

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2500+ Startups & Scaleups

RAISED OVER €460MILLION



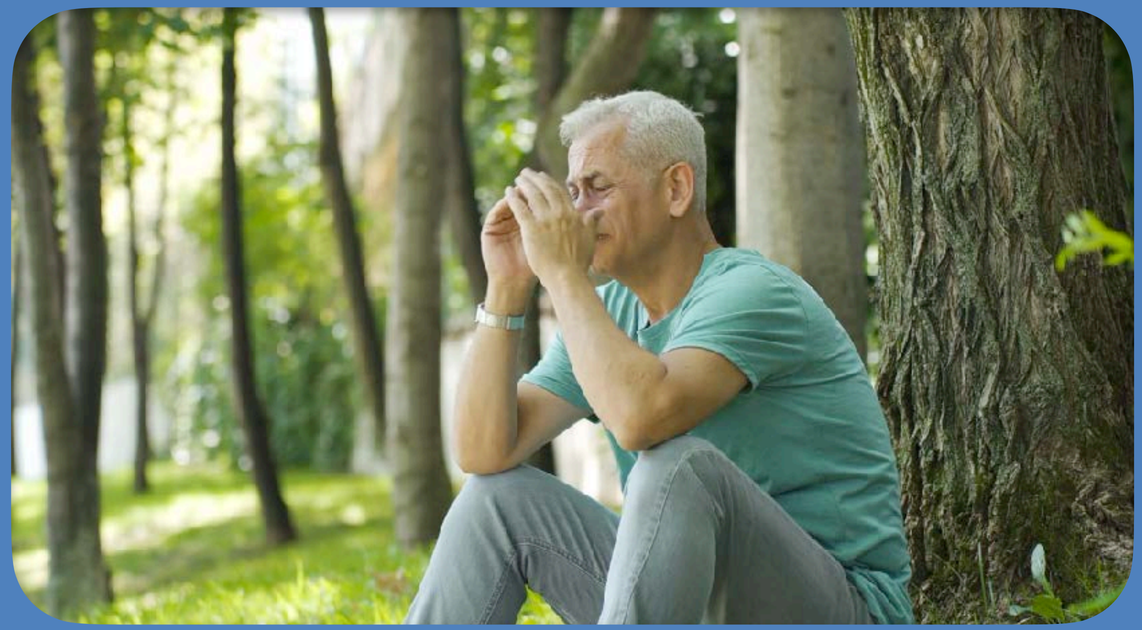
The Pitcher



The Listener




12%
76%




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!

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
don't know so well

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?"



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…"

best3minutes.com/redcell24

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..."

best3minutes.com/redcell24



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:

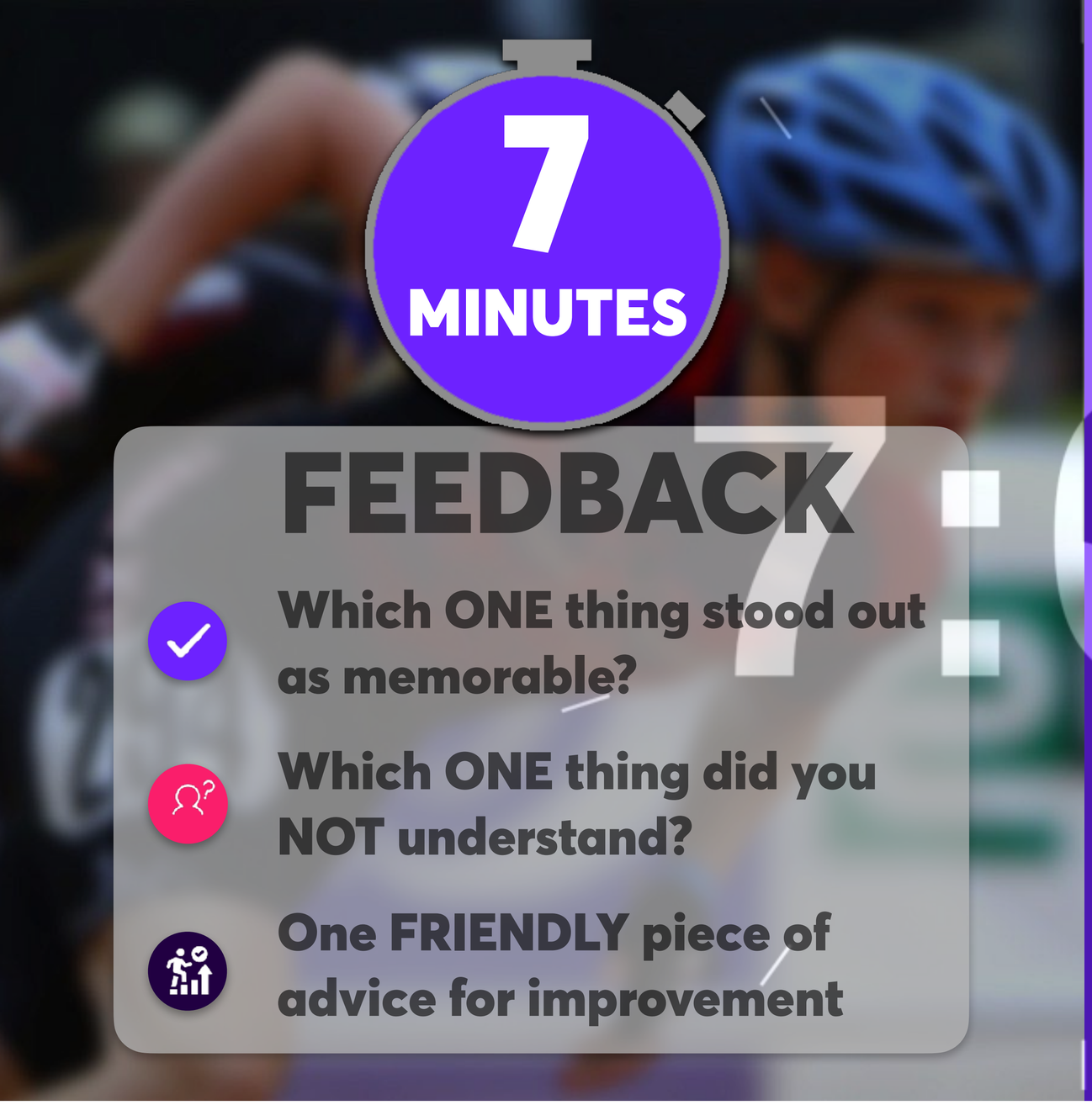
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



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?


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?


Anyone want to share
WHAT YOU LEARNED?


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?



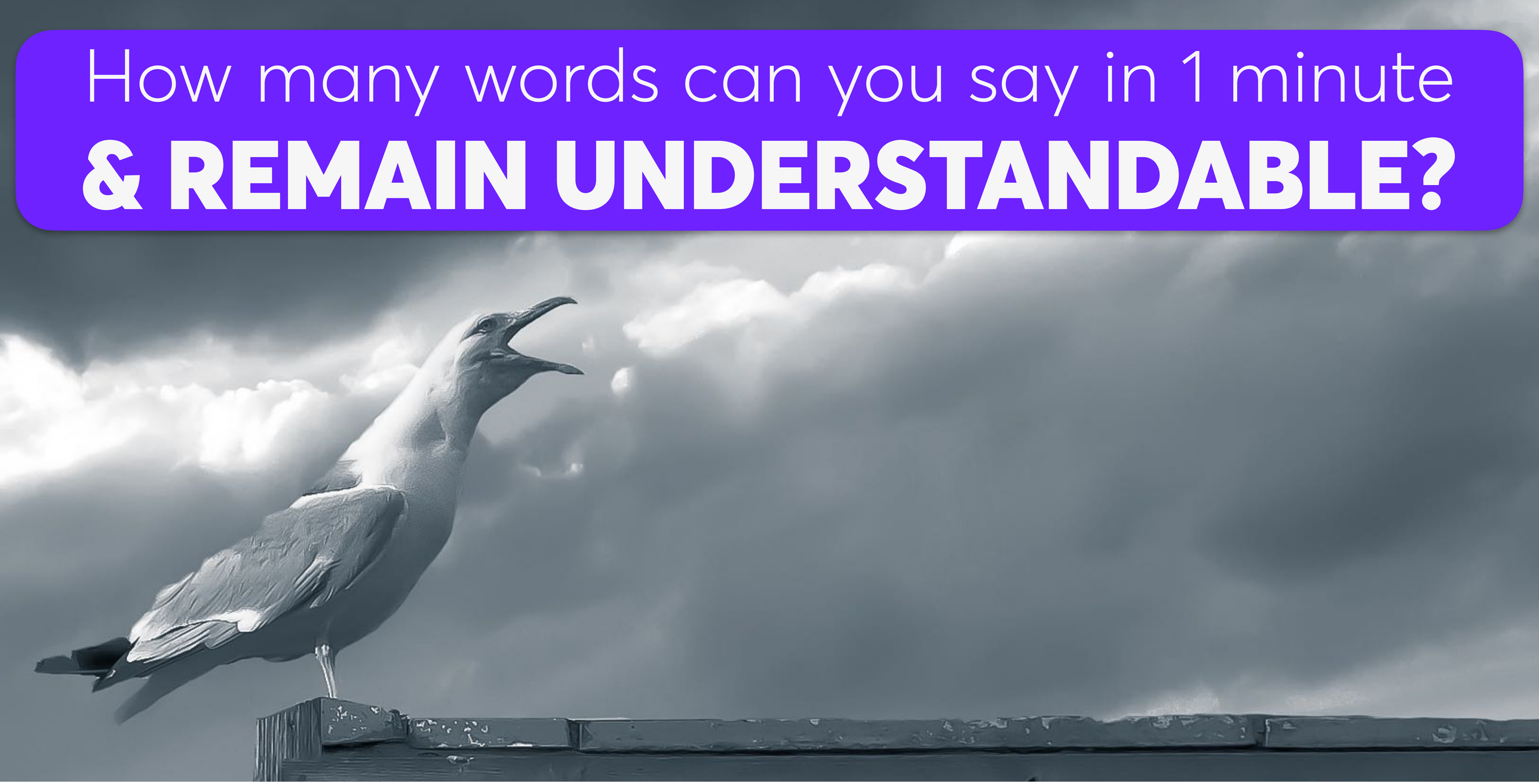
What did you not understand?



