Pitch Coach
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Best3Minutes.com

Best 3 Minutes

Coached 2500+ Startups & Scaleups

RAISED OVER €500MILLION



You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



ACTION STEP

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

Pitch yourself in **30 Seconds**
(no one can hear you!)

No Other Instructions

LET'S DO IT!



Who are we pitching to?

Why are we pitching?

What length of time?


Prepare you for your
TIME-PRESSURED PITCH

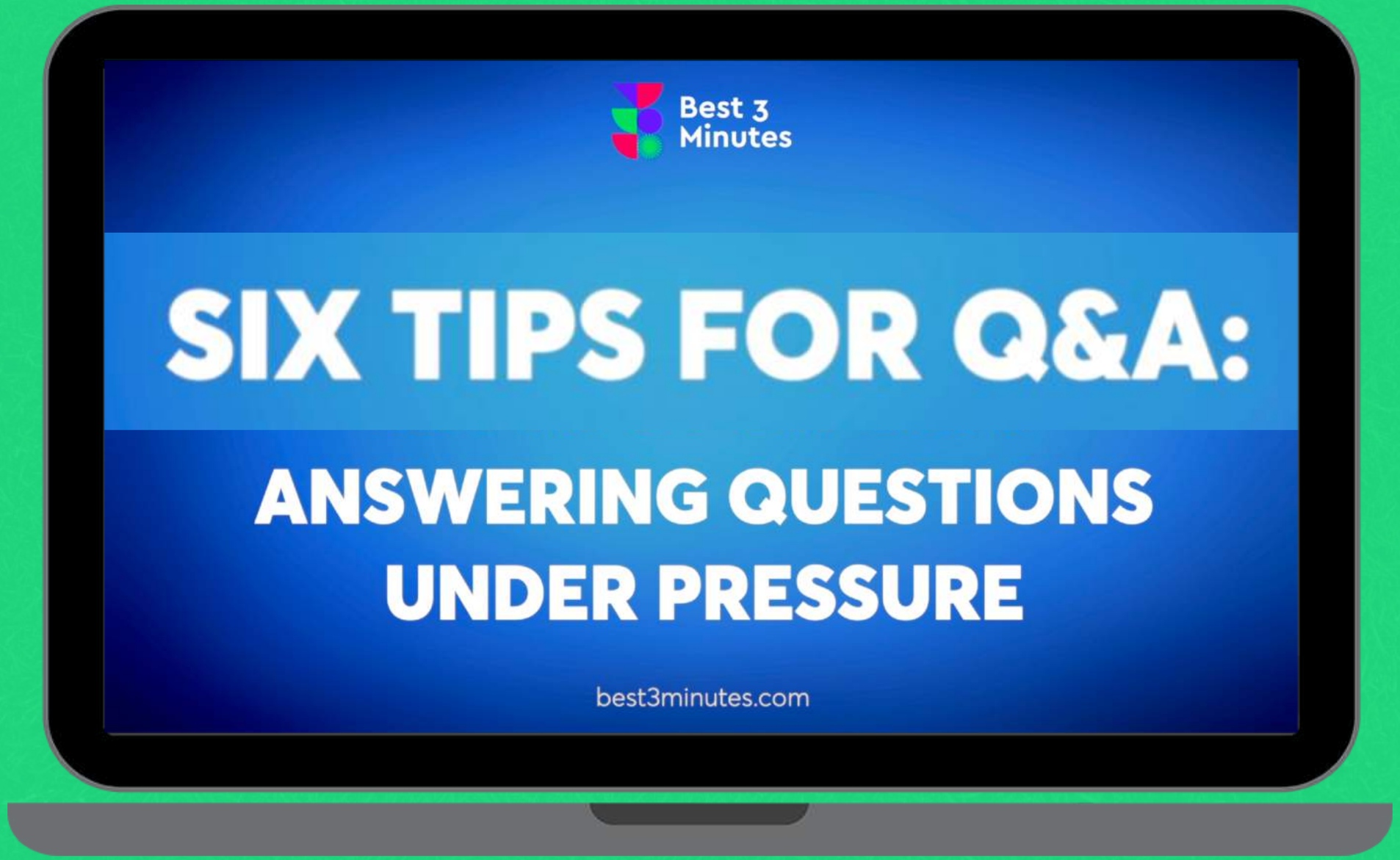
THE JURY PITCH



PITCH



Q&A

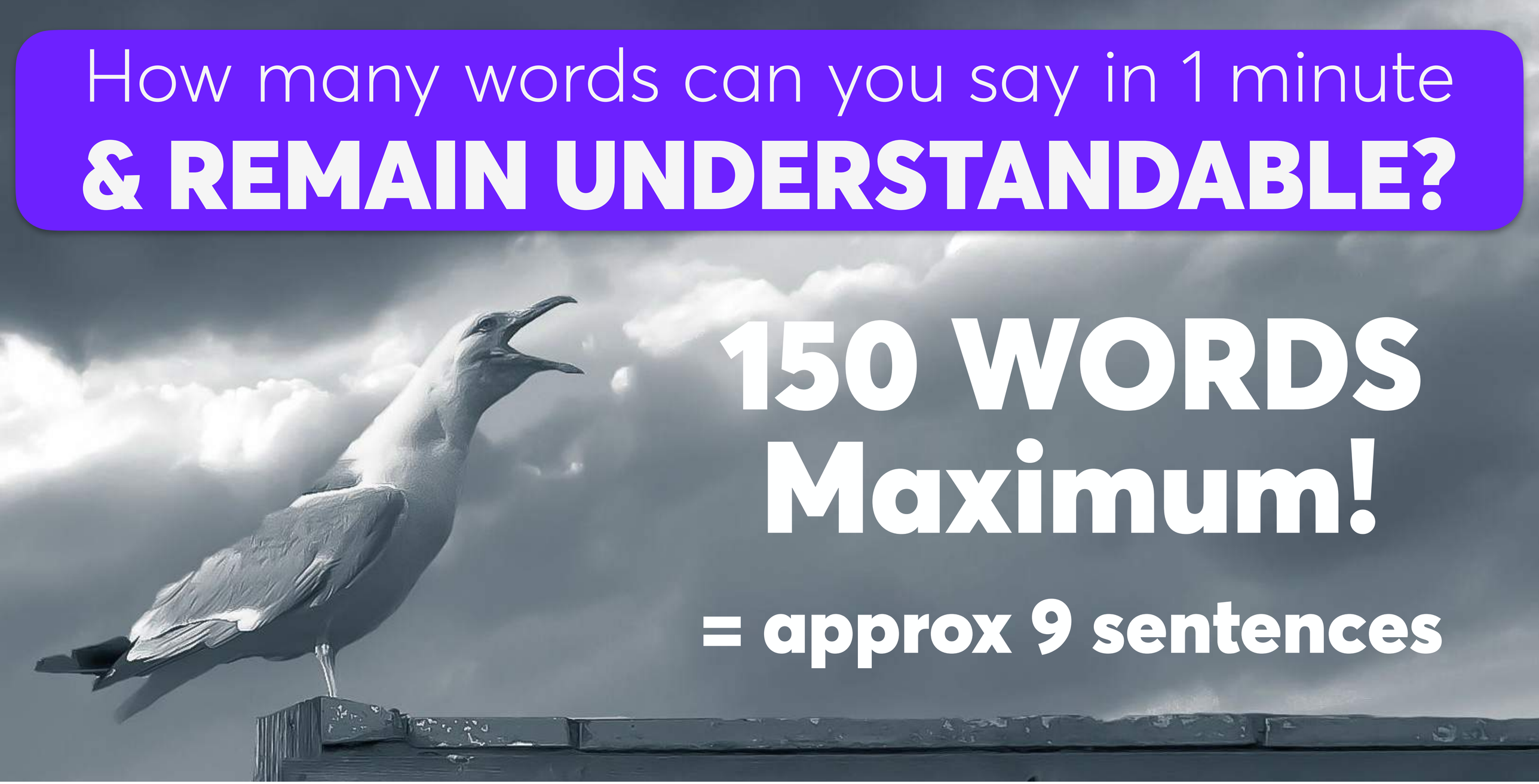

Best 3
