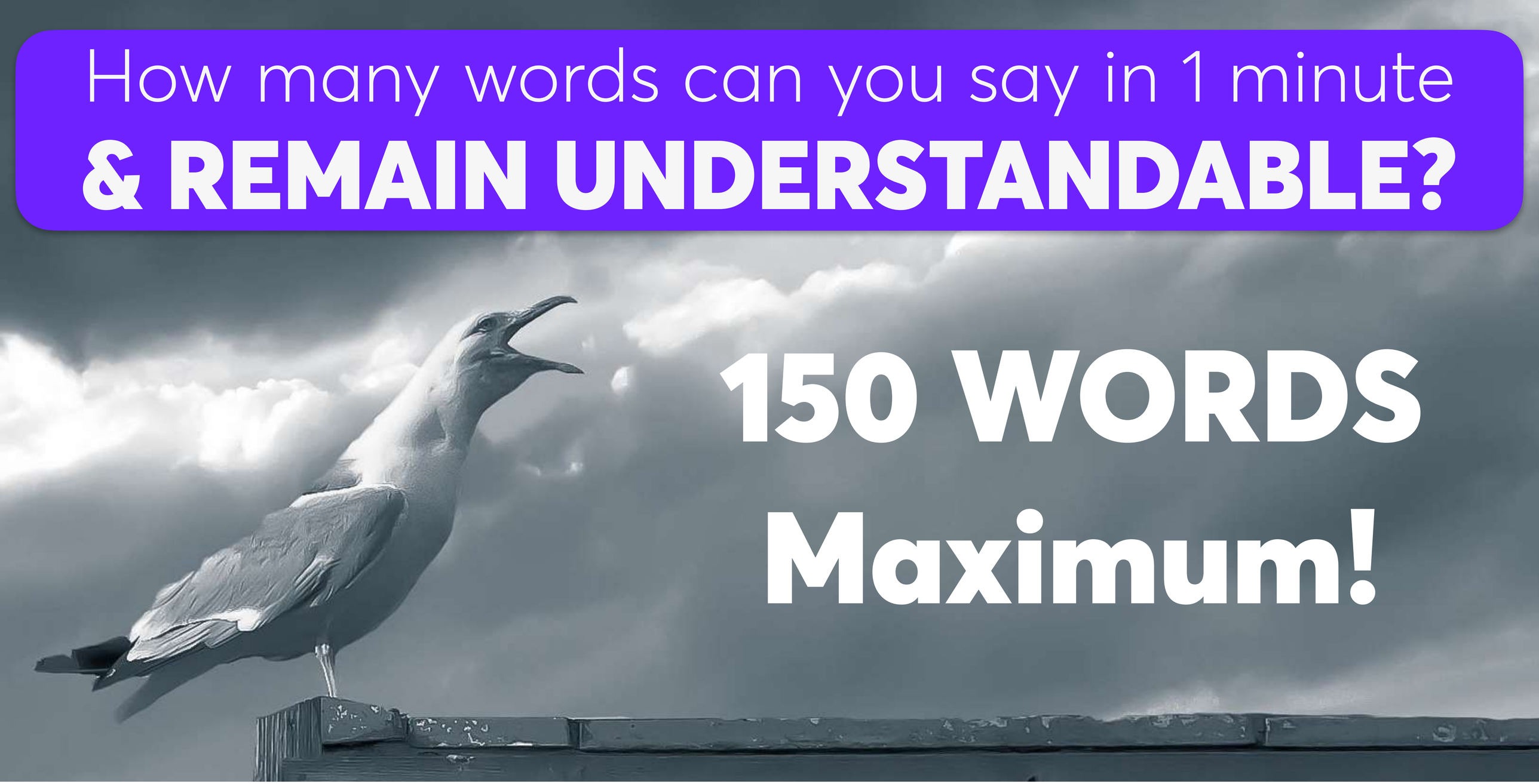


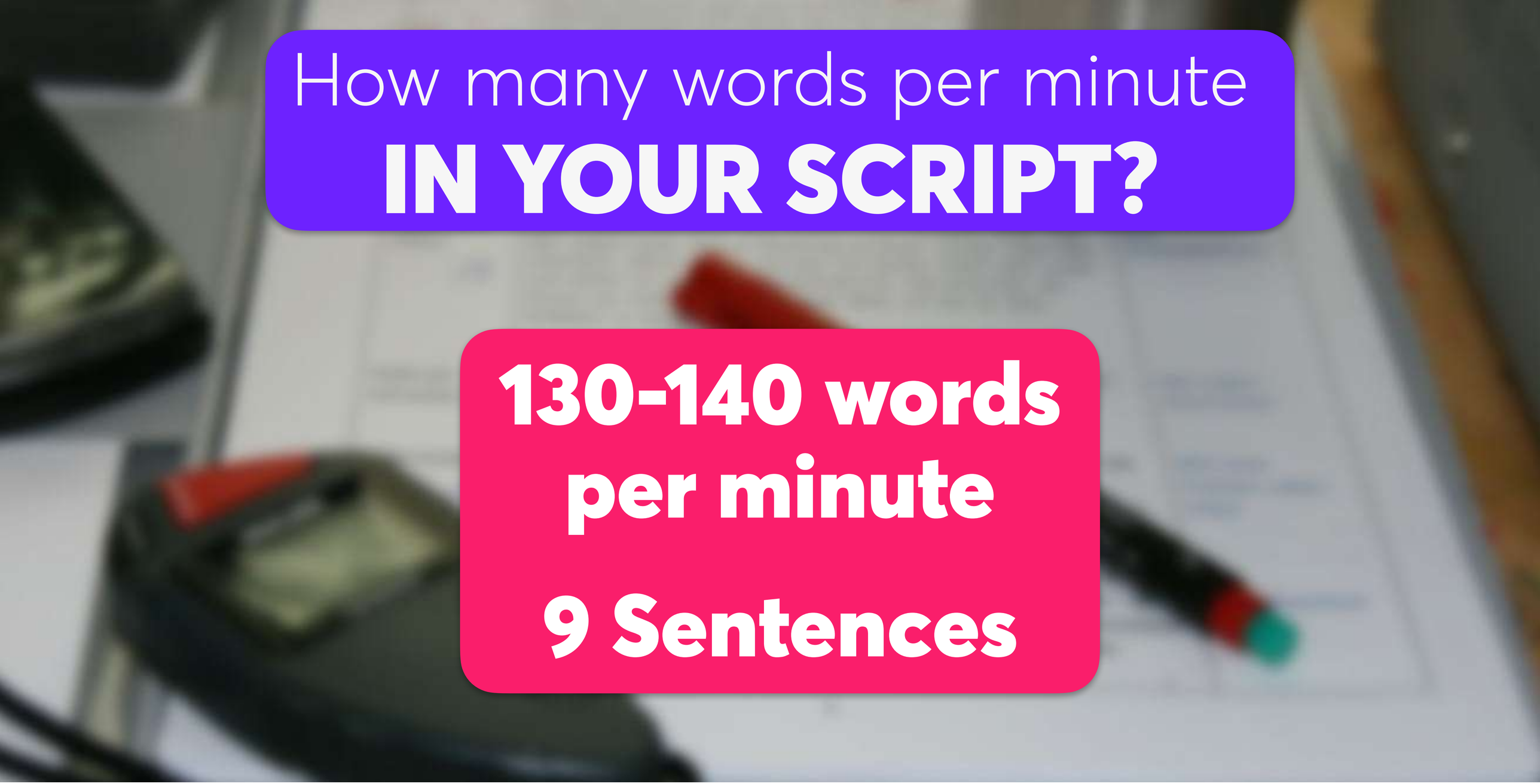
PITCH



Q&A

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





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?