Friendly advice for improvement


Prepare you for
ANY TIME-PRESSURED PITCH

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



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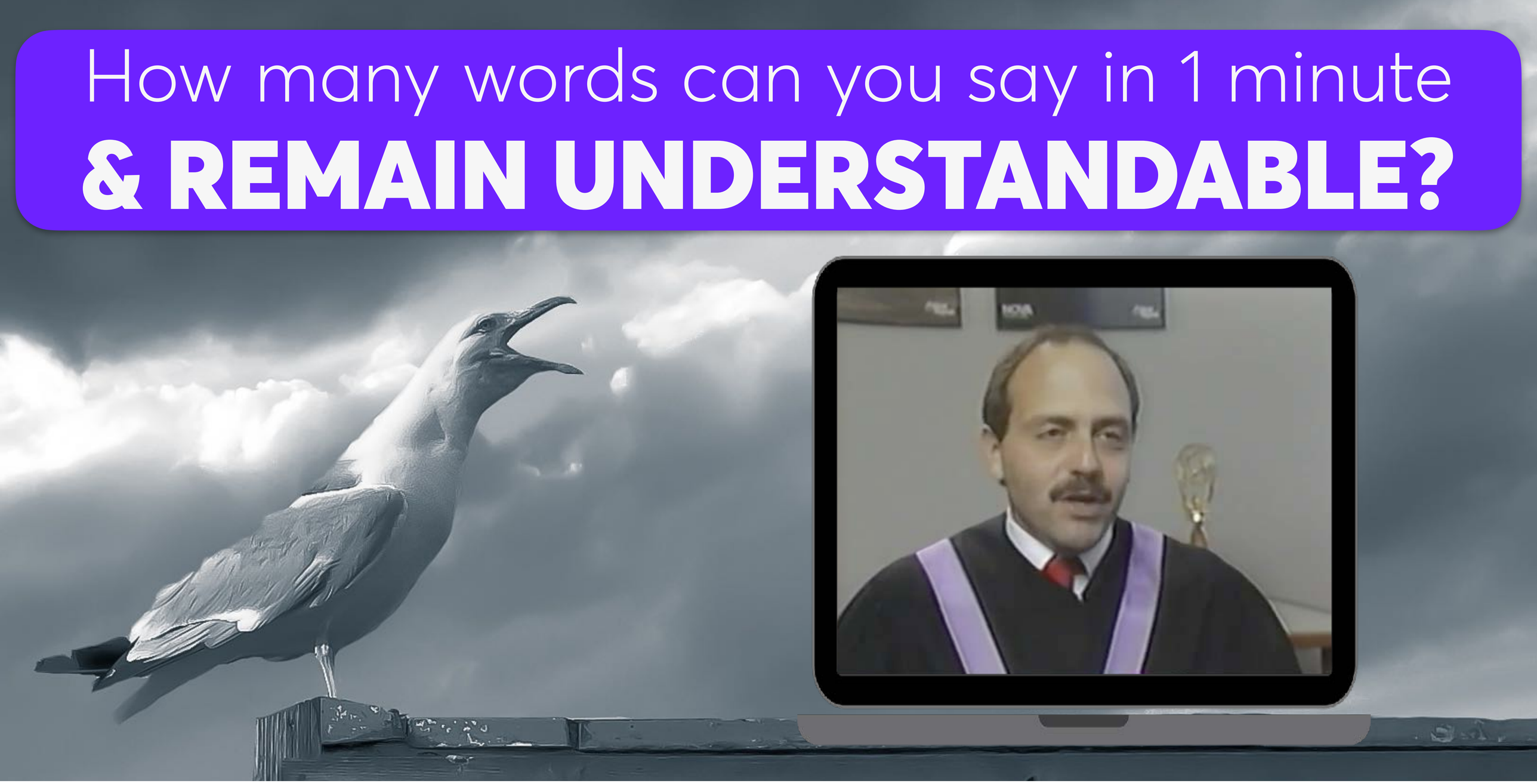

