Pitch Coach & Master trainer of the
Best3minutes Methodology

Martina Guzmán

Best 3
Minutes




The Pitch Canvas
THE
PITCH
CANVA
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Digital Health Startup Selection
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FN
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CREATE BY DAVID BECKETT

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+ 2400 Startups
RAISED MORE THAN
€460MM



30 Countries
TRAINED 30,000 + PROFESSIONALS

























STARTUPPORTUGAL

STARTUP PERÚ

swiss ep:
swiss entrepreneurship program

HUBUDEP

eWorks Accelerator

4YFN

MYLKCUBATOR

EATABLE ADVENTURES

INNO VENTURES Pascual

IDEAUP CHALLENGE

esade
RAMON LLULL UNIVERSITY

ĀTICCO

OUR MISSION

GIVE A VOICE TO GREAT IDEAS





This is a DO workshop

not just a think session

How to Pitch to investors



ACTION STEP

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

The Tools
YOU'LL USE









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?

TOOL
Nº 1


The most frequent pitch
YOU WILL EVER MAKE


2



25 Seconds - 4 sentences

THE HANDSHAKE PITCH

The Question…

"WHAT DO YOU DO?"



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?



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…”

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…"



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**?

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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?

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7 MINUTES

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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

5

Write down:

What did you learn

from receiving and giving feedback?

What will you change?







GET FEEDBACK

Think it through

Write it down

Say it Loud

LET'S MAKE IT REAL!



ACTION STEP

Write down the
Product, Service or **Idea**
you want to **pitch**

and one sentence on
who you will pitch it to



5

ACTION STEP

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Product, Service or **Idea**
you want to **pitch**

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TOOL
Nº 2

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model



The Open-3-Close© Pitch Model





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

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What might be their biggest **objection?**

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?"

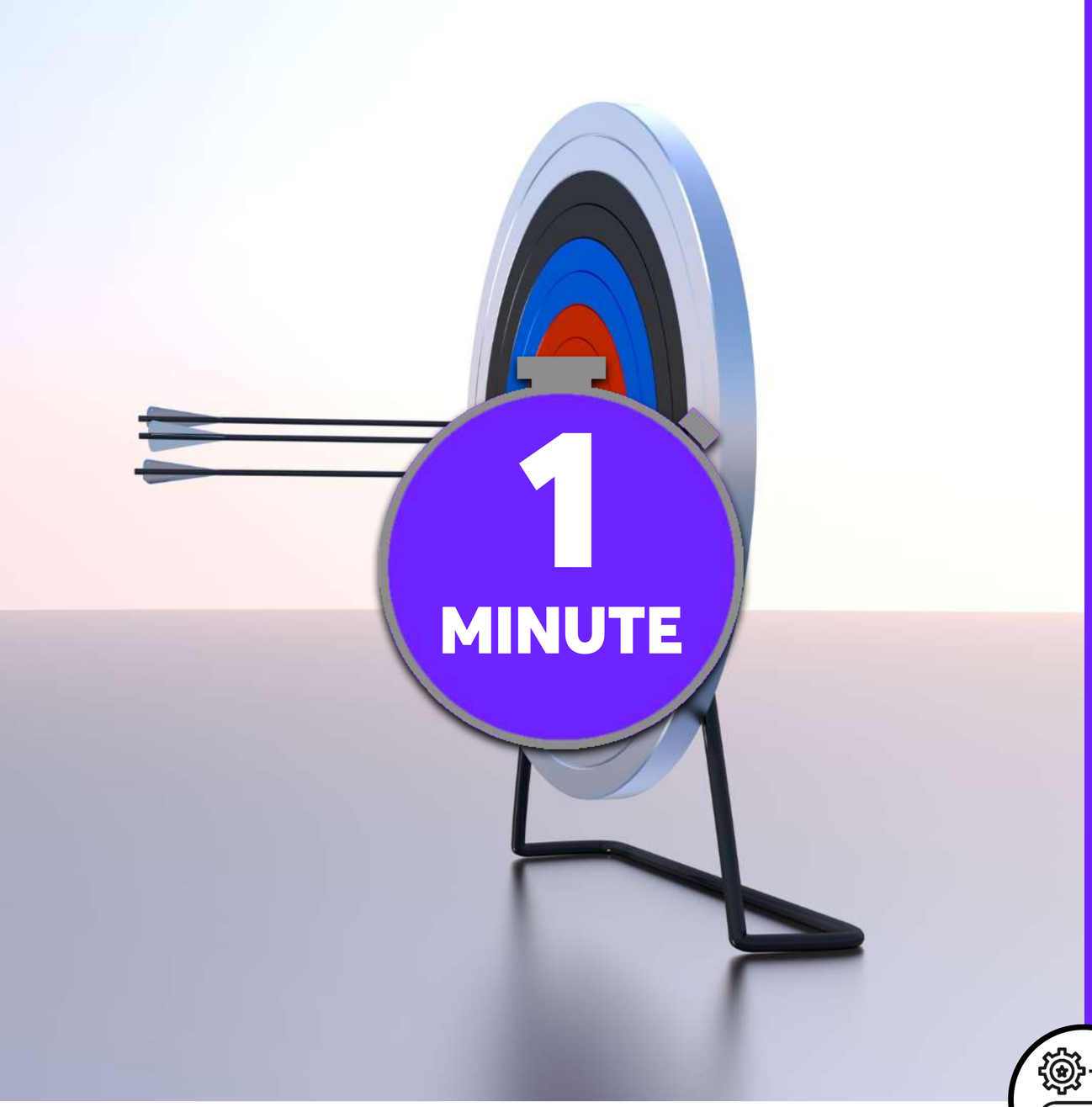


WHAT'S YOUR OBJECTIVE?

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



ACTION STEP

5

Write down in 1 minute what you want the audience **to do** as a result of the pitch