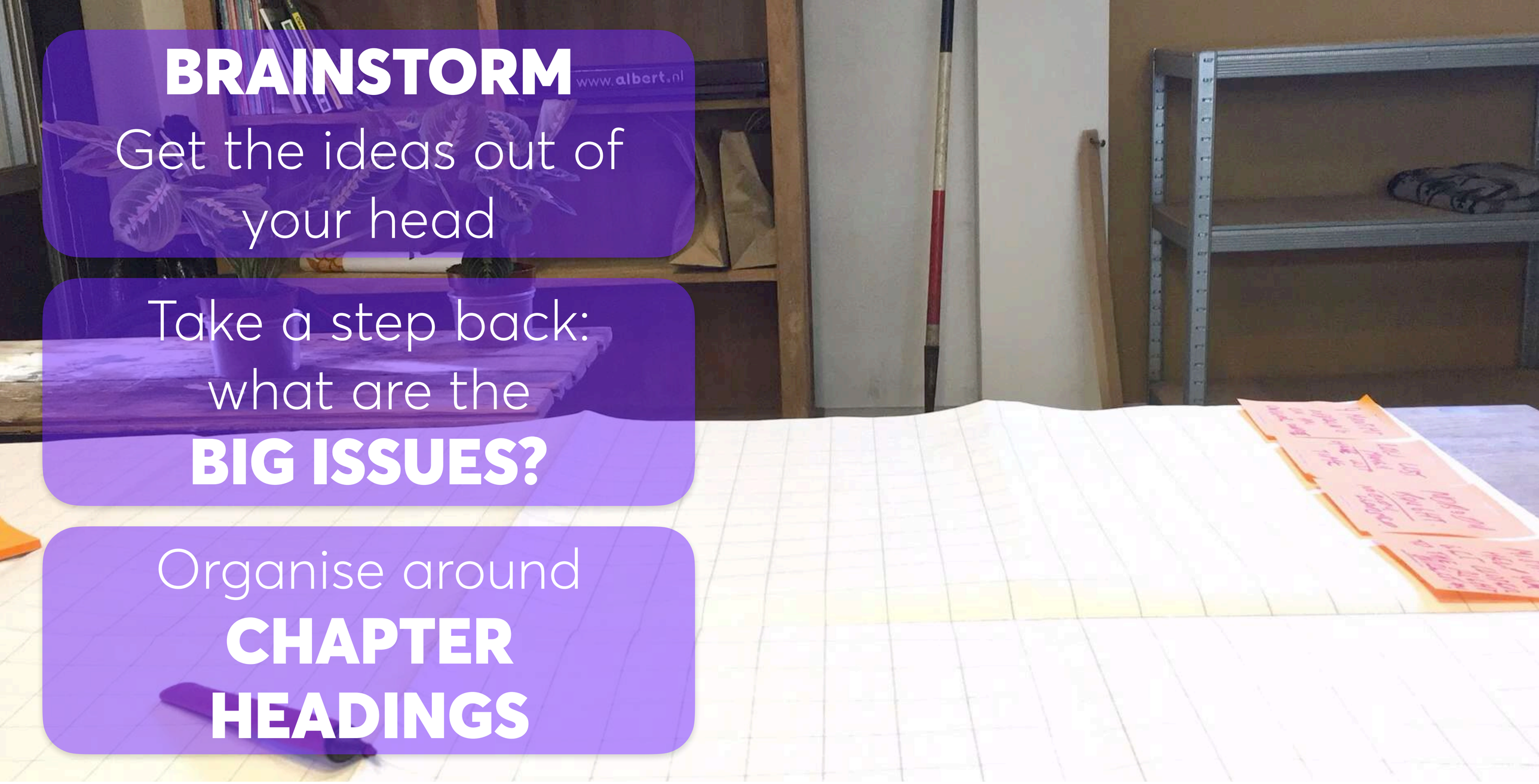
Don't Open **POWERPOINT**

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?**