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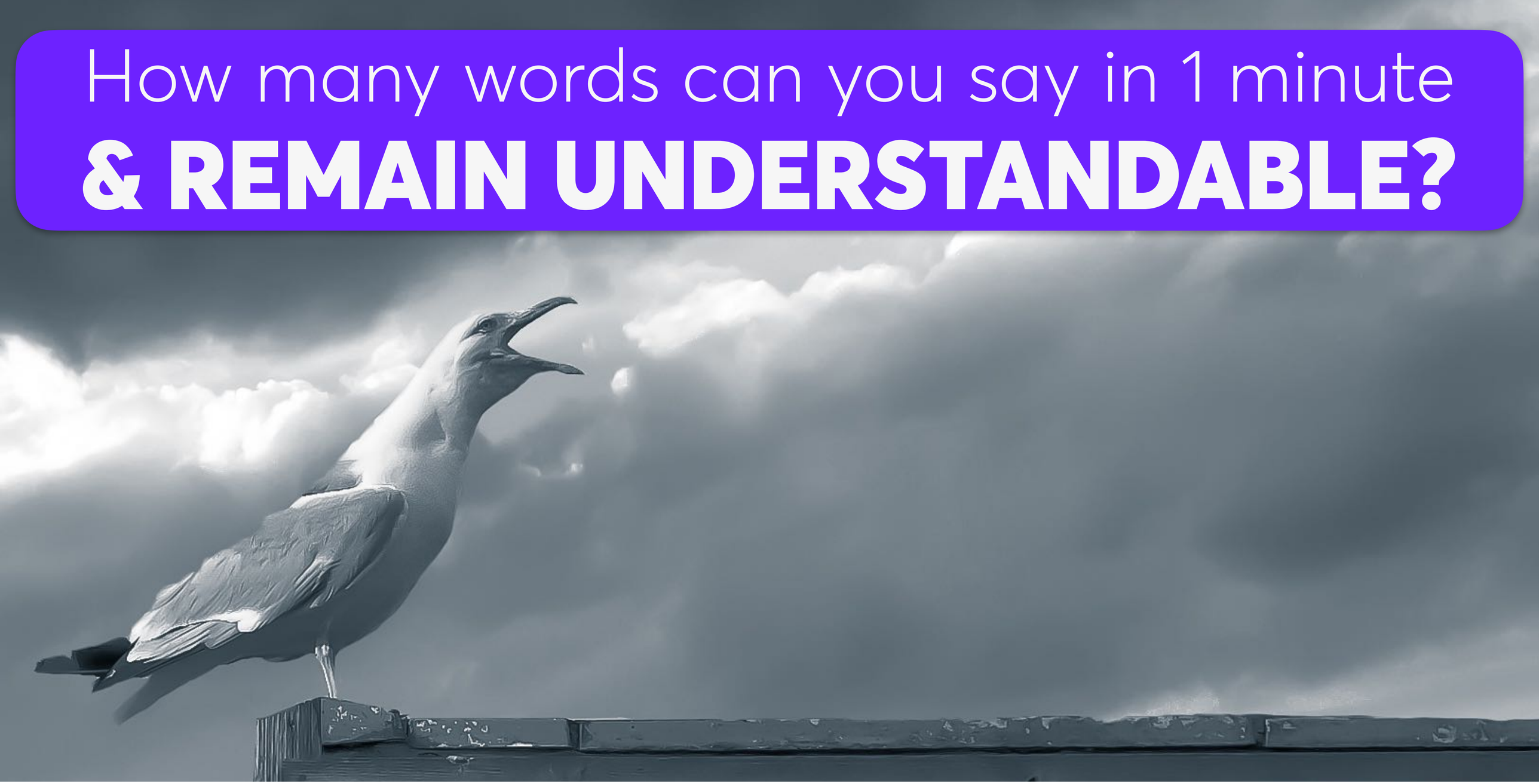
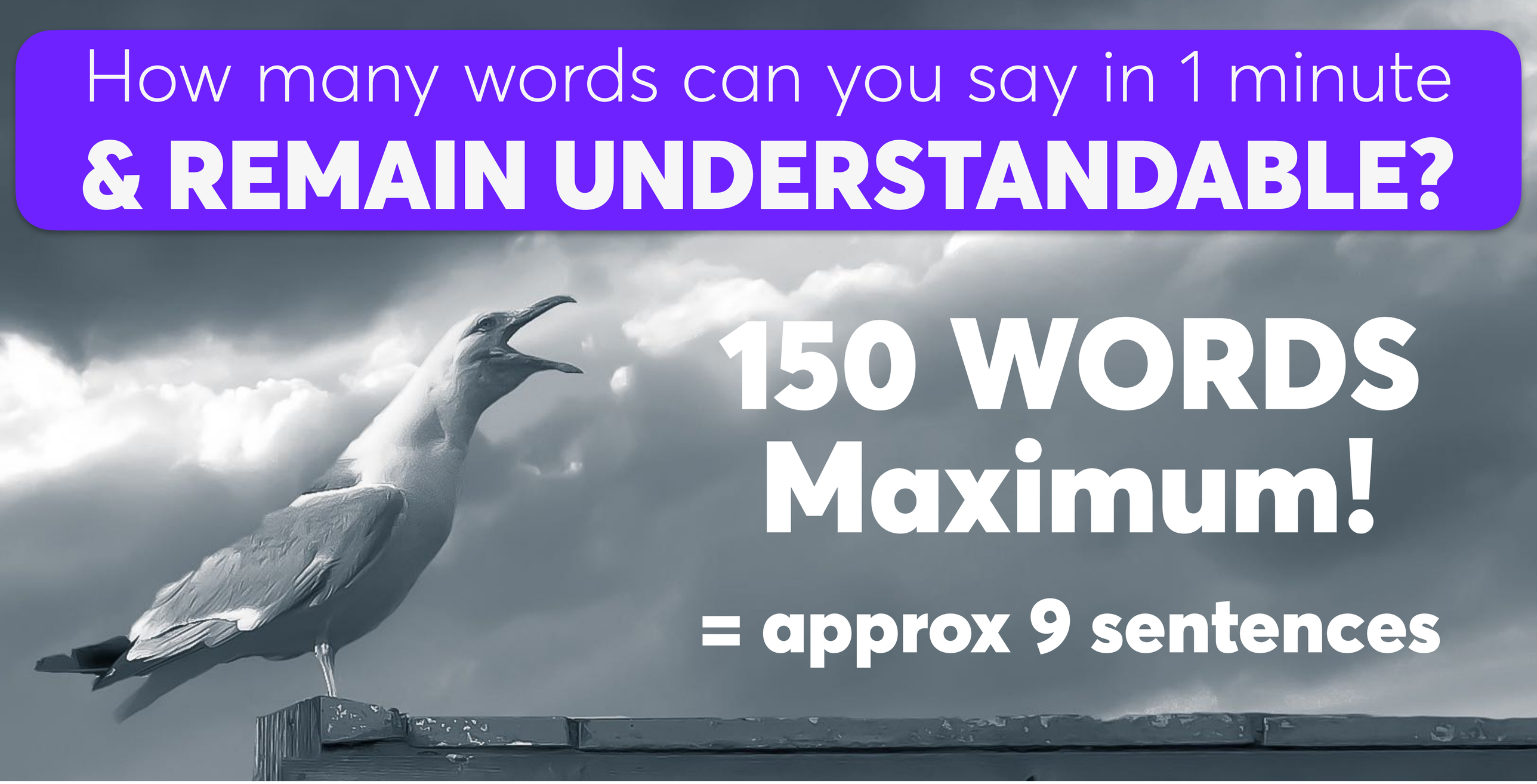


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= approx 9 sentences


143
Words/min

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down the
the next important pitch
you have coming up

and one sentence on
WHO you will pitch it to

(Important Pitch = a moment
you need to **persuade**
someone to **take action**)



ACTION STEP

Write down the
the next important pitch
you have coming up

and one sentence on
WHO you will pitch it to

(Important Pitch = a moment
you need to **persuade**
someone to **take action**)


TOOLS

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model

Who is your **AUDIENCE**

Establish your **OBJECTIVE**

STORYLINE with Post-It Notes

Opening



THE POWER OF THREE

Closing



The Open-3-Close© Pitch Model

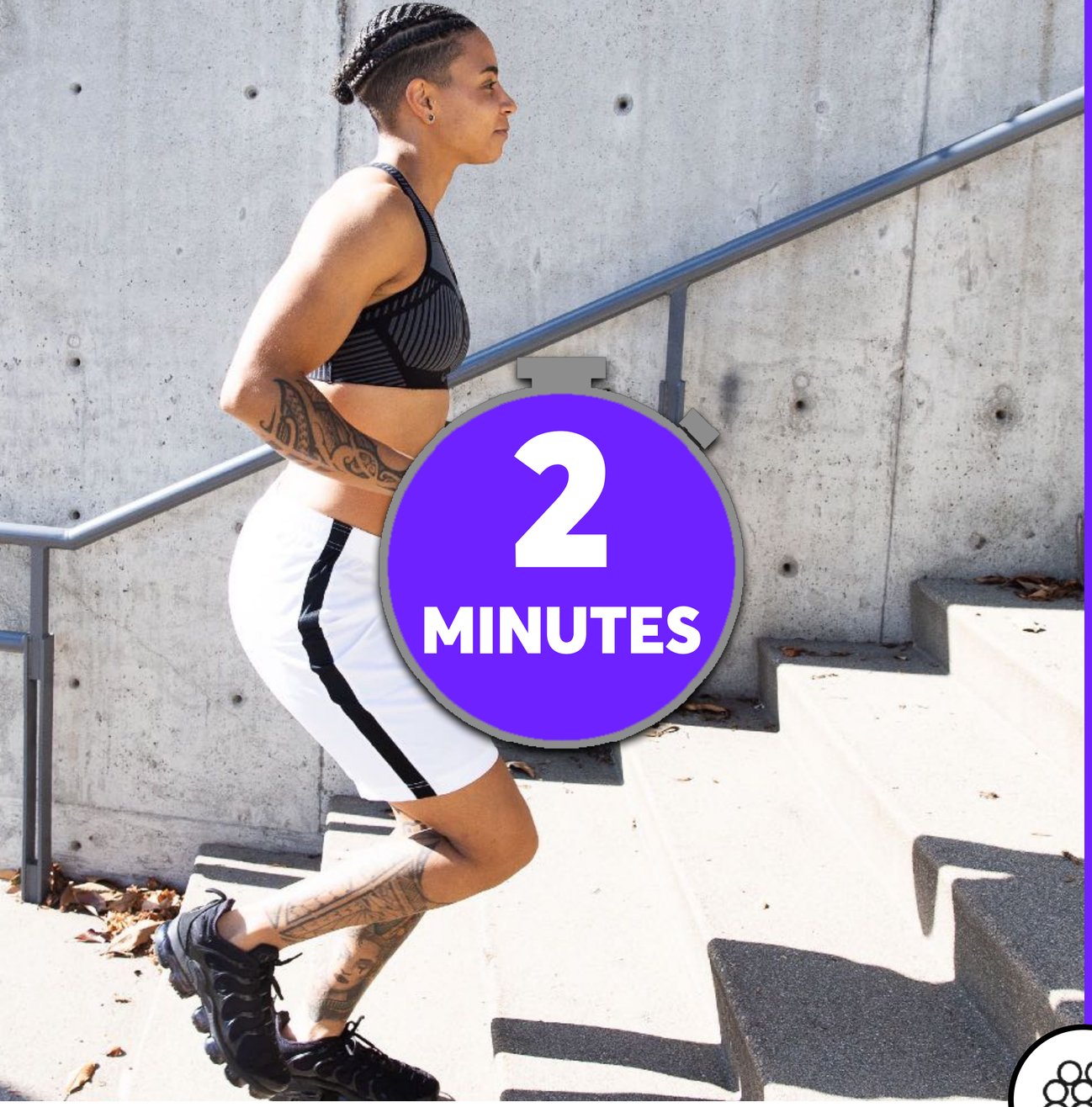


Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



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?