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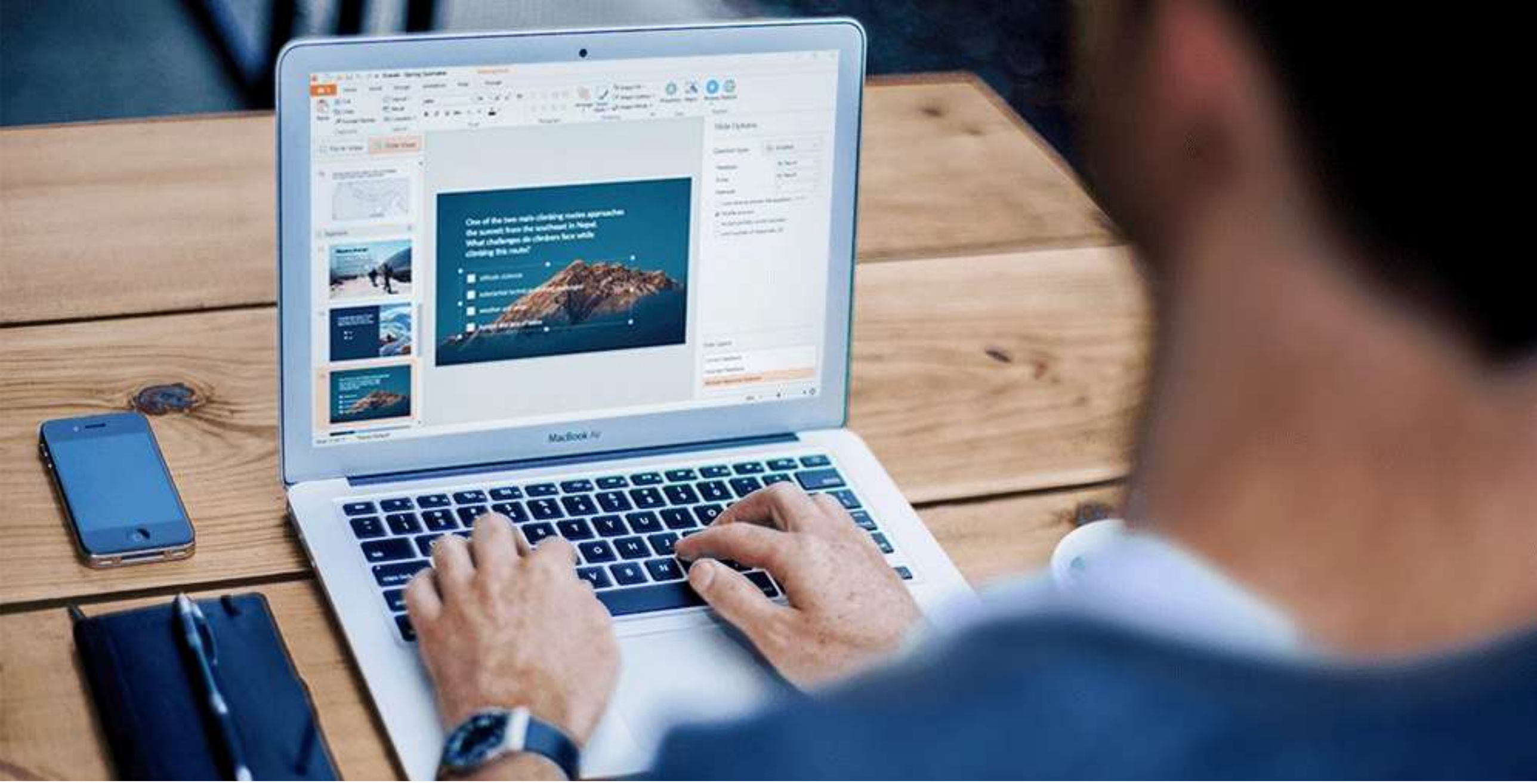
The Open-3-Close© Pitch Model







How do you create
YOUR STORYLINE?




STOP!!!