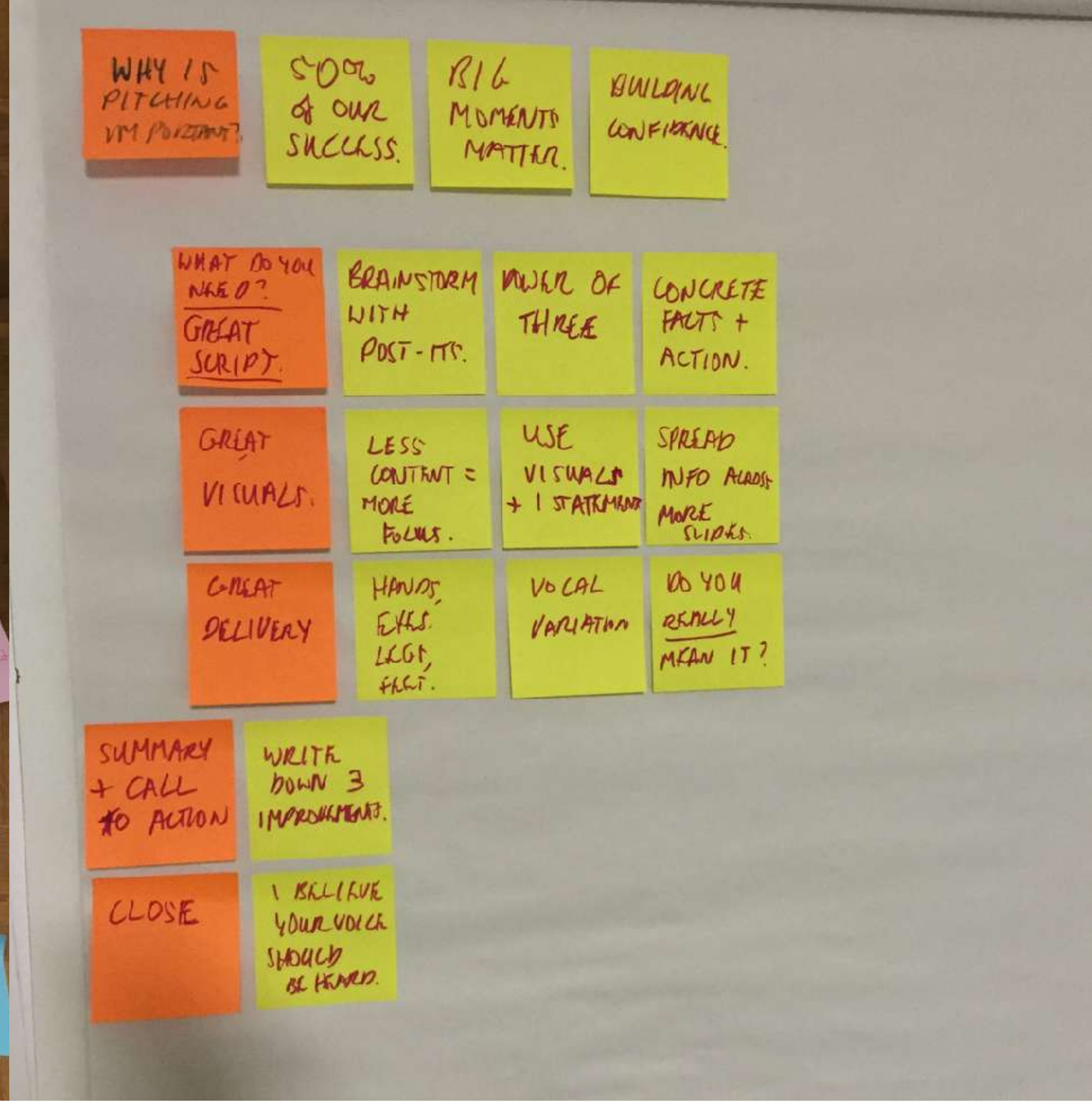
Organise around **CHAPTER HEADINGS**



VIRTUAL TOOLS

miro.com

mural.co



How do you create

YOUR STORYLINE?