Theoretical or doers?

What do they **already** know?

What might be their biggest **objection?**



ACTION STEP

Write down in 2 minutes who the **audience** is for your pitch

5

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What do they **already** know?

What might be their biggest **objection?**



Make a profile of your audience

Fillable pdf downloads available

best3minutes.com/redcell24

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?

Or within **1 hour/ 1minute** of the pitch?"



WHAT'S YOUR OBJECTIVE?

Provide **introductions?**

Agree to a **pilot?**

Give **feedback?**

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

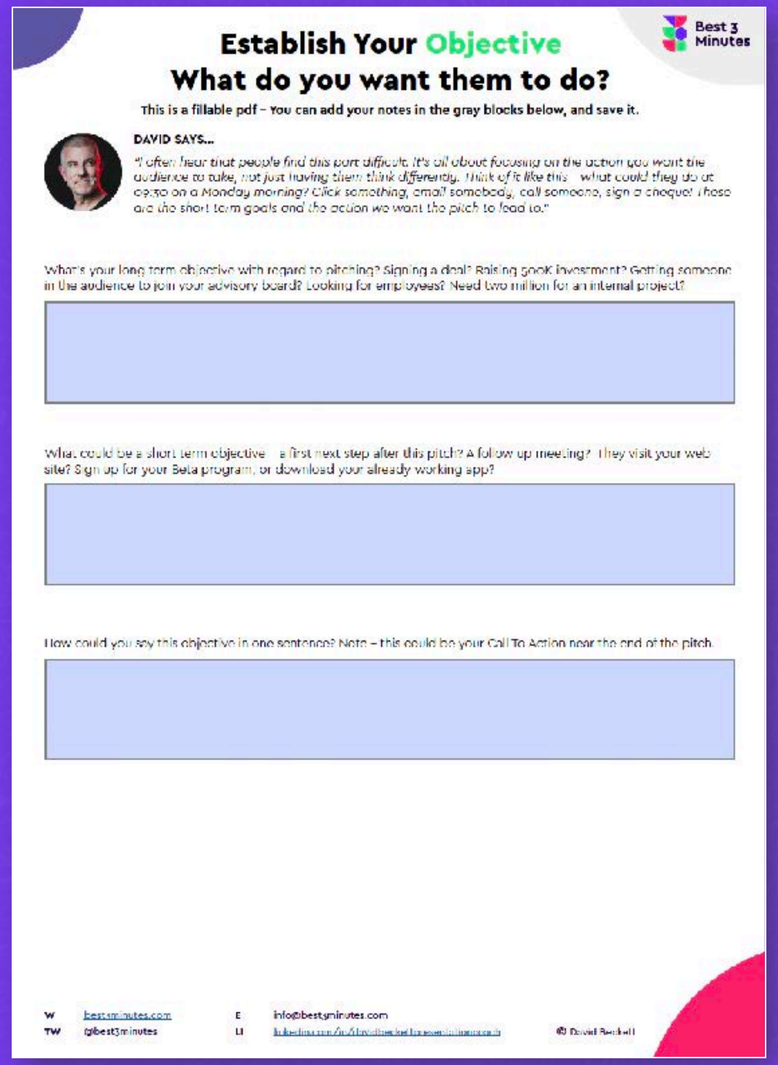
Focus on **Action** - not just thinking differently



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



Best 3 Minutes

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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E info@best3minutes.com
LI [illegible]
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Write down your Objective

Fillable pdf download available

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The Open-3-Close© Pitch Model







How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

How long will **YOU** spend preparing presentations?

38 MONTHS 🤬





...of your working life

Best 3 Minutes

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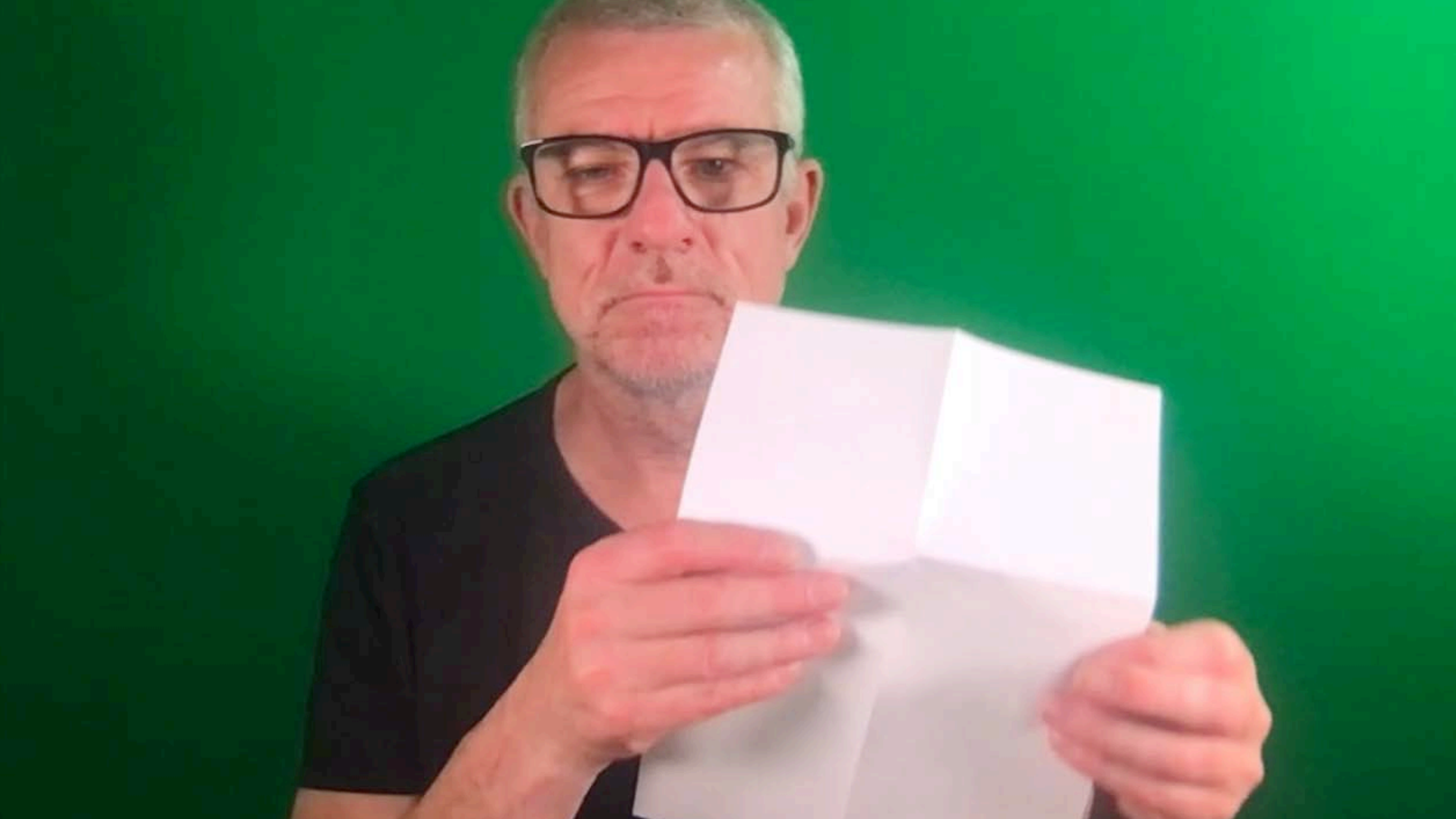
STOP!