Minutes
SIX TIPS FOR Q&A:
ANSWERING QUESTIONS
UNDER PRESSURE
best3minutes.com


Prepare you for your
3-MINUTE PITCH

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

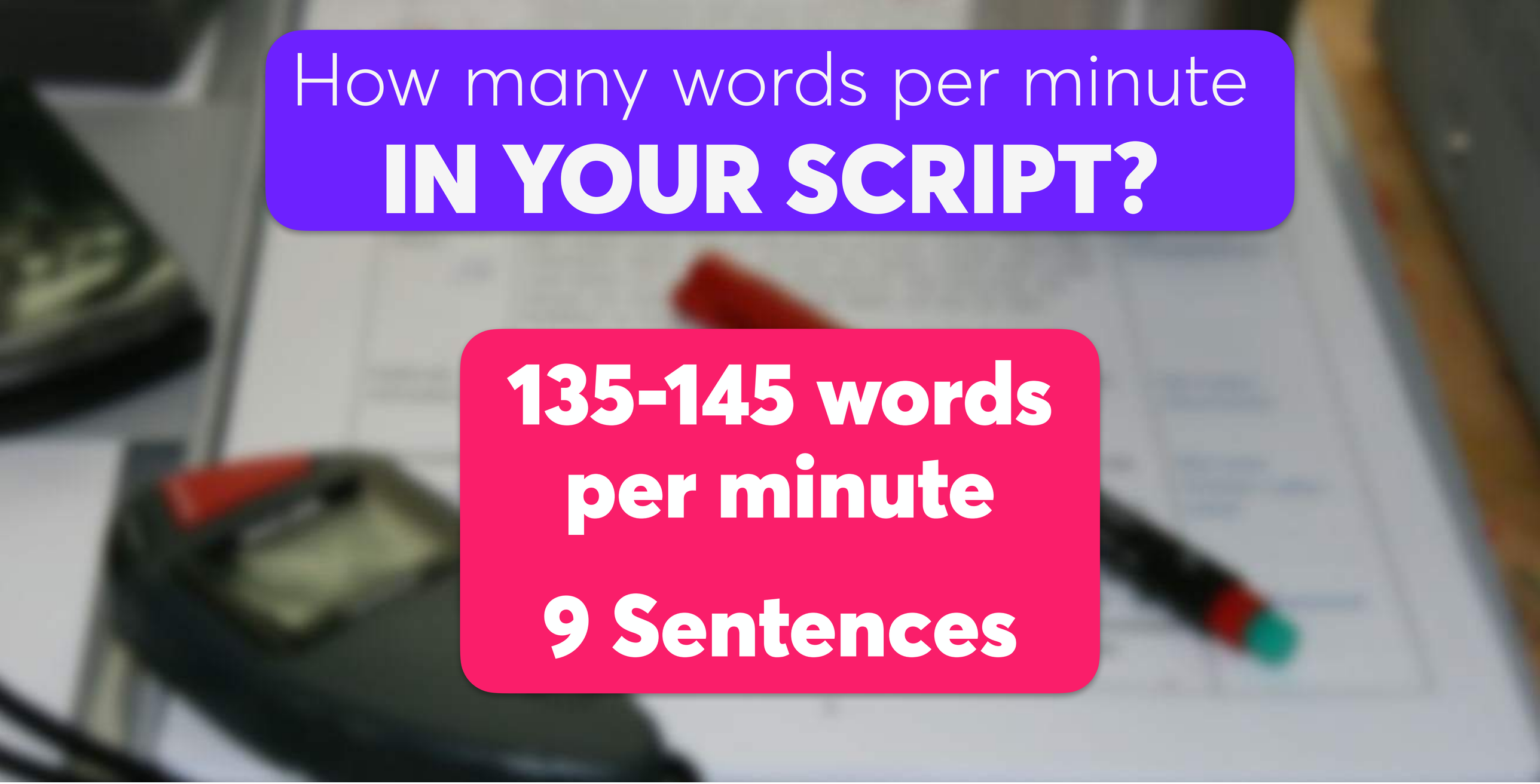


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= approx 9 sentences



How many words per minute **IN YOUR SCRIPT?**

135-145 words per minute

9 Sentences


143
Words/min



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

Who's in the **JURY?**

1 Person from 'the gemeente' (Municipality)
1 From Energy Transition Campus Amsterdam (ETCA)
Possibly a 3rd jury member



The Most Valuable Document?