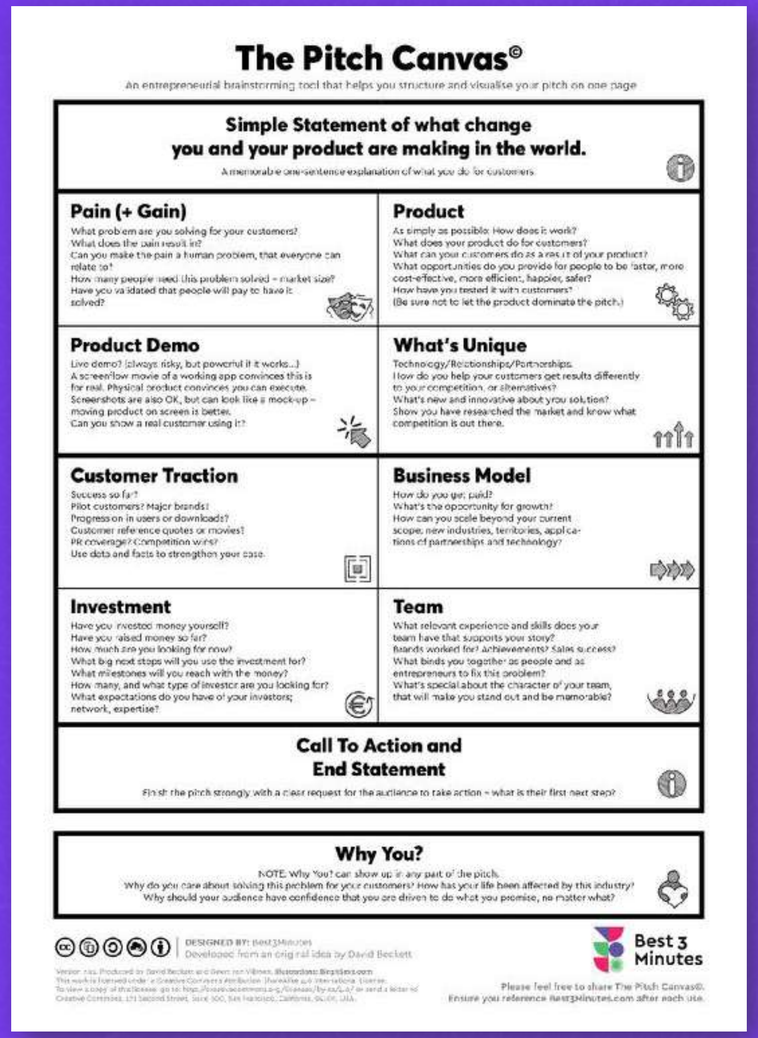
Process

HOW?

Content

WHAT?

Which topics should be in **YOUR WINNING PITCH?**



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?
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©

Digital Copy Available

best3minutes.com/amsbus

Let's focus on

6 KEY TOPICS

1



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, it takes **drivers** over 20 minutes to find a parking space..."



Lost time?

More cost?

Complex steps?

Co2 emissions?

Wastage?

Quantify it:
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 9 calls"


Be specific
PUT A NUMBER ON IT
nuventura
Reducing Greenhouse Gases



2

PRODUCT

How do you **solve** the problem?