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



Use POST-IT NOTES To Build Your Storyline





Use POST-IT NOTES To Build Your Storyline



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How do you create

YOUR STORYLINE?

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HOW?

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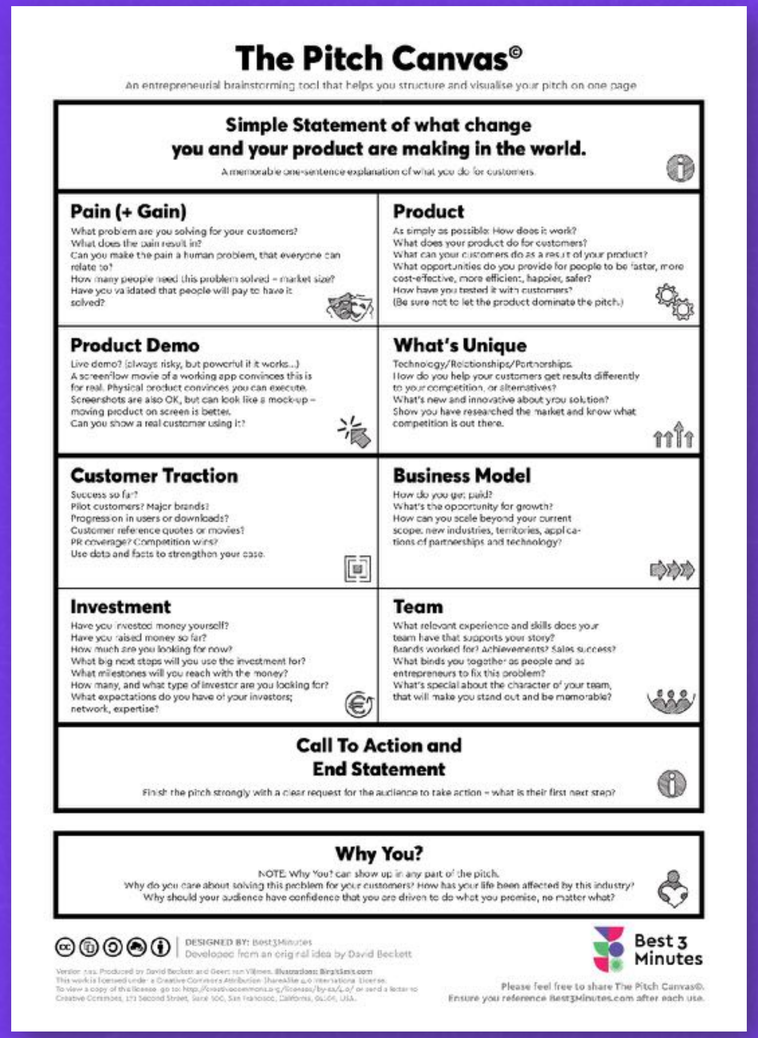

The Pitch Canvas©

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 you 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

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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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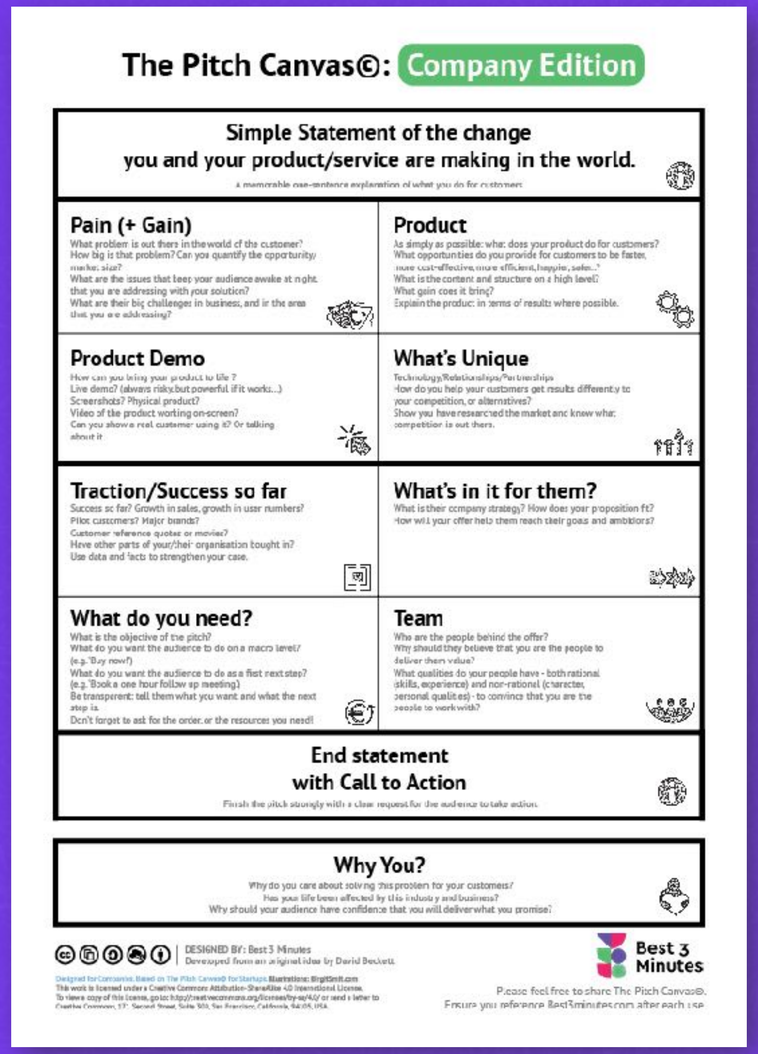

THE PITCH CANVAS©

Company Edition

Copies Available

best3minutes.com/redcell24

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



WHAT'S IN IT FOR THEM



THE PROOF



THE ASK



TIMELINE



THE TEAM



WHY YOU?





PAIN

What is the **problem** you solve?

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 over 100Million drivers over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

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 **12 calls**"

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"


Be specific
PUT A NUMBER ON IT
nuventura
Reducing Greenhouse Gases


nuventura
Getting rid of SF,
04:53
04:53



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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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?

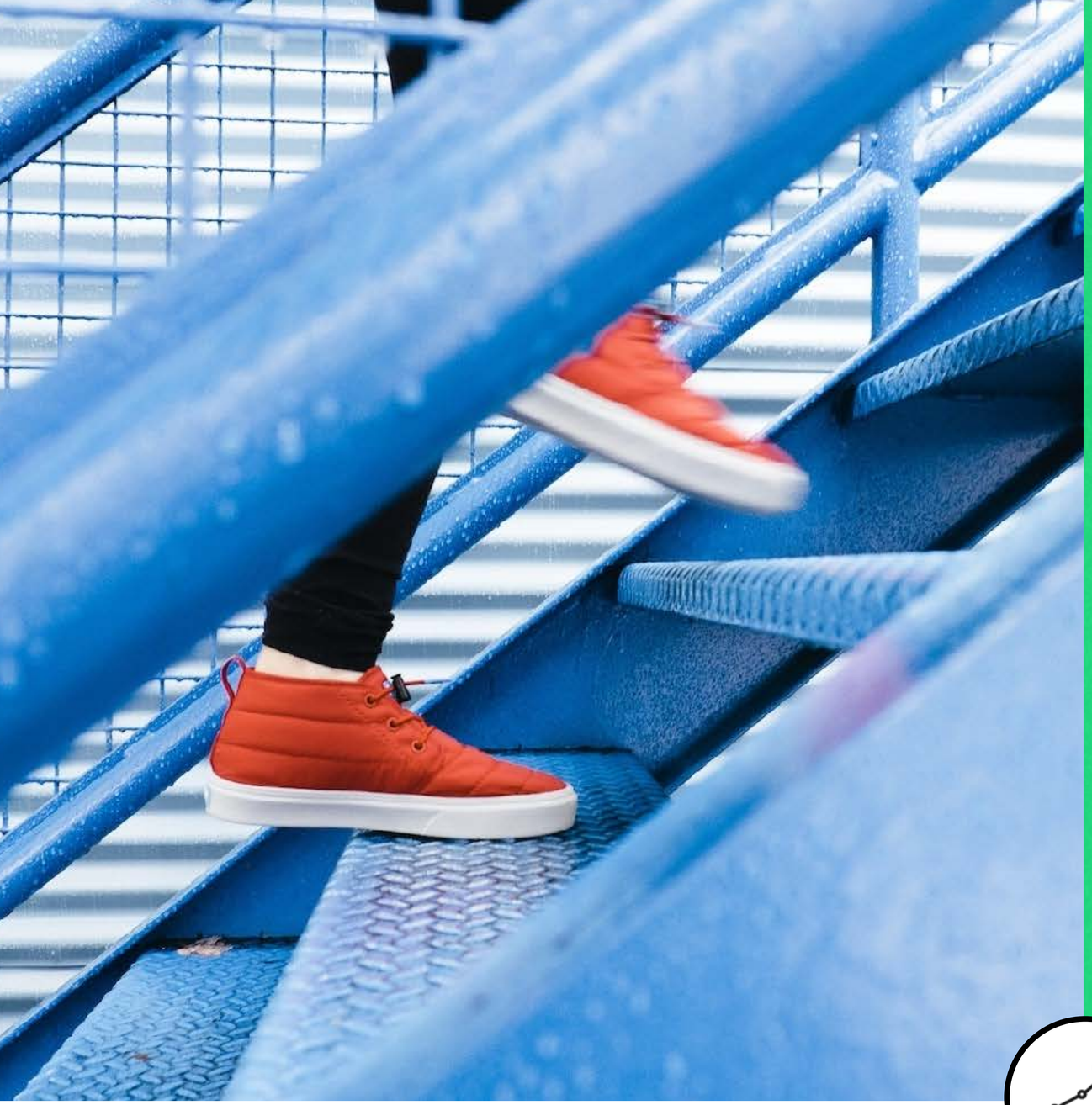
What **improvement** does your product deliver - & **how much?**