PITCH GUIDELINES

What's required?

MOST LIKELY IMPORTANT

What **specific problem** do you solve/prevent?

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

What **impact** do you make? (Circularity! Sustainability!)

What's in it for **them**, to collaborate with you?

MORE SUGGESTIONS

How far are you, what **traction** to share?

Strength of your **team**?

Milestones achieved? **Next steps** & milestones?

Oh, and the quality of your pitch! 🤣



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 do you **need** from them, **how** can they help you?



WHAT'S YOUR OBJECTIVE?

Provide **introductions**

Plan a **follow up** meeting

Collaboration: **first next step?**



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


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?


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



Use POST-IT NOTES To Build Your Storyline


VIRTUAL TOOLS
miro.com
mural.co


Best 3
Minutes
Pitch Masterclass
BUILD YOUR
PITCH STORYLINE CREATIVELY
USING POST-IT NOTES
best3minutes.com

Which topics should be in

YOUR WINNING PITCH?

Process

HOW?

Content

WHAT?

SUMMARY MOST LIKELY IMPORTANT

What **specific problem** do you solve/prevent?

Is your **solution feasible**? What **impact** does it make? (Circularity! Sustainability!)

What's in it for **them**? What **traction/team/concrete plans** do you have?

Oh, and the **quality** of your **pitch!** 🤣

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE IMPACT



WHAT'S IN IT FOR THEM



THE TRACTION



WHY YOU?



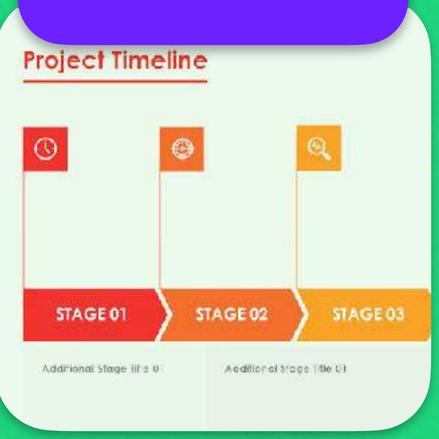
THE TEAM



THE ASK



TIMELINE/ NEXT STEPS





PAIN

What is the **problem** you solve?

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, Berlin & Tokyo, it takes over **100 Million drivers** over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



Co2 emissions?

Wasted materials?

Damage to environment?

Quantify it:
put a **number** on it

Be specific

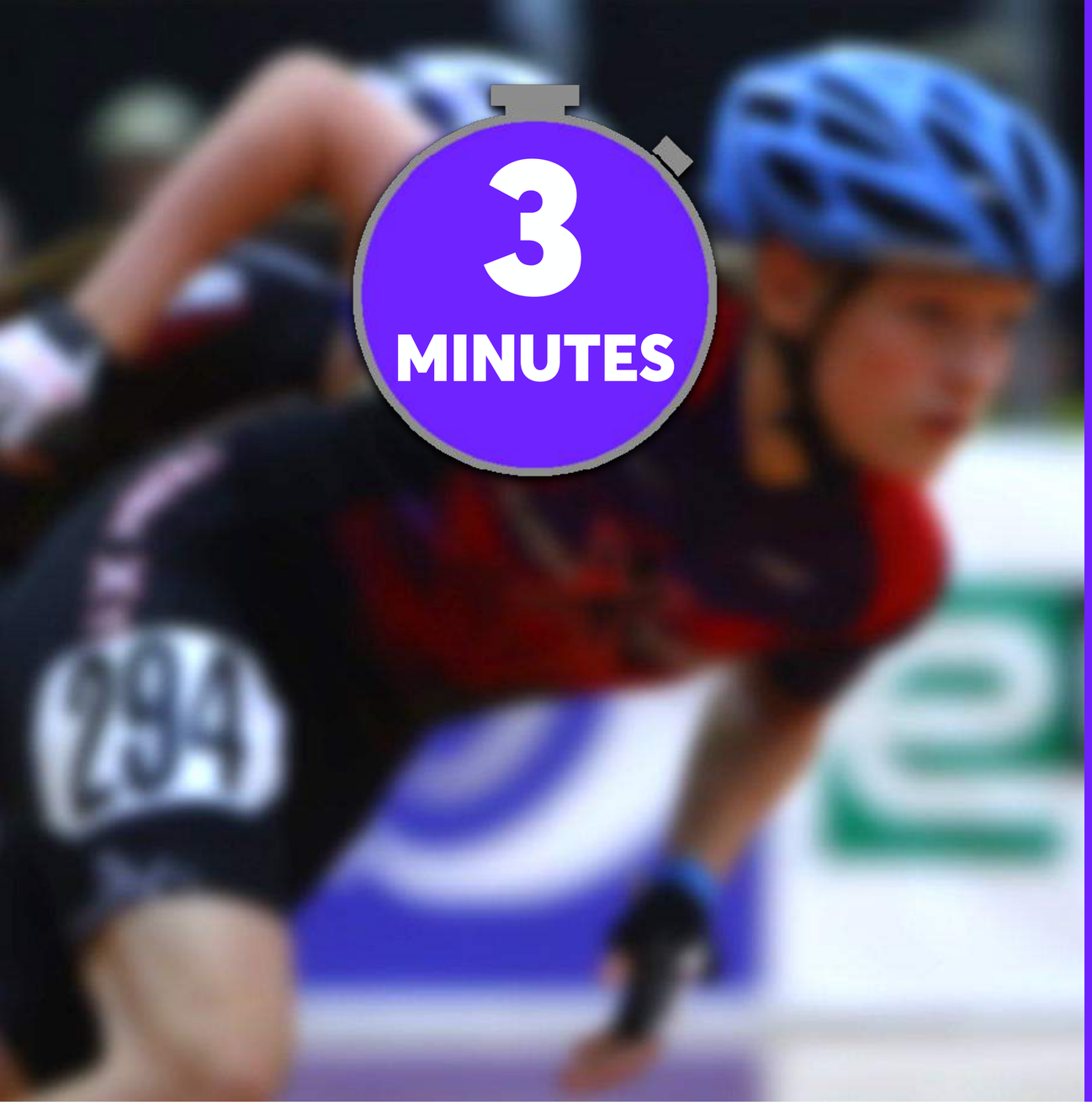
PUT A NUMBER ON IT

"It creates a lot of CO_2"

"There is too much 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 **5 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


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



PRODUCT

How do you **solve** the problem?