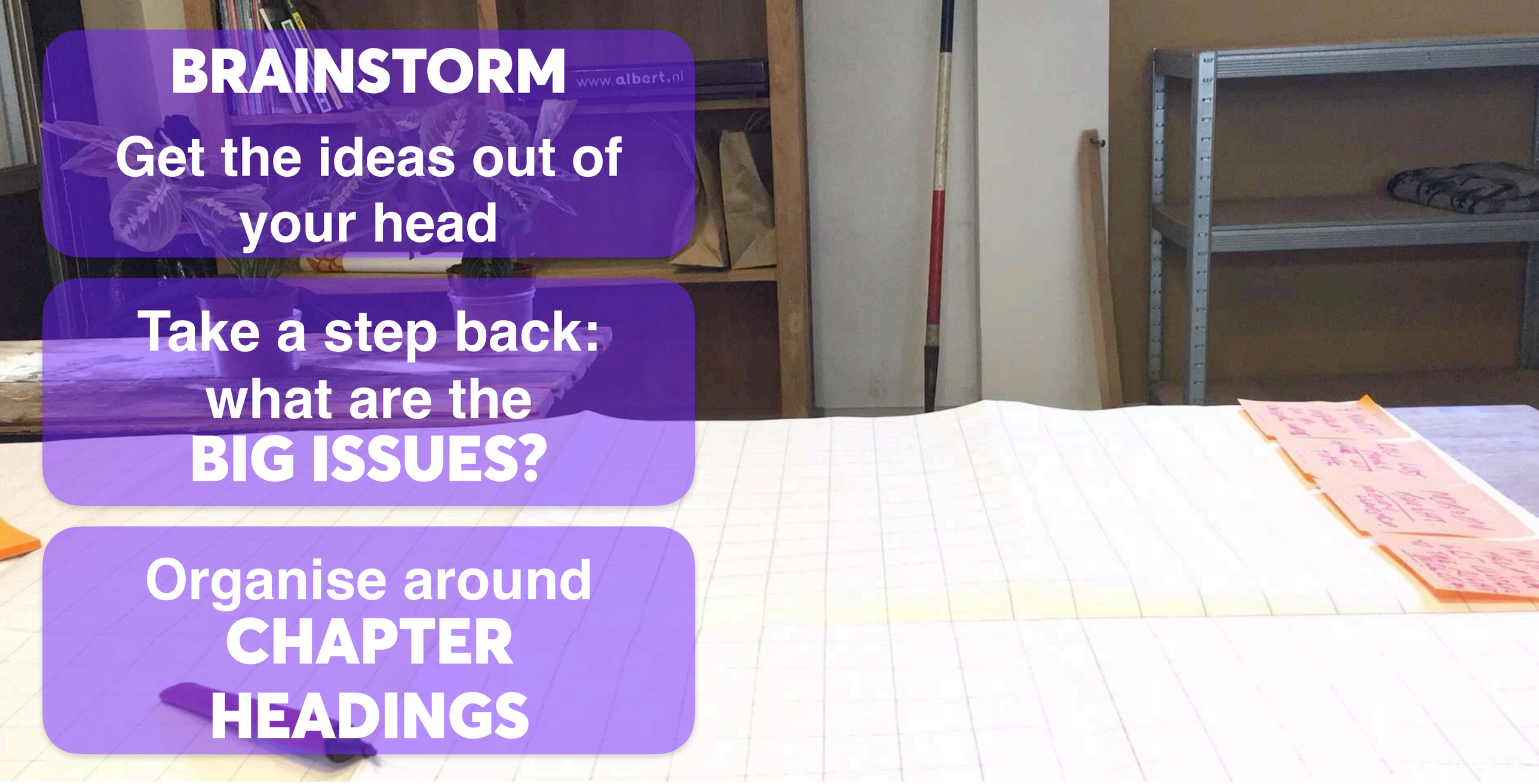
Don’t Open POWERPOINT

Until you know what you are going to say…



Use POST-IT NOTES

To Build Your Storyline

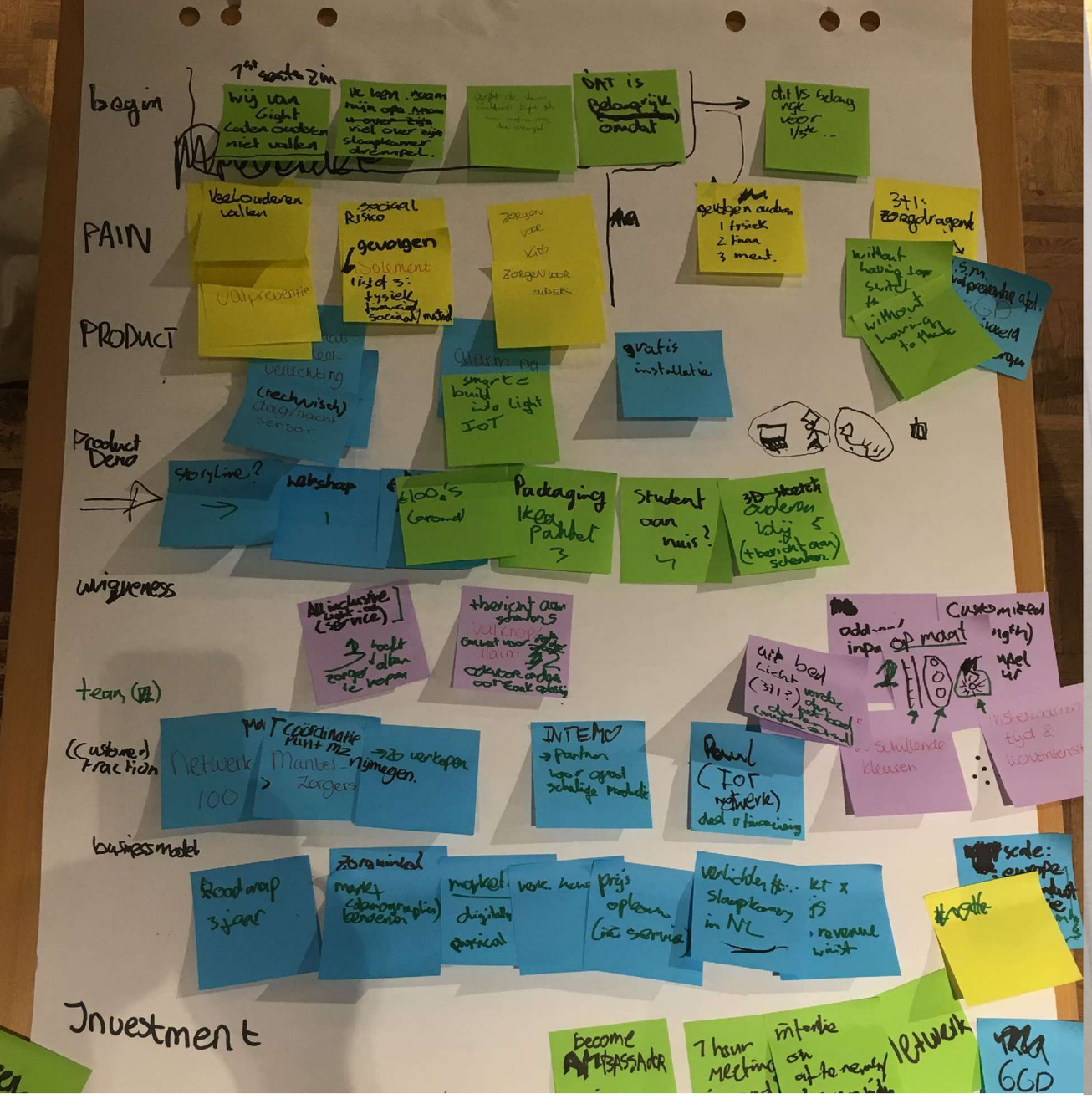


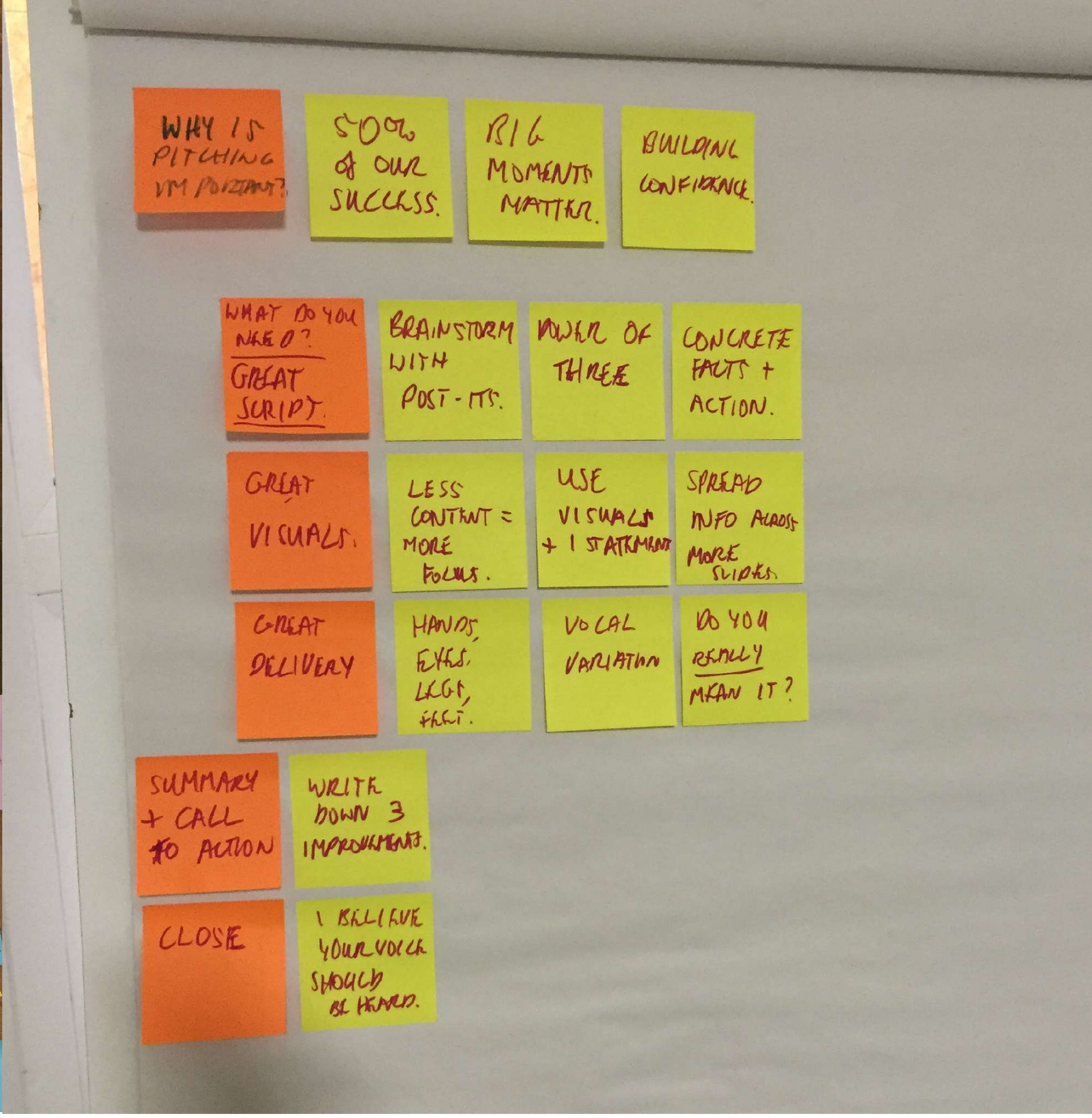
BRAINSTORM

Get the ideas out of your head

Take a step back: what are the **BIG ISSUES?**

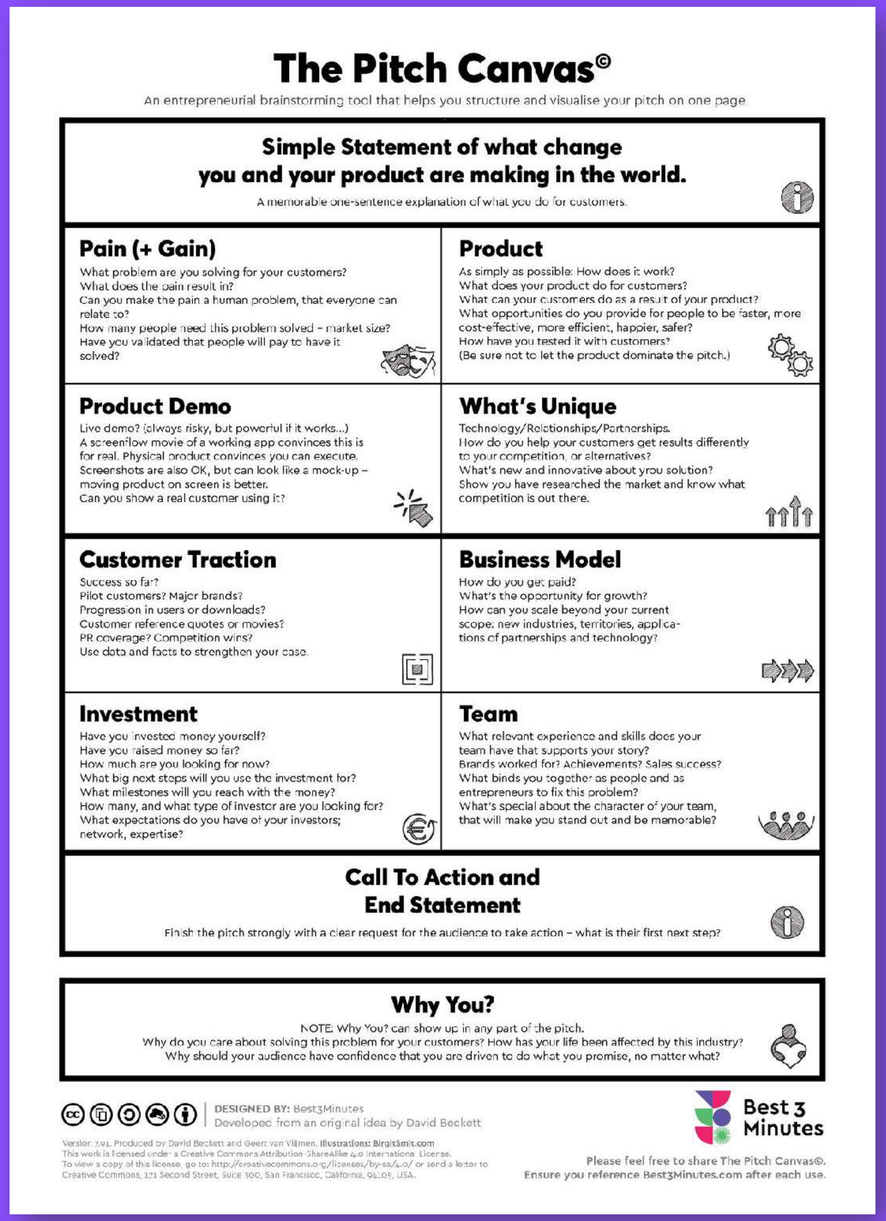
Organise around **CHAPTER HEADINGS**


begin
PAIN
PRODUCT
Product Demo
uniqueness
tean
(customer) fraction
businessmodel
Investment
Packaging
Student aan huis?
INTEMO
Netwerk 100
Mantel Zorgers
Roadmap 3 jaar
Become AMBASSADOR
7 hour meeting
GGD


WHY IS PITCHING VM PORTANT?
50% of OUR SUCCESS.
BIG MOMENTS MATTER.
BUILDING CONFIDENCE.
WHAT DO YOU NEED? GREAT SCRIPT.
BRAINSTORM WITH POST-ITS.
POWER OF THREE
CONCRETE FACTS + ACTION.
GREAT VISUALS.
LESS CONTENT = MORE FOCUS.
USE VISUALS + 1 STATEMENT
SPREAD INFO ACROSS MORE SLIDES.
GREAT DELIVERY
HANDS, EYES, LEGS, FEET.
VOCAL VARIATION
DO YOU REALLY MEAN IT?
SUMMARY + CALL TO ACTION
WRITE DOWN 3 IMPROVEMENTS.
CLOSE
I BELIEVE YOUR VOICE SHOULD BE HEARD.

Which topics should be in
YOUR WINNING PITCH?

TOOL
Nº 3



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What does the pain result in?
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Have you validated that people will pay to have it solved?

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As simply as possible: How does it work?
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How do you help your customers get results differently to your competition, or alternatives?
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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©

Copies available



PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

What’s the **Human Result** of the problem you’re solving?



Lost time?

More cost?

Complex steps?

Frustration?

Lost customers?

Bad reputation?



Co2 emissions?

Kilos of plastic?

Damage to environment?

Quantify it!

put a **number** on it

Be specific
PUT A NUMBER ON IT



“It wastes a lot of hours”



“It takes up to 72 hours”

Be specific
PUT A NUMBER ON IT



“They have to make a lot of calls”



“They have to make up to 30 calls”

For impact focused startups

Be specific
PUT A NUMBER ON IT



“It creates a lot of CO_2”



“It creates X Million Tonnes CO_2”

For impact focused startups

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”



PRODUCT

How do you solve the problem?

What can customers do as a result of your product?