WHAT'S IN IT FOR THEM?

How does it help them **solve immediate problems?**

Or get closer to their **strategic** ambitions?



PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

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



EARLY STAGE VALIDATION

Customer **Interviews**?

Pilots? POCs?

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 one or two

MEMORABLE POINTS





TEAM

Who will make it happen?

Complimentary **Skills**?
Years of Experience?

Who will make **them successful?**

ONE LAST THING...





WHY YOU?

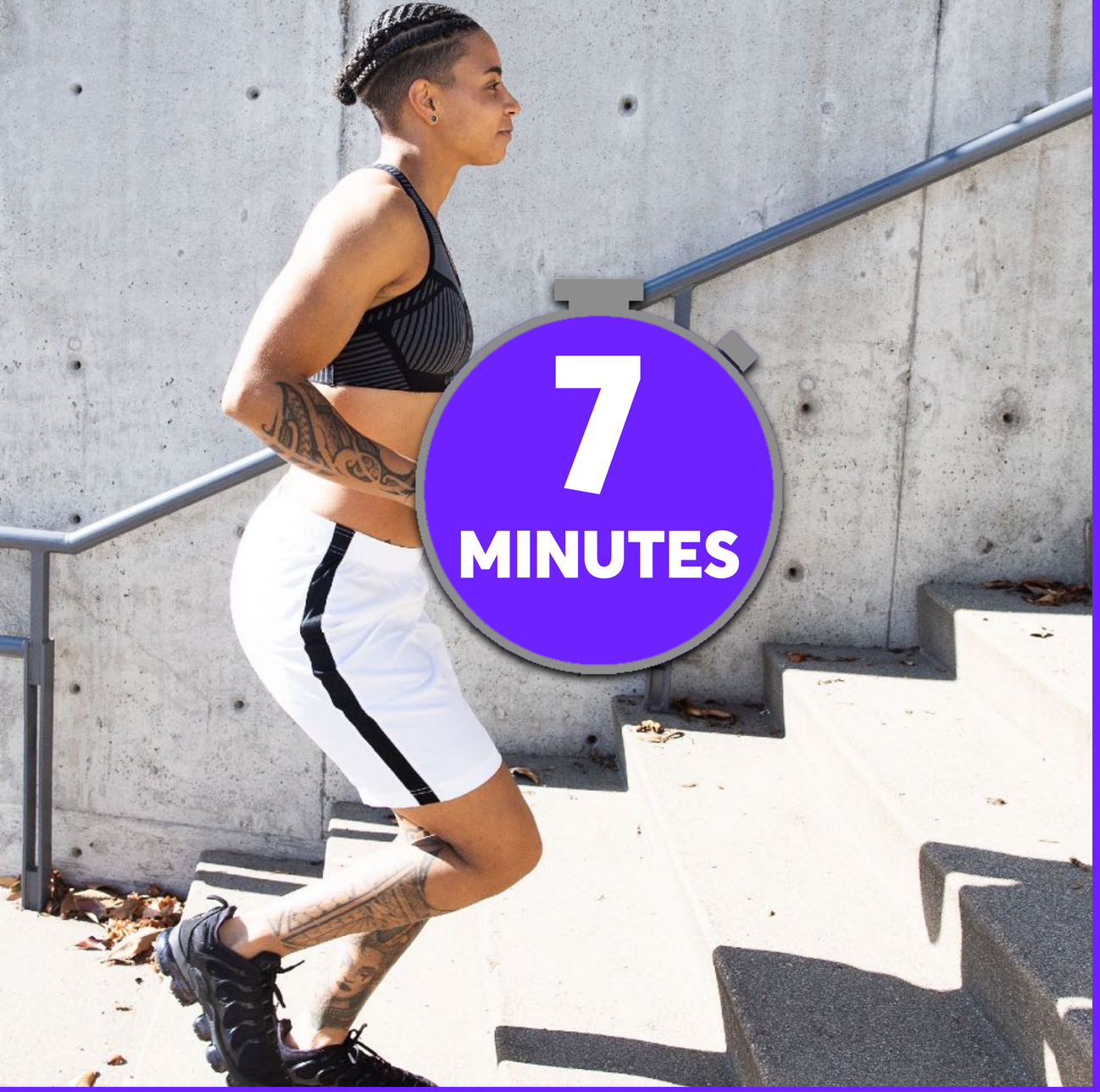
What's your **personal motivation** to offer this proposition?



WHY YOU?

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

Your **Enthusiasm** Counts!



ACTION STEP

Brainstorm: write down at least **3 points** for each of the following;

Product
What's in it for them?
Proof, Traction/Validation
Team
Why You?

Goal: 2-minute pitch about the overall proposition

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ACTION STEP

Brainstorm: write down at least **3 points** for each of the following;

Product
What's in it for them?
Proof, Traction/Validation
Team
Why You?

Goal: 2-minute pitch about the overall proposition

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ACTION STEP

Prepare a **2-Minute pitch**
with **4-5** of the following;

Pain, Product
What's in it for them?
Proof, Traction/Validation
Team, Why You?

And add a 1-sentence
Call to Action

120 seconds = 16-18 sentences



ACTION STEP

Prepare a **2-Minute pitch**
with **4-5** of the following;

Pain, Product
What's in it for them?
Proof, Traction/Validation
Team, Why You?

And add a 1-sentence
Call to Action

120 seconds = 16-18 sentences

Welcome Back!

LET'S MAKE IT REAL!



ACTION STEP

Test a **2-Minute pitch**
with **4-5** of the following;

Pain, Product
What's in it for them?
Proof, Traction/Validation
Team, Why You?

And add a 1-sentence
Call to Action

120 seconds = 16-18 sentences

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ACTION STEP

Test a **2-Minute pitch**
with **4-5** of the following;

Pain, Product
What's in it for them?
Proof, Traction/Validation
Team, Why You?