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



THE IMPACT OF YOUR SOLUTION

How **big** is the **impact** of your product

How does it **contribute** to the Energy Transition

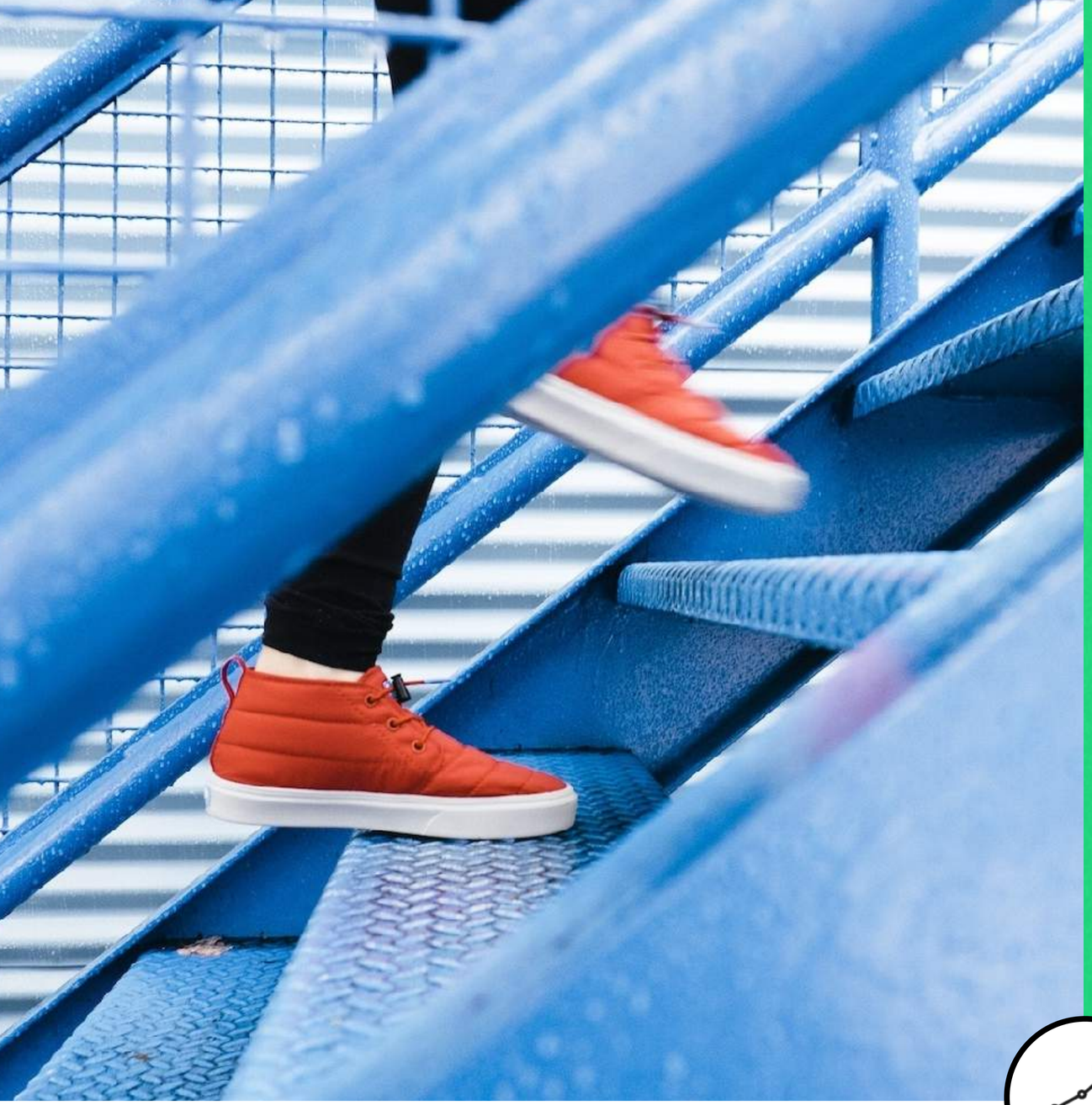


WHAT'S IN IT FOR THEM?

How does your proposition **match** the gemeente's **strategy** and **ambitions?**

Not just 'more circular…'

Which **specific part** of their circularity strategy do you help the gemeente reach?