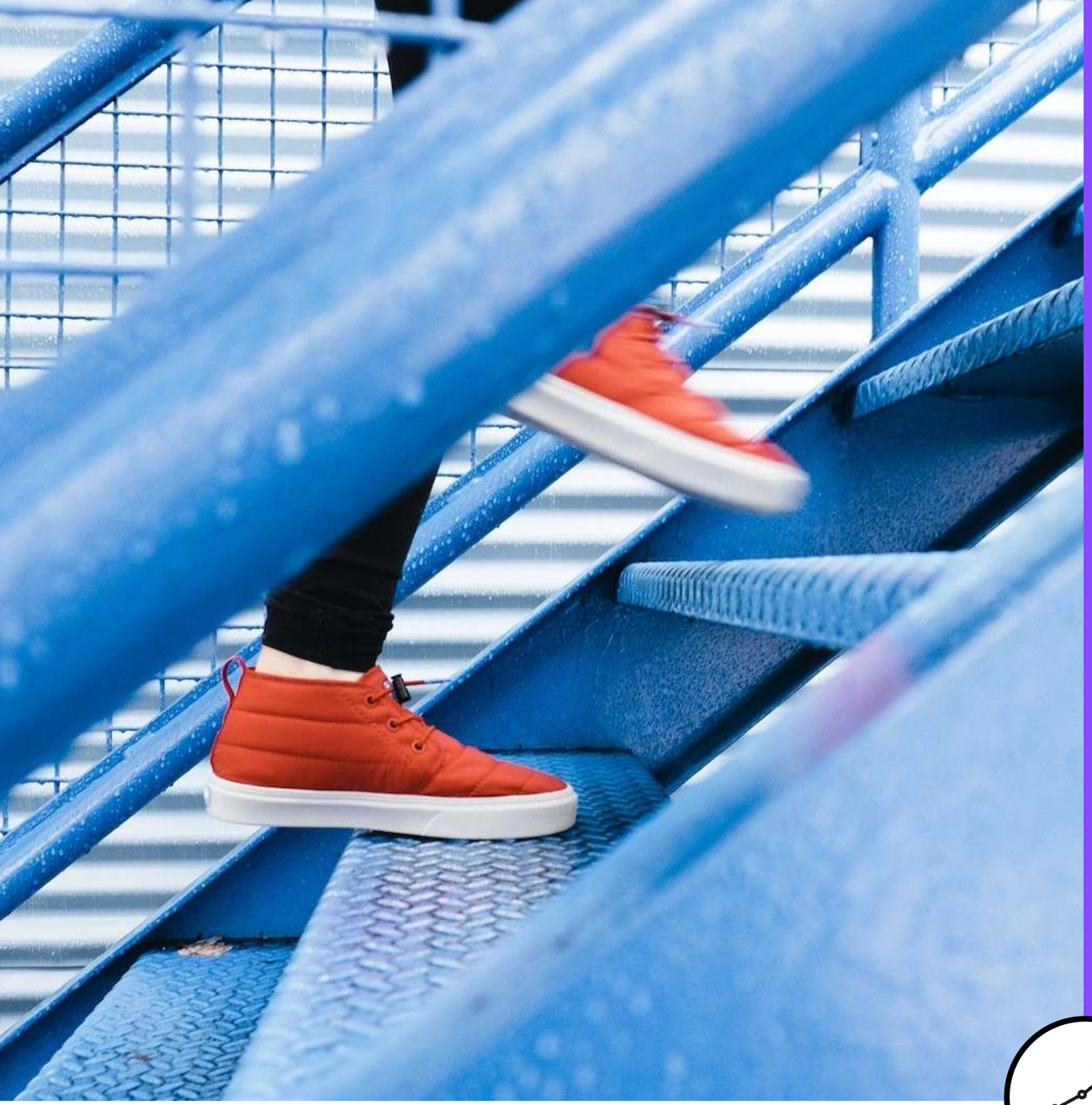


UNIQUE

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

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

(Any competitors to mention?)



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**?



INVESTMENT

Have you raised before?

How much raising now?

What will you spend the money on?



BEYOND INVESTMENT

Advice?

Introductions?

Follow Up Meeting?



MILESTONE

Where will the investment/support bring you?



MILESTONE

Product Development?

New Countries?

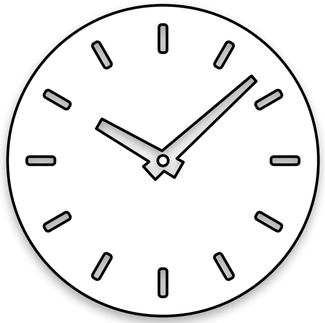


What’s the most important thing in a Startup?


What’s the most important thing in a Startup?
THE 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?

Previous startups/exits?



TEAM

Character?

Driven by the same **purpose**?

Young and **Hungry**?

Experienced and ready for **new** challenges?

ONE LAST THING...



WHY YOU?

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

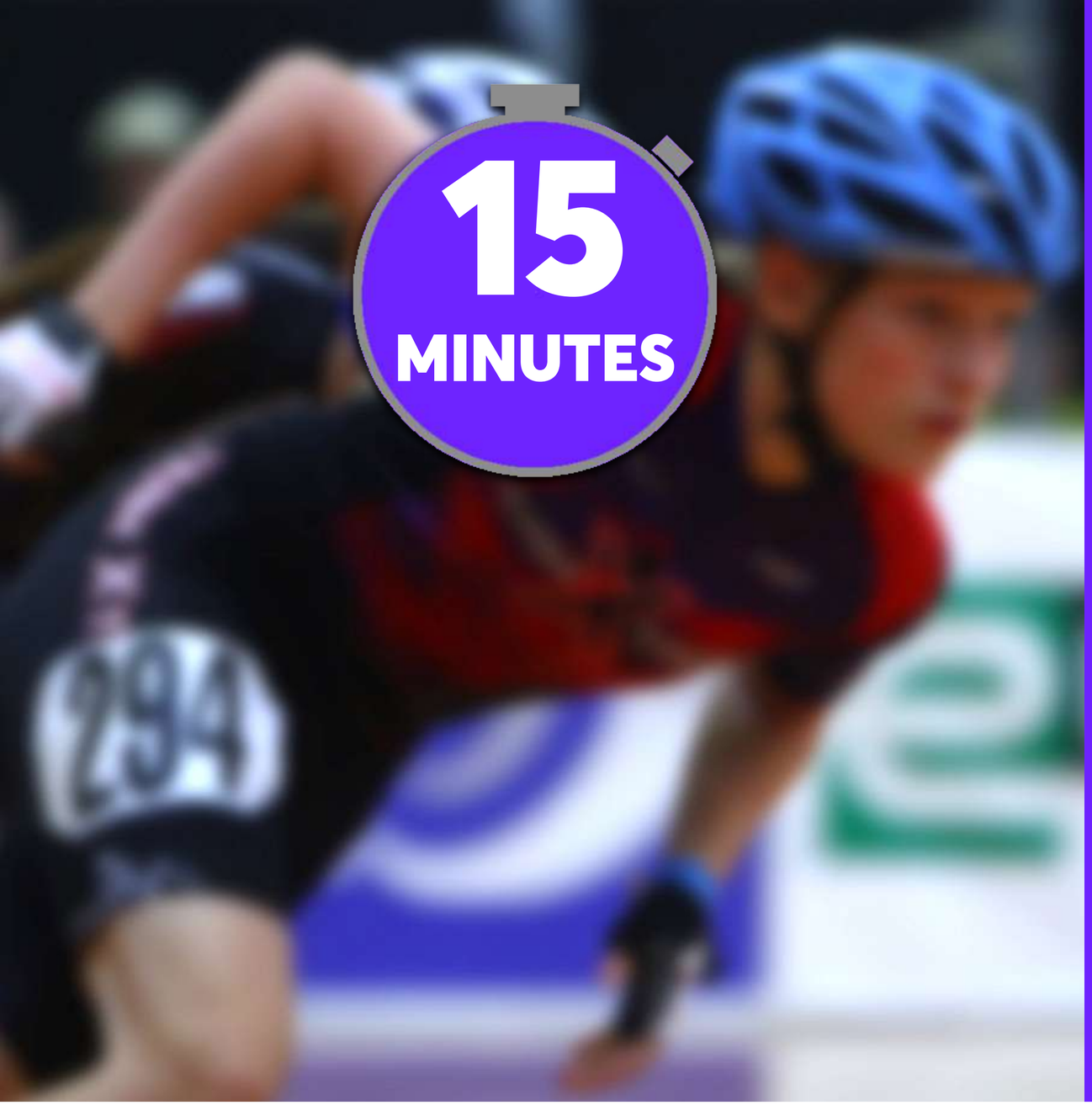
Why did you start this in the first place?



WHY YOU?

What makes you excited about your proposition?

Show your passion!



ACTION STEP

Brainstorm content for

4-5 topics from:

Pain, Product,
Unique, Traction/Validation,
Team, Why You

Quickly write down

key words and phrases,

not full sentences



ACTION STEP

Brainstorm content for

4-5 topics from;

Pain, Product,
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Quickly write down

key words and phrases,

not full sentences

Welcome Back!