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



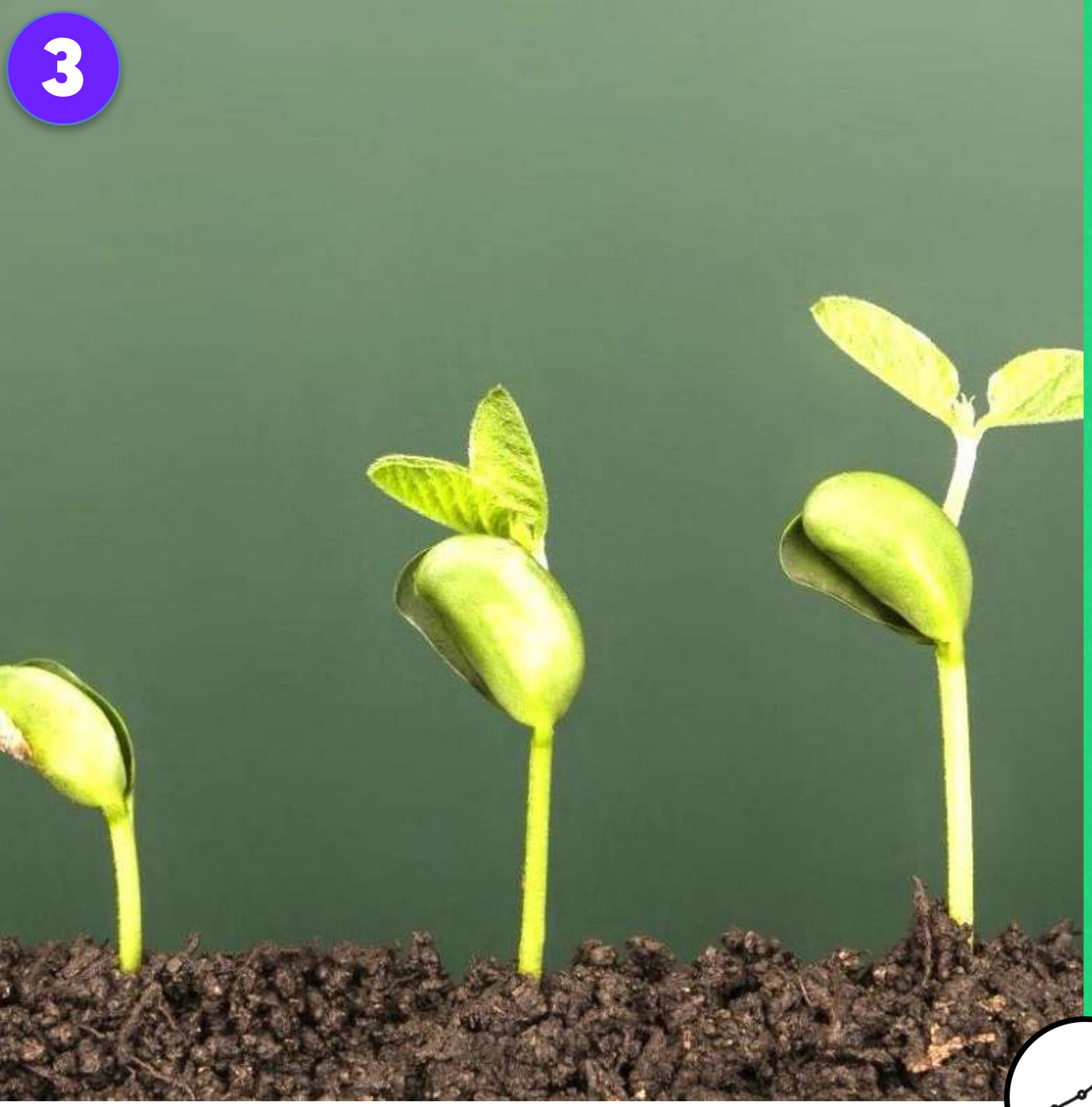
UNIQUE

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

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

(What is different to current solutions?)