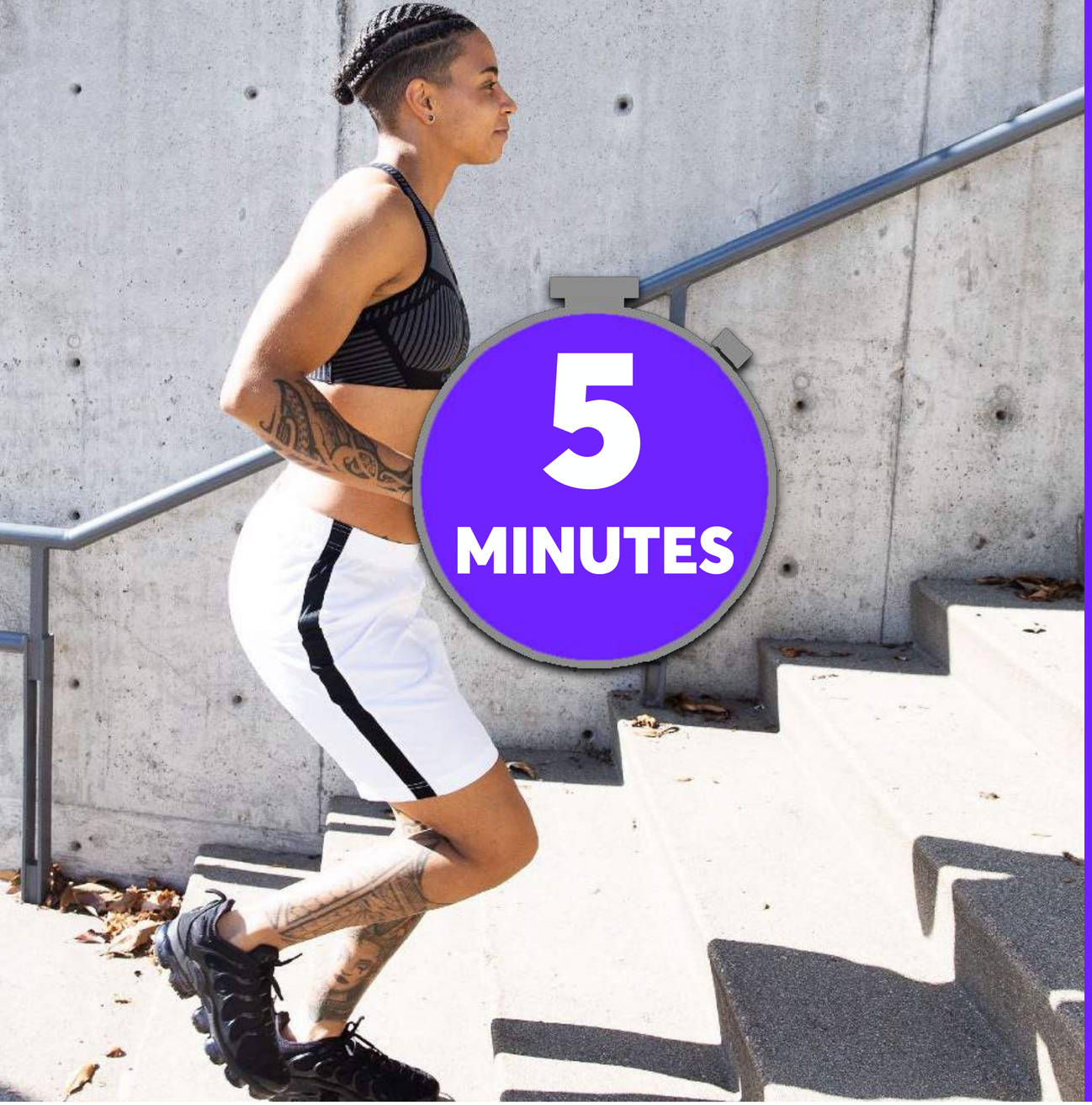
TRACTION

Partnerships?

Who's already **buying**?

Recognisable brands?

Growth?



ACTION STEP

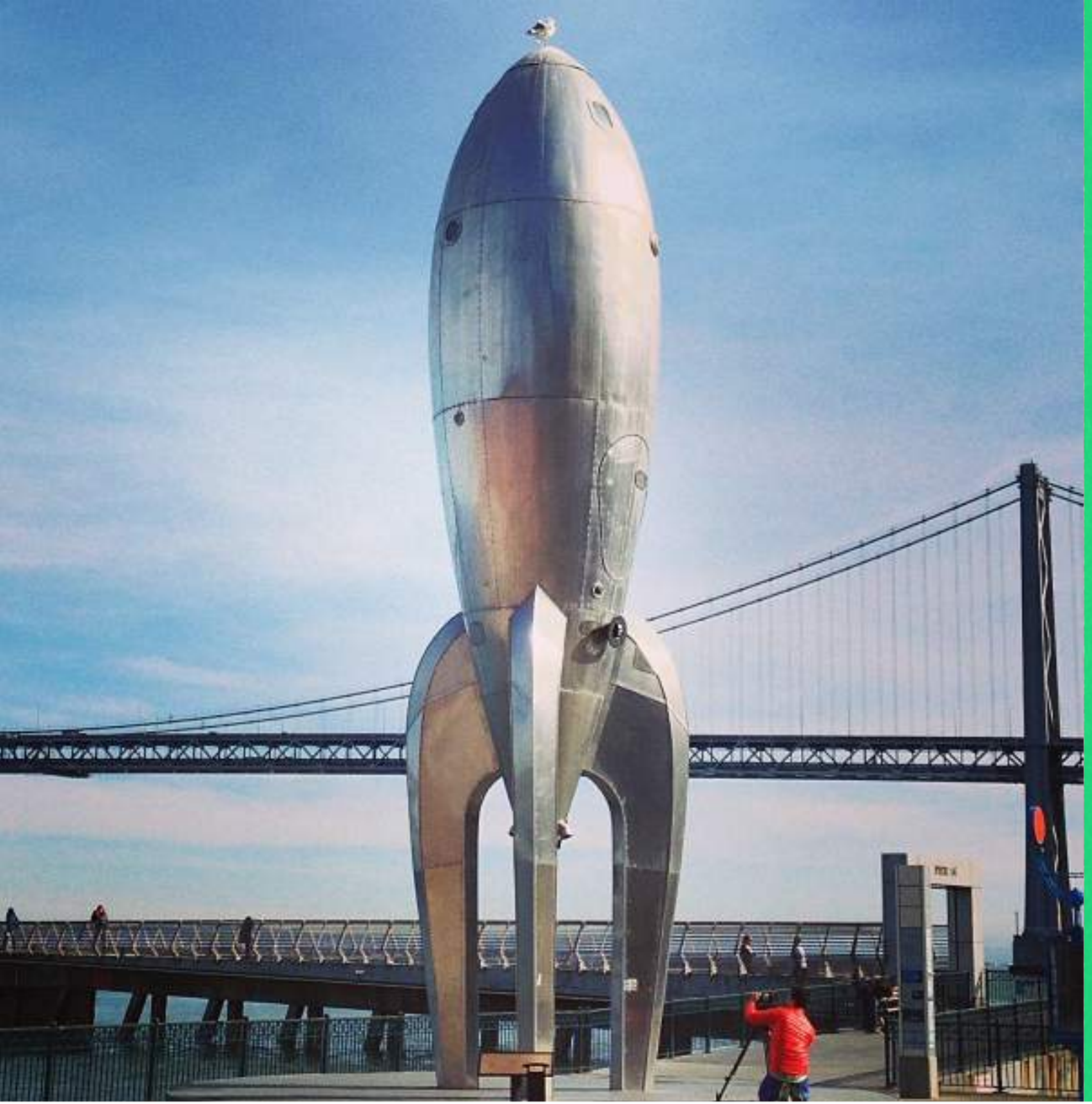
Brainstorm: write down at least **3 points** for each of the following;

Product
Impact
What's in it for them?
Traction

Don't think too much:
just write


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!