And add a 1-sentence
Call to Action

120 seconds = 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

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

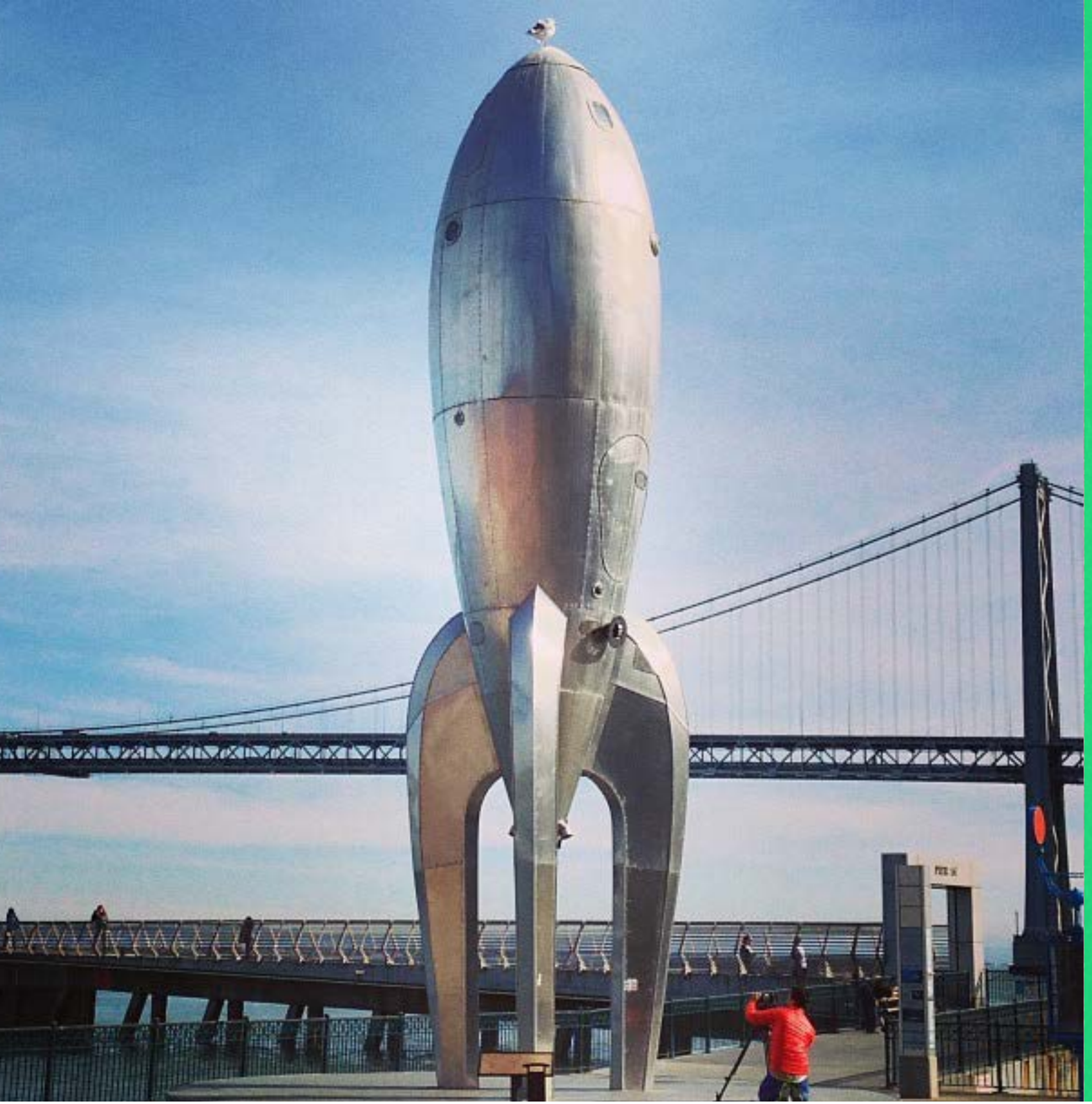
BRAINSTORM
with Post-It Notes

Opening



Best 3 Minutes


Make the first word count
OPEN POWERFULLY



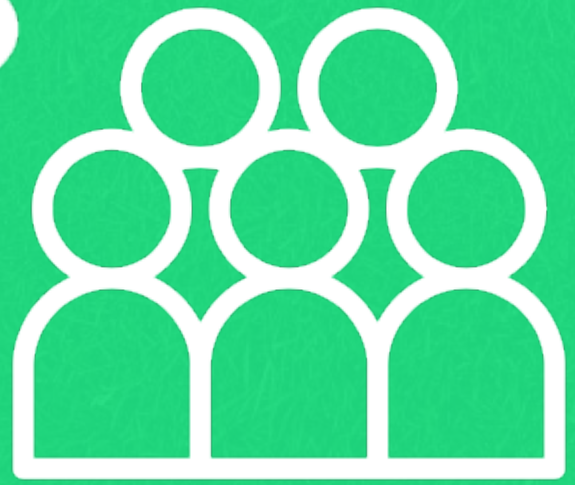
The first 20 seconds buys

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


POSTCODE
LOTTERY
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018

Quantify
THE PROBLEM



mobypark

The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

Simply

BE PROFESSIONAL

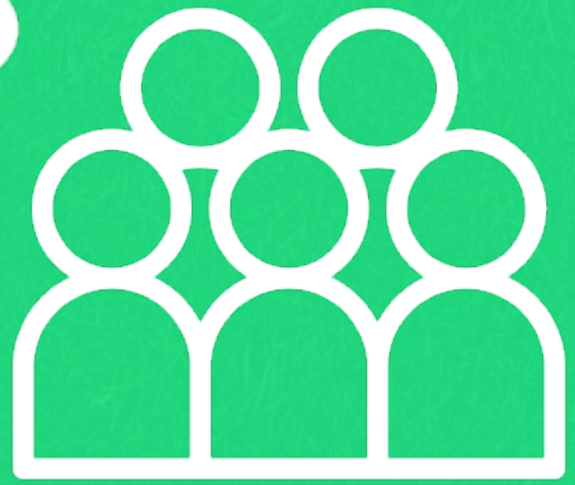
SADDL



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 5 sentences



ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences

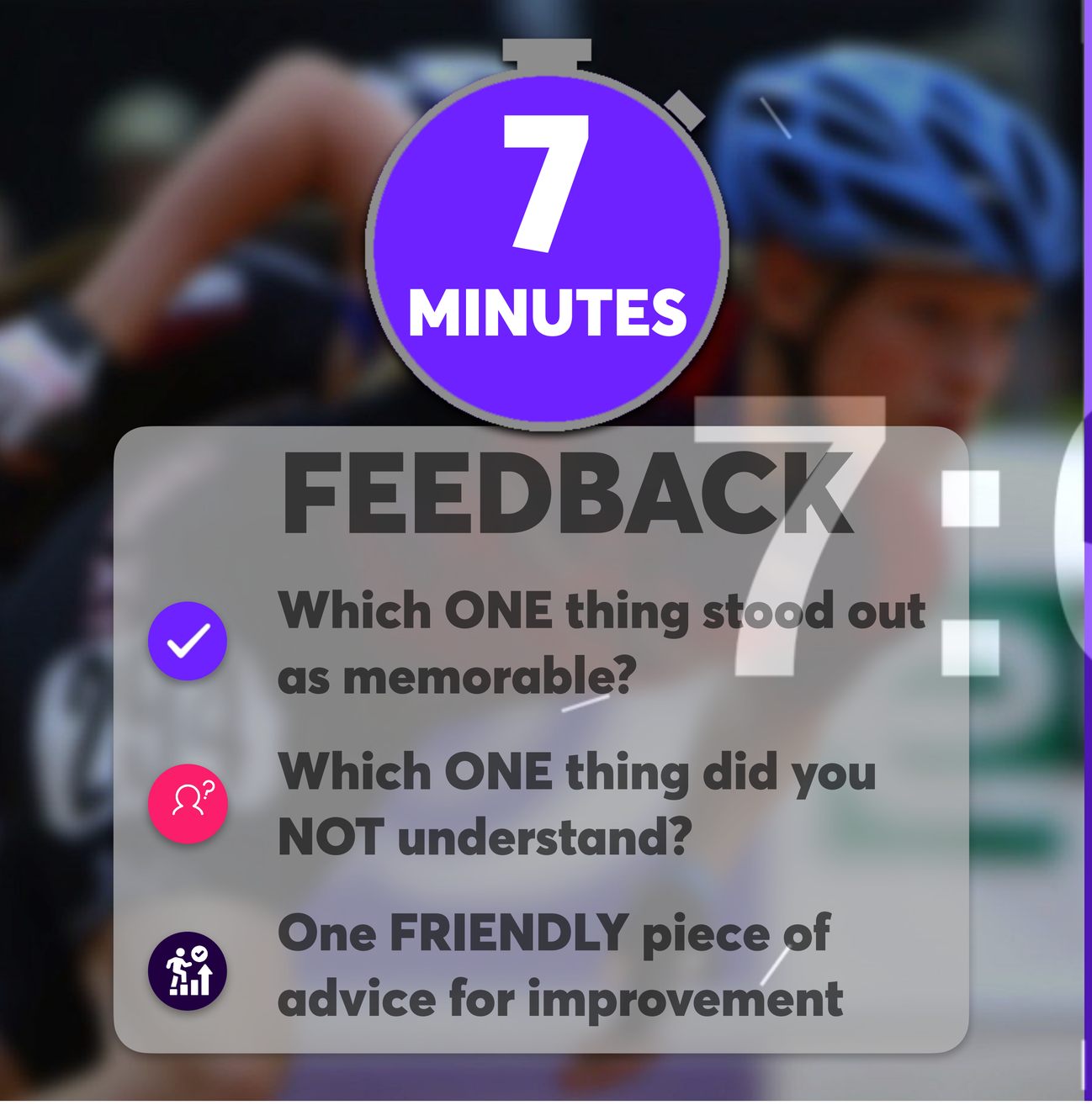
5



ACTION STEP

Test out your
opening 5 sentences
out loud on someone else

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



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 out your
opening 5 sentences
out loud on someone else