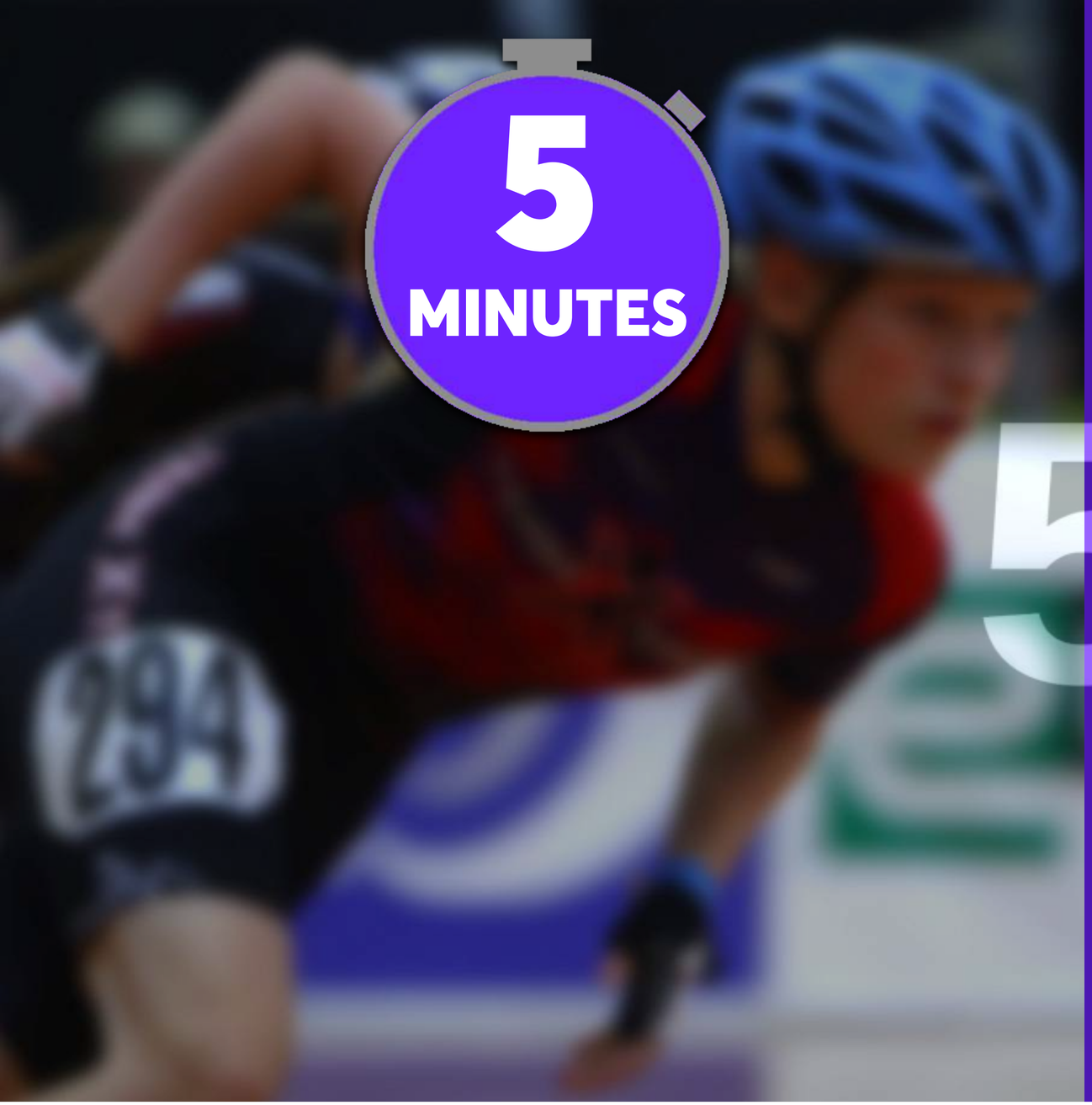
LET'S MAKE IT REAL!



ACTION STEP

Prepare a short
90 Second pitch with only
three of the following:

Pain, Product,
Unique, Traction/Validation,
Team, Why You



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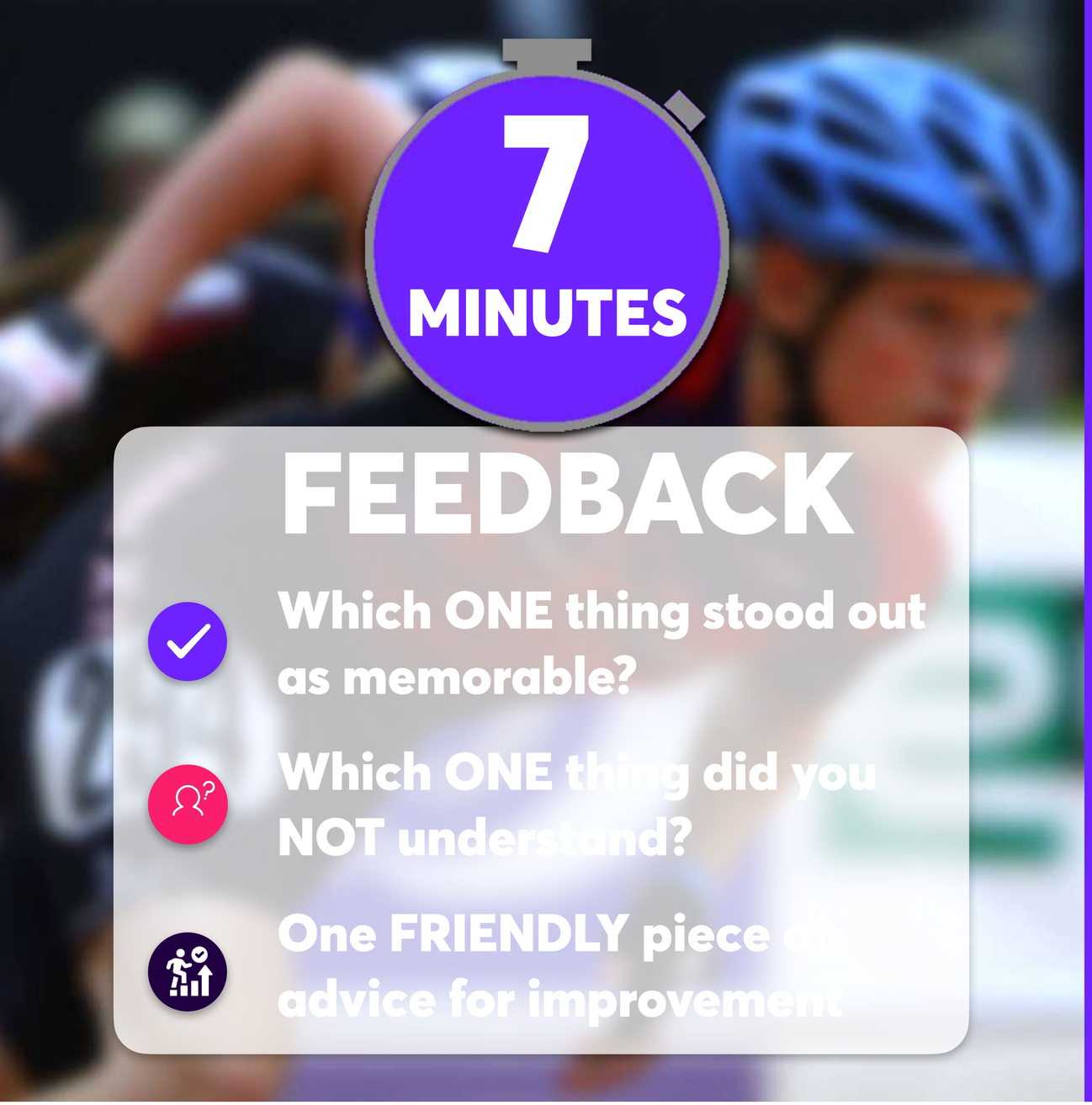
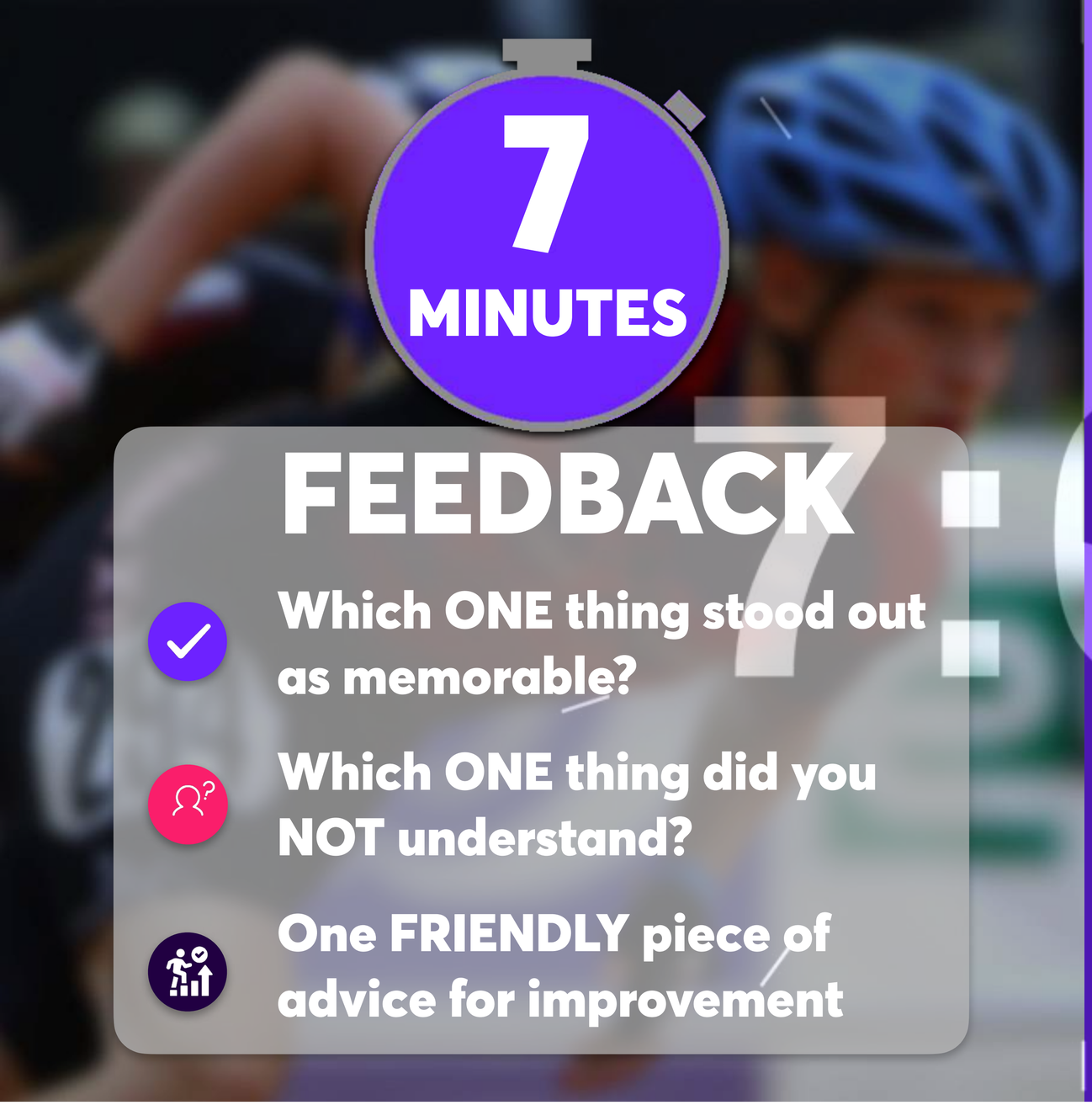


ACTION STEP

Test your short 90 second pitch, only with three of the following:

Pain, Product, Unique, Traction/Validation, Team, Why You



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 short
90 second pitch with only
three of the following:

Pain, Product,
Unique, Traction/Validation,
Team, Why You

Take one minute TO REFLECT

Write down:

What did you learn from giving and receiving feedback?

What will you change?

Take one minute TO REFLECT

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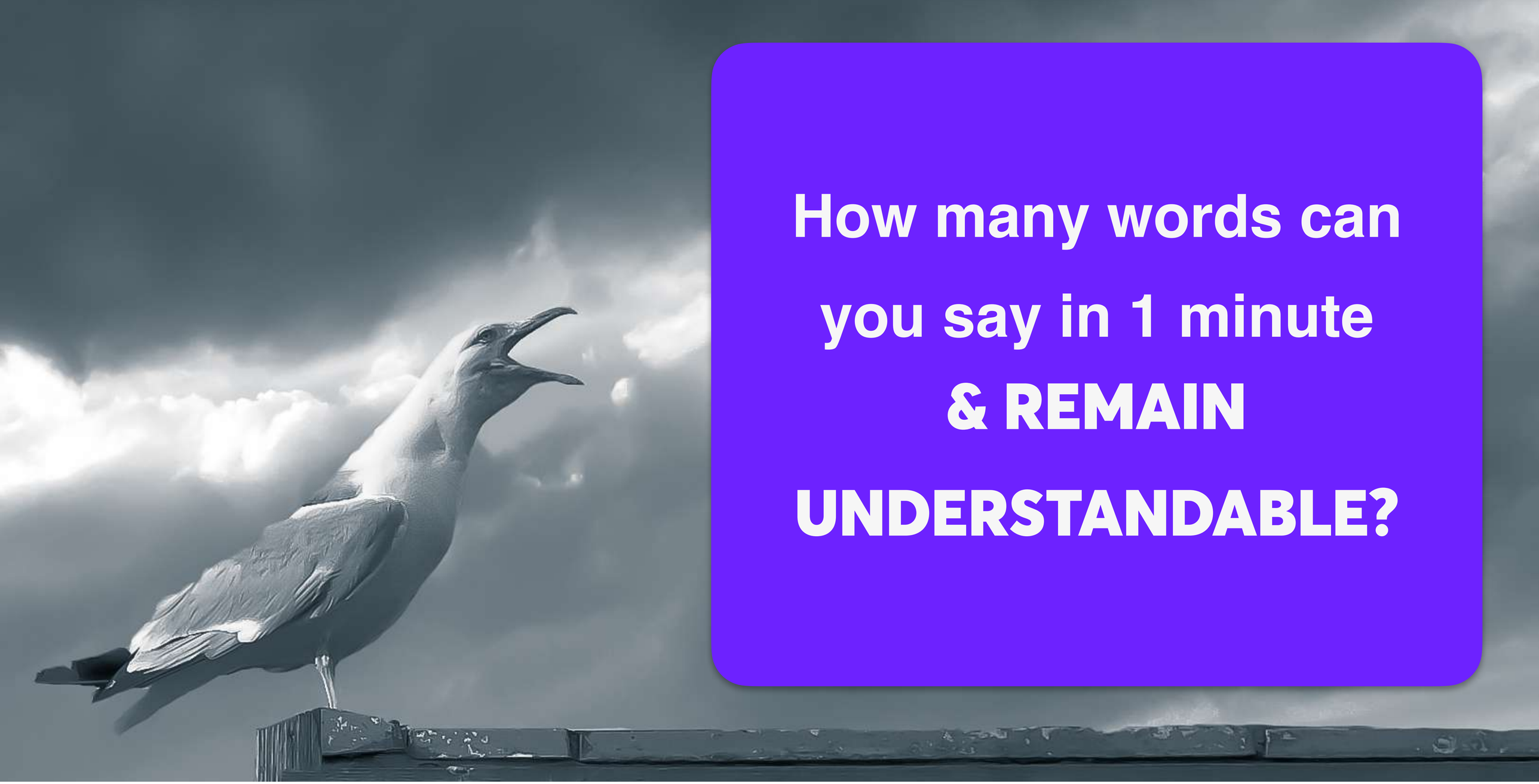


How many words can you say in 1 minute & REMAIN UNDERSTANDABLE?