Make the first word count
OPEN POWERFULLY



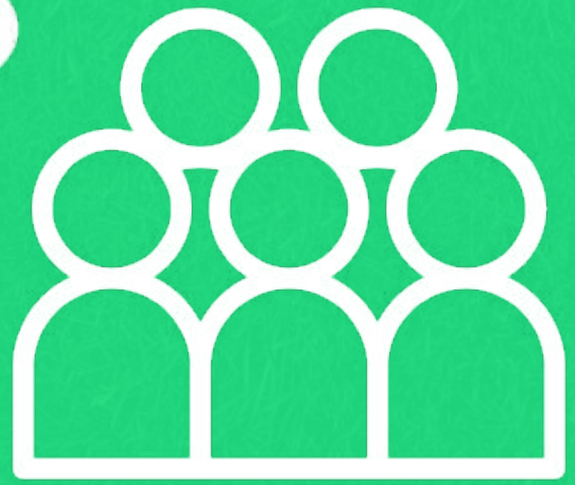
The first 20 seconds buys

ATTENTION

Is this person ***professional****?*

Do I ***want*** *to know more?*

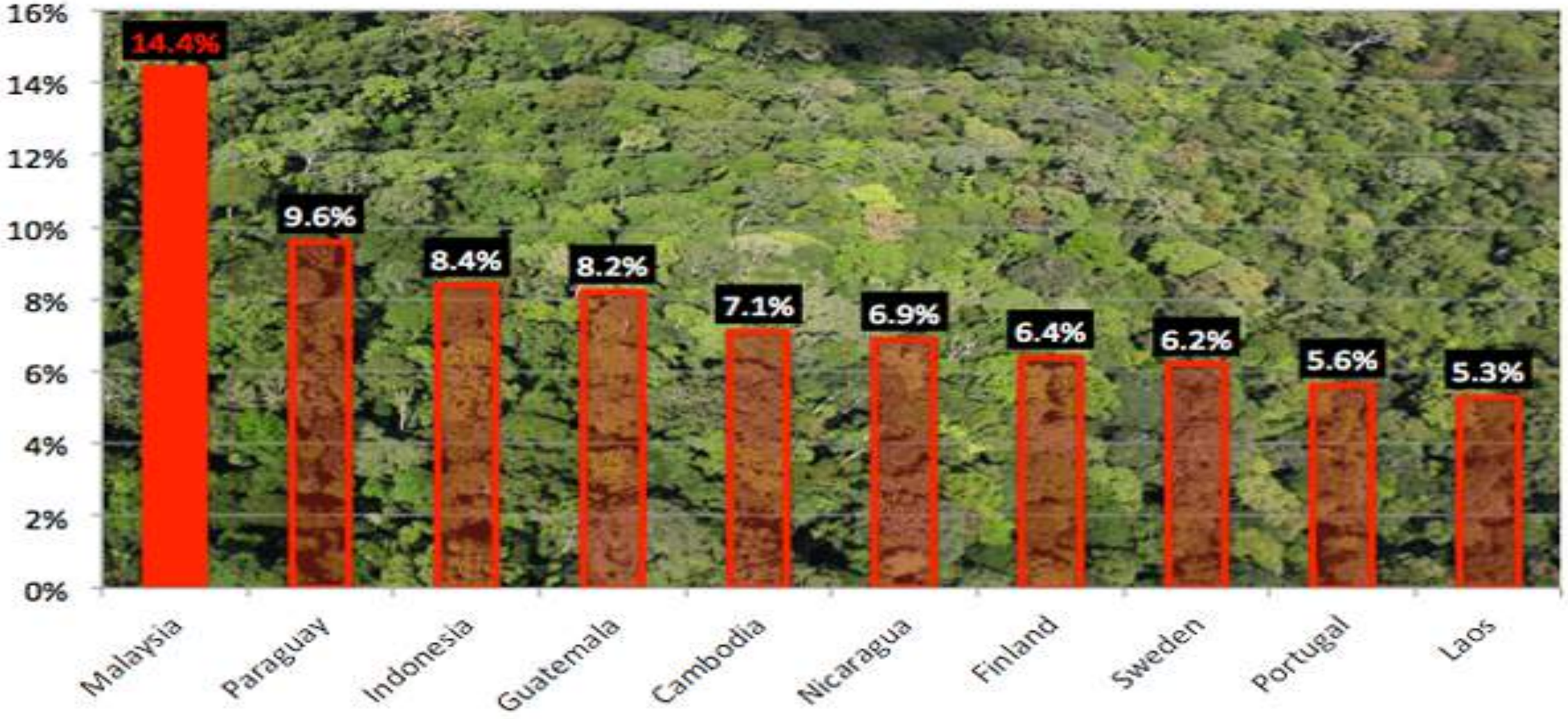
Do I ***need*** *to know more?*

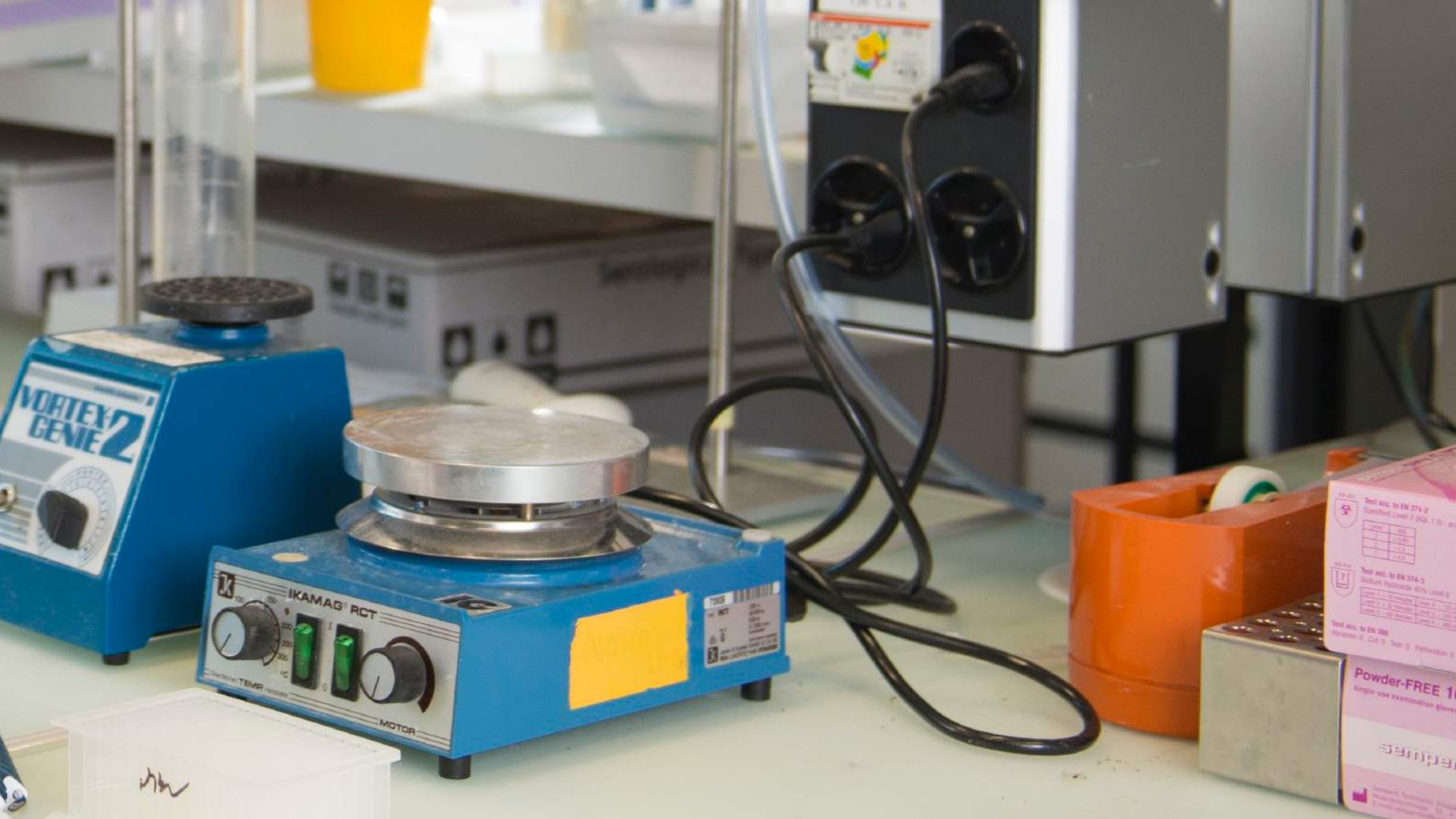




Ryan Pandya (US)