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


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


Take one minute
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Write down:
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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



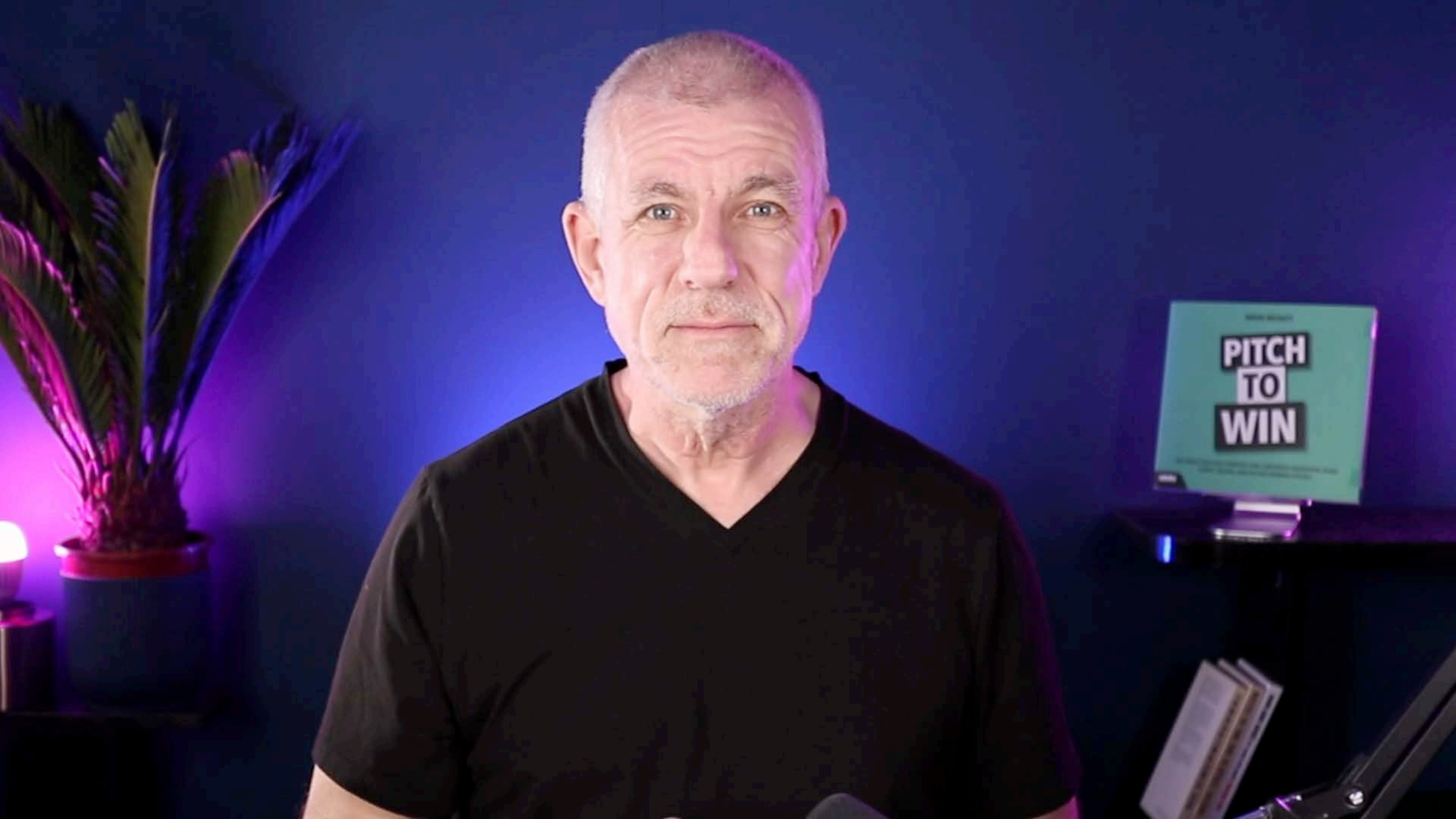
What happens if I say…

“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?


PITCH
TO
WIN

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 **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.

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



Pitch tools and
RESOURCES







best3minutes.com/redcell24

All 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

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

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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.

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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

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

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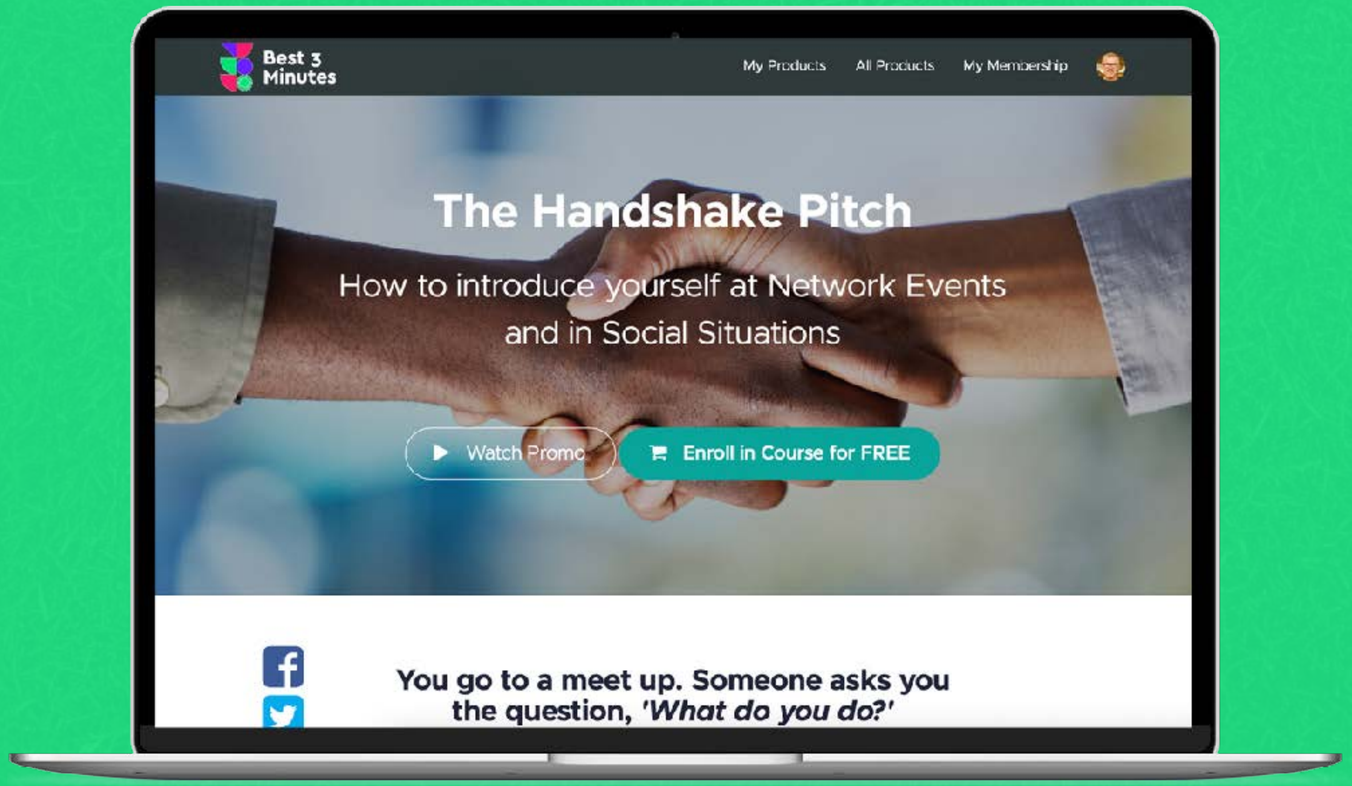
FREE

10 Minute Online Course

YOUR INTRO PITCH



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The Essential Pitch Podcast

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David Beckett

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



92%
FAIL
920/1000

- 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

Tell them the things
THEY WANT TO KNOW



Huge Unsolved Pain



Decent Product



Progress & Traction



Amazing Team

Tell them the things

THEY WANT TO KNOW









And tell them **QUICK!**

Huge Unsolved Pain

Decent Product

Progress & Traction

Amazing Team



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?

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?