140 WORDS
Maximum!

The Open-3-Close© Pitch Model

Who is your **AUDIENCE**

Establish your **OBJECTIVE**

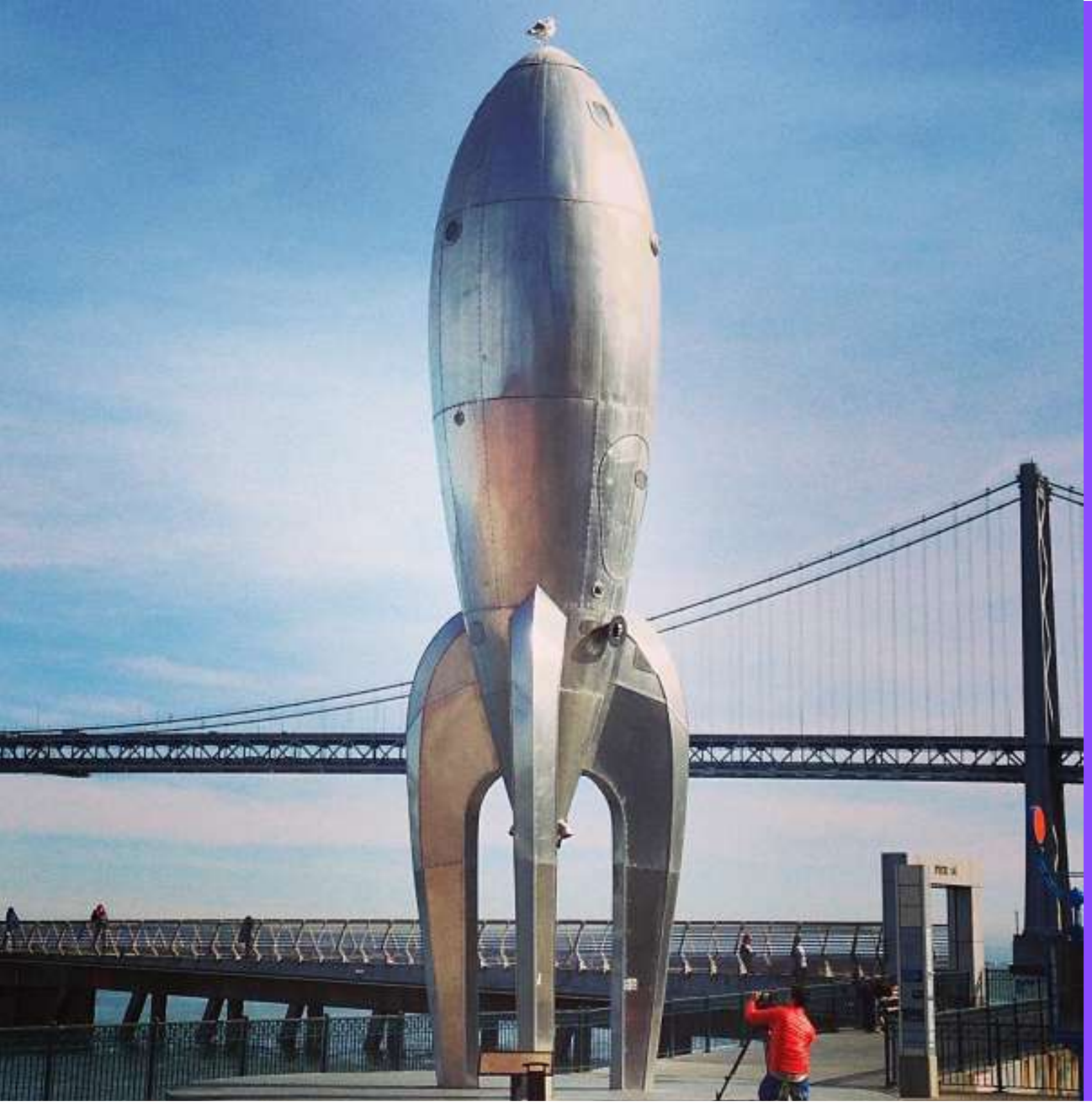
BRAINSTORM with Post-It Notes

Opening



Best 3 Minutes


Make the first word count
OPEN POWERFULLY



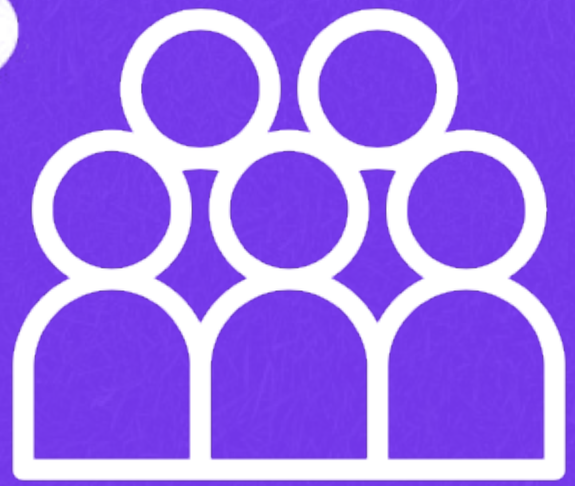
The first 20 seconds buys

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%



YEAR

Share some TRACTION





Simply
BE PROFESSIONAL

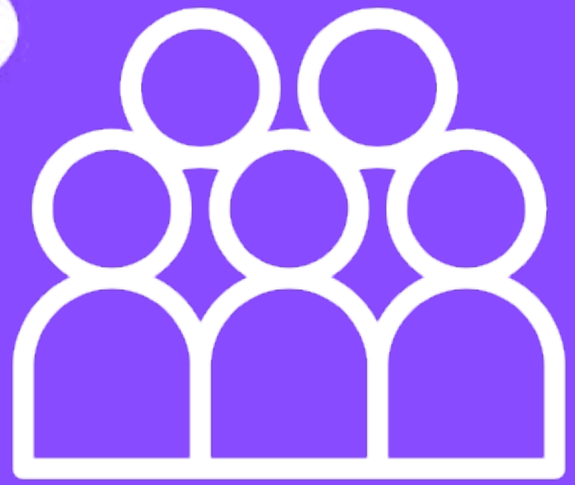
SADDL



Is this person professional?

Do I want to know more?

Do I need to know more?



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What will you change?

The Open-3-Close© Pitch Model



Making your story
FOCUSED & MEMORABLE


The Power of
THREE

“There are many things I could tell you,

BUT THERE ARE 3 THINGS

I WANT YOU TO REMEMBER”

So why

THREE?

We grew up with
THE POWER OF THREE