3

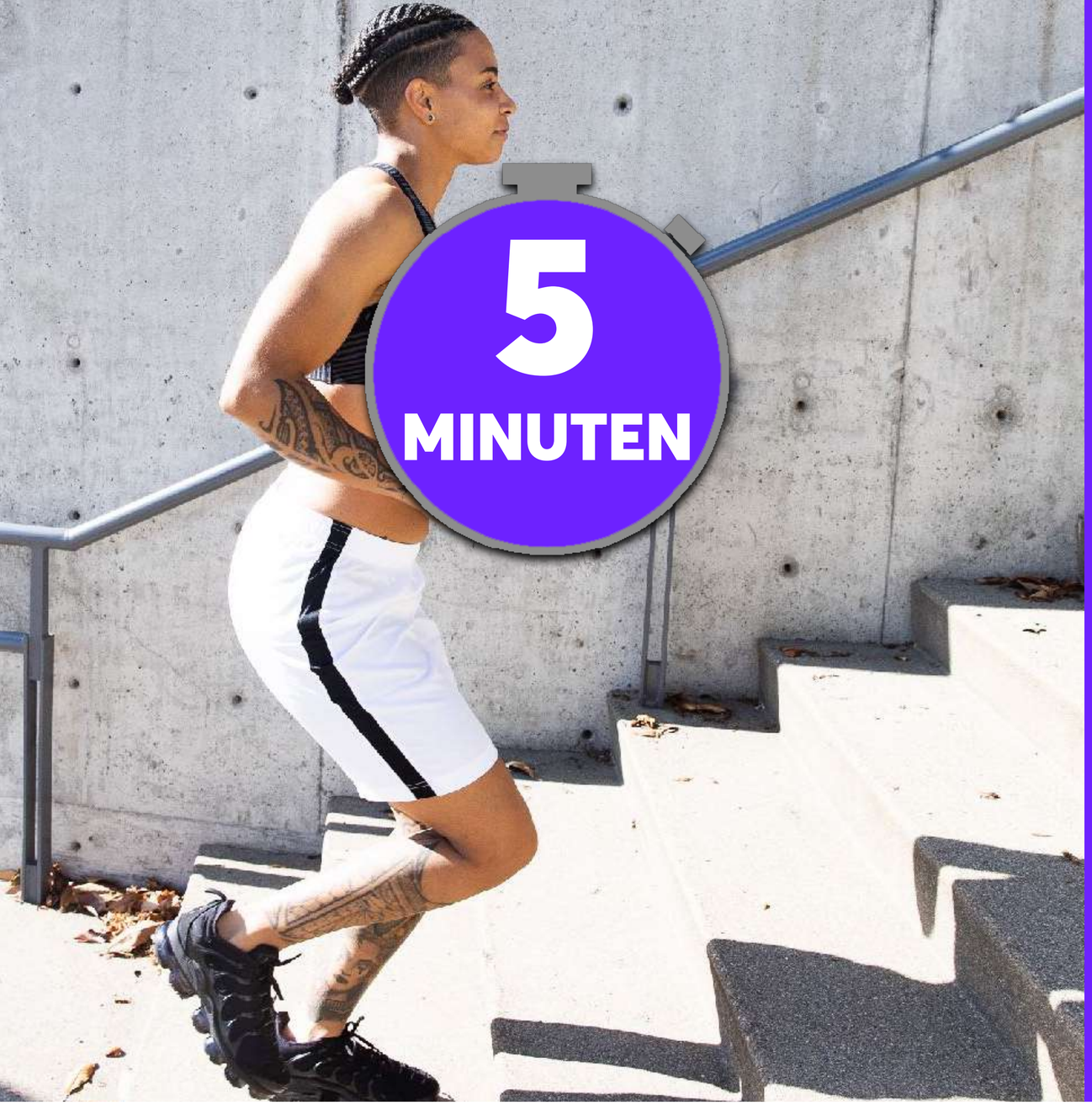


EARLY STAGE VALIDATION

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**

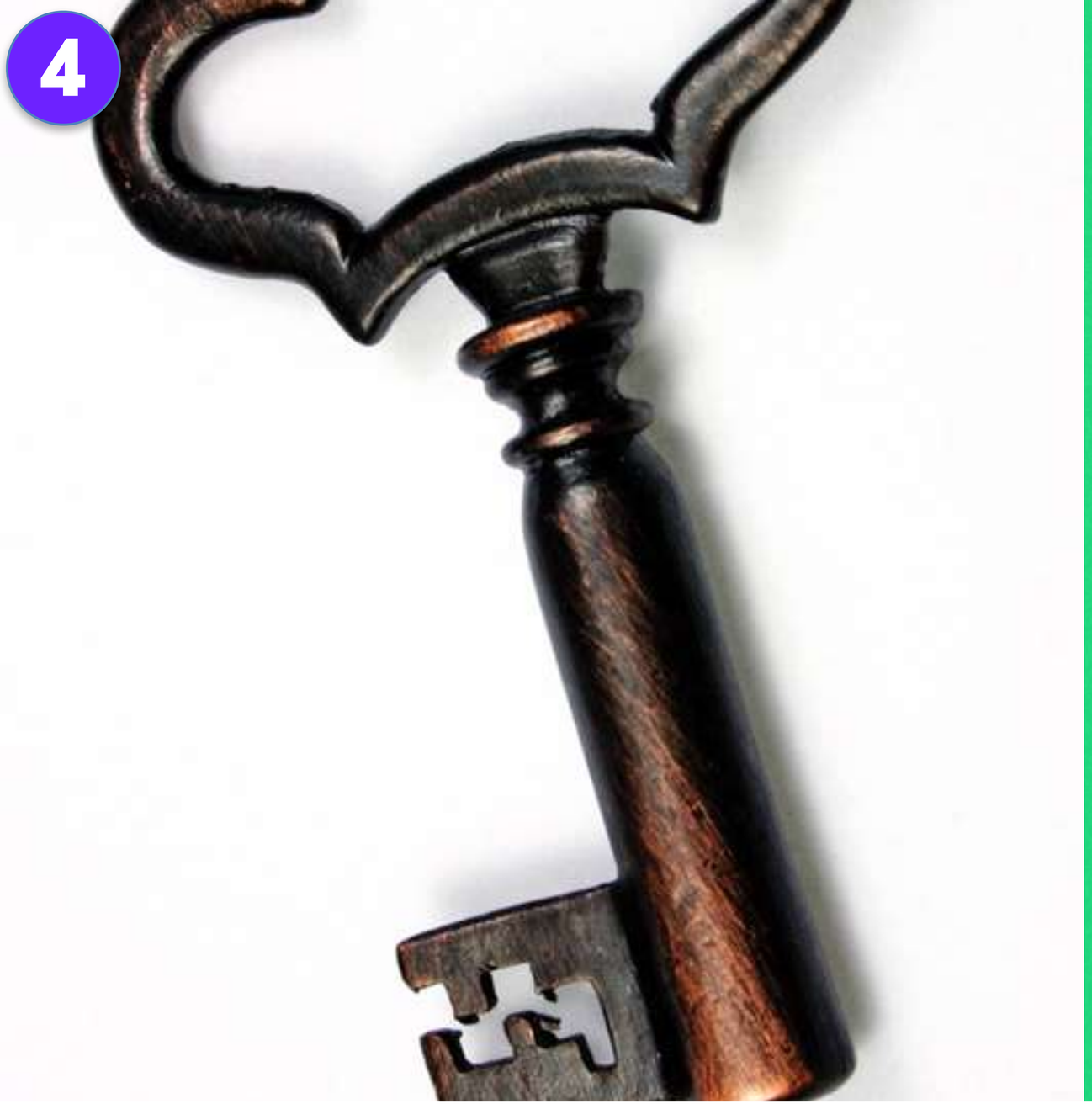
Don't think too much: **just write**

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

Which other topics should be in

YOUR WINNING PITCH?