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




VORTEX-GENIE 2
IKAMAG RCT
MOTOR
Powder-FREE



At Muufri, we make **Milk Without Cows**

RYAN PANDYA




Runner-up
POSTCODE LOTTERY
GREEN CHALLENGE
€ 200,000
TO THE RUNNER-UP OF THE
POSTCODE LOTTERY GREEN CHALLENGE 2015



A professionally planned opening from
The Great Bubble Barrier


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

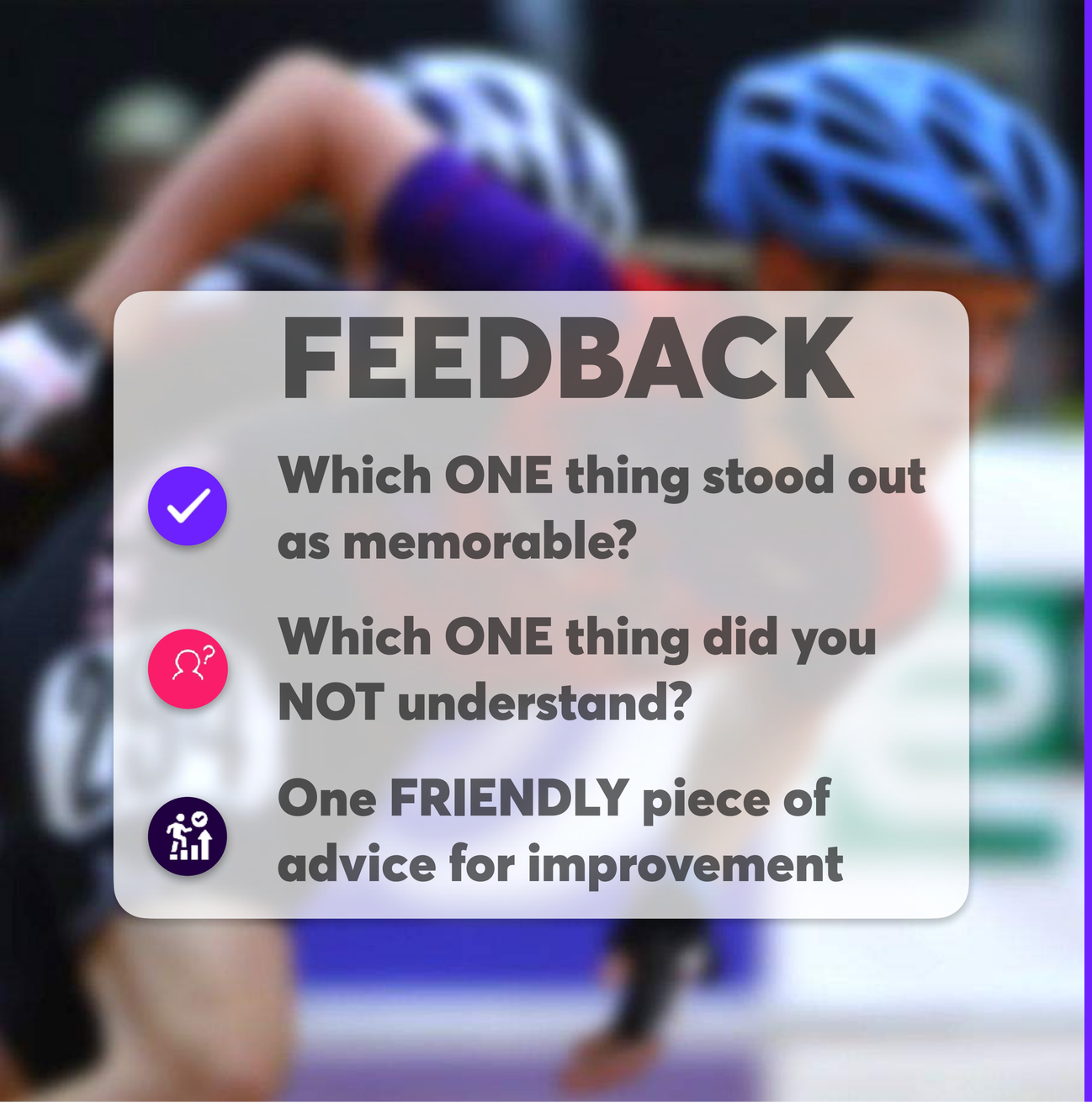


HOMEWORK

Think about your pitch: can you make a new opening?

Professional and Planned; give them something they will **want** or **need** to know more about

Write down your **opening 5 sentences**



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


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

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 your 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)



If we win, the impact we'll make is... (a clear call to action)

THANK YOU!

=

I've finished, you can clap now!


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

1:1 Coaching Sessions
WHAT TO PREPARE?

November 21+22: book via
my.timetrade.com/book/RCMSS

Ideally your story + deck ready for a run-through

Slides to be handed in **Nov. 25th**!

Pitch tools and

RESOURCES







best3minutes.com/leapsprong24

All the workshop **SLIDES**



best3minutes.com/leapsprong24

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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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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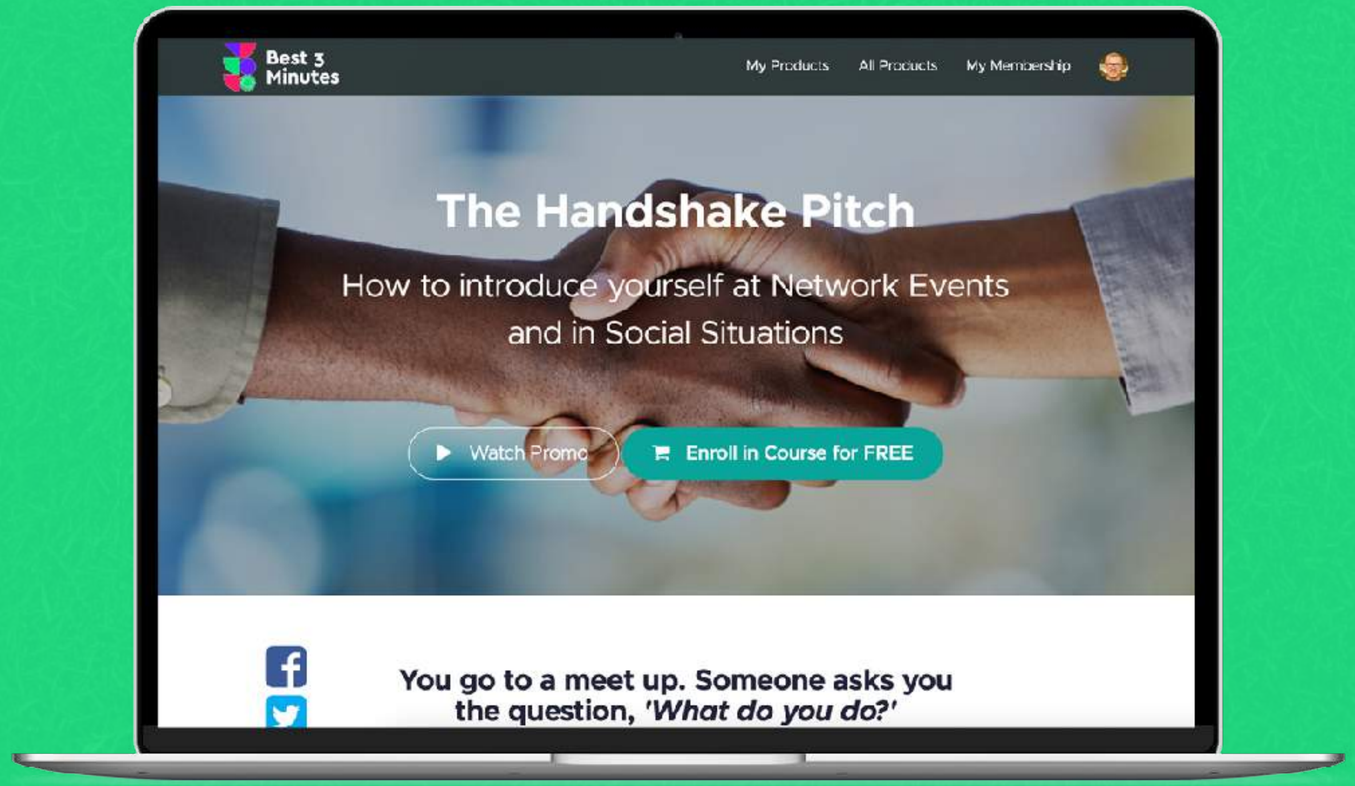
FREE

10 Minute Online Course

YOUR INTRO PITCH



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