4



WHAT DO YOU NEED?
= CALL TO ACTION

Advice? **Introductions**?

Follow Up **Meeting**?

Feedback - on what?

Or… Something else?

5



TEAM

Who will make it happen?

Complimentary **Skills**?

Driven by the same **purpose**?

6



WHY YOU?

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



WHY YOU?

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

Your **Enthusiasm** Counts!



ACTION STEP

Prepare a **90 Second** pitch with the following;

Pain,
Product,
Why You

90 seconds = 13 sentences


Let's put the thinking
INTO ACTION!



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 **90 Second** pitch with the following;

Pain,
Product,
Why You

In **pairs**: 5 minutes each

Let's give constructive feedback!


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 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



Best 3 Minutes


Make the first word count
OPEN POWERFULLY



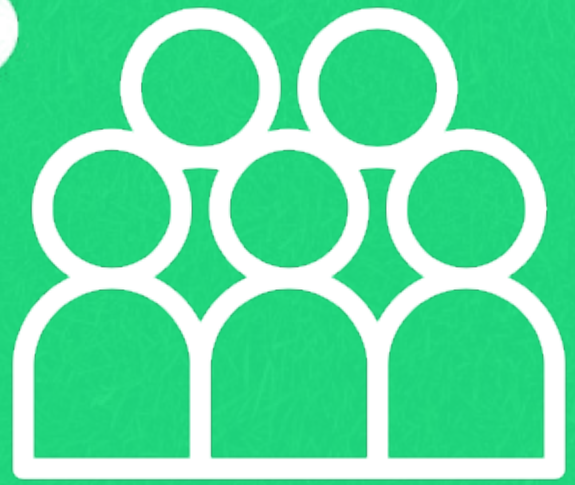
The first 20 seconds buys

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





HOMEWORK

Review your brainstorm

Write down your
opening 5 sentences



7 MINUTES

FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

HOMEWORK

Test out your
opening 5 sentences
out loud on someone else

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

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**

PROBLEM

SOLUTION

FEASIBLE

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

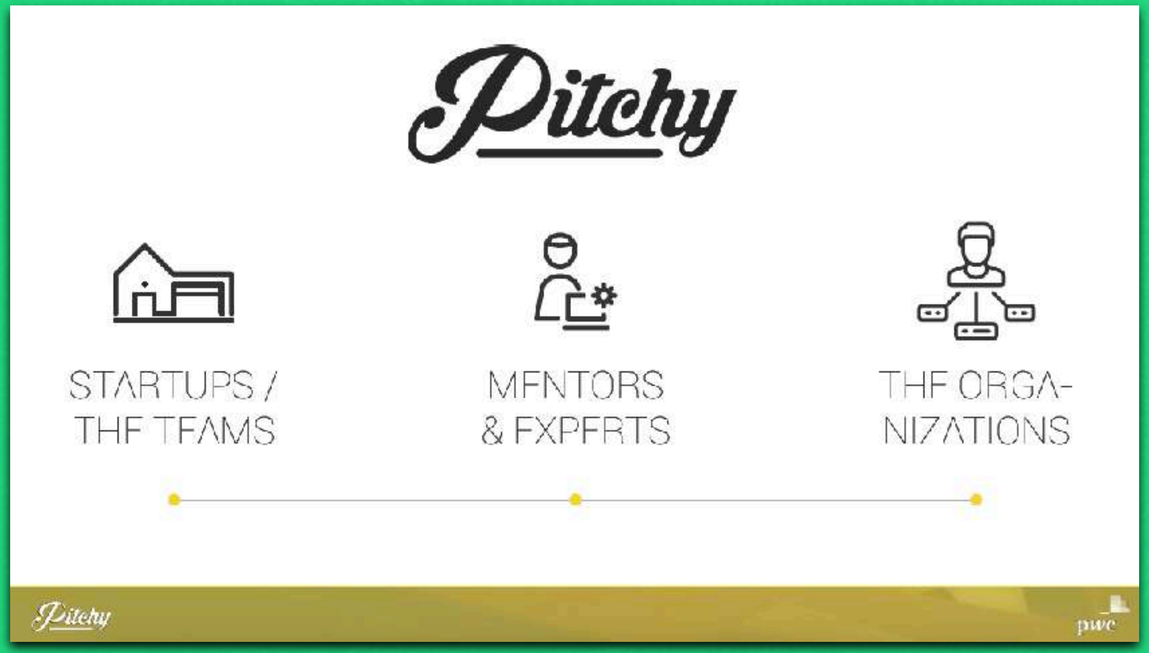


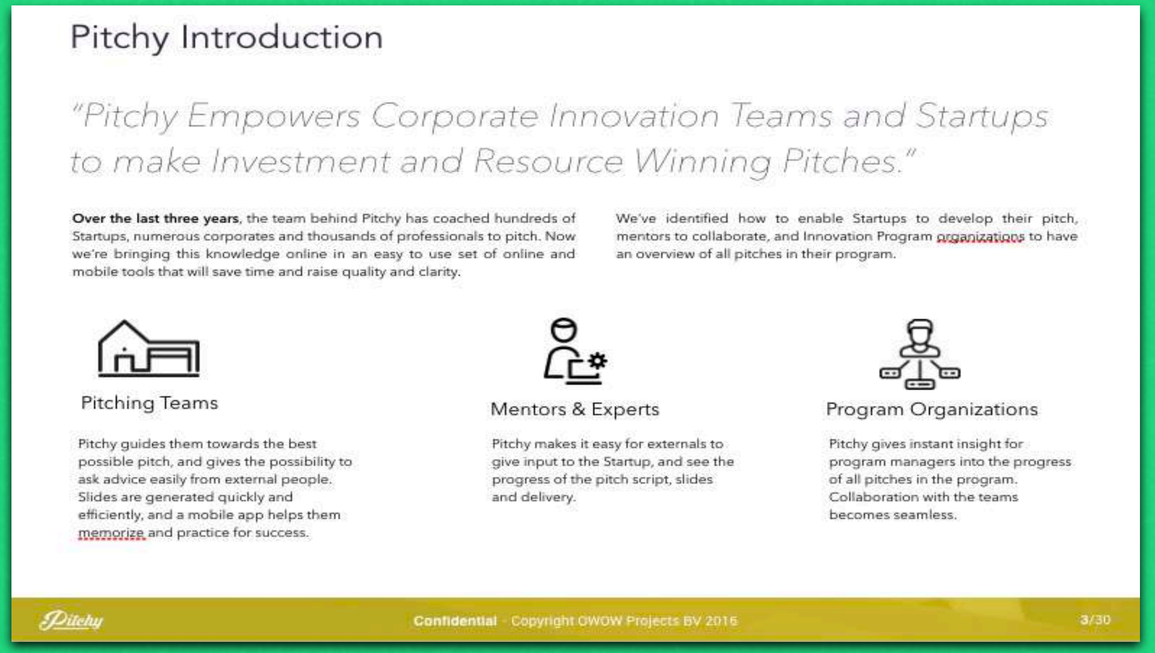
Before we finish…
A word on your **SLIDE DECK**

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





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/amsbus

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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

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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.

Don't miss out on all the tools available online at;
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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;
tiny.cc/pitchworkshop

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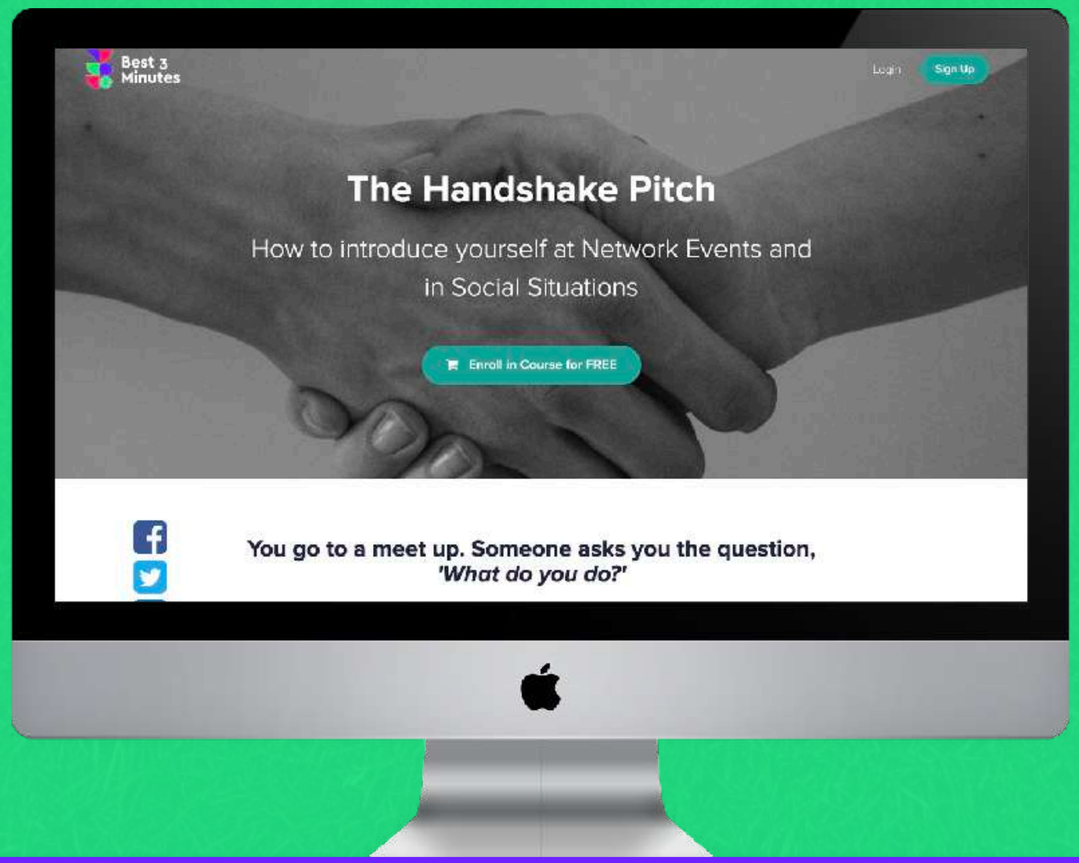
FREE

10 Minute Online Course

YOUR INTRO PITCH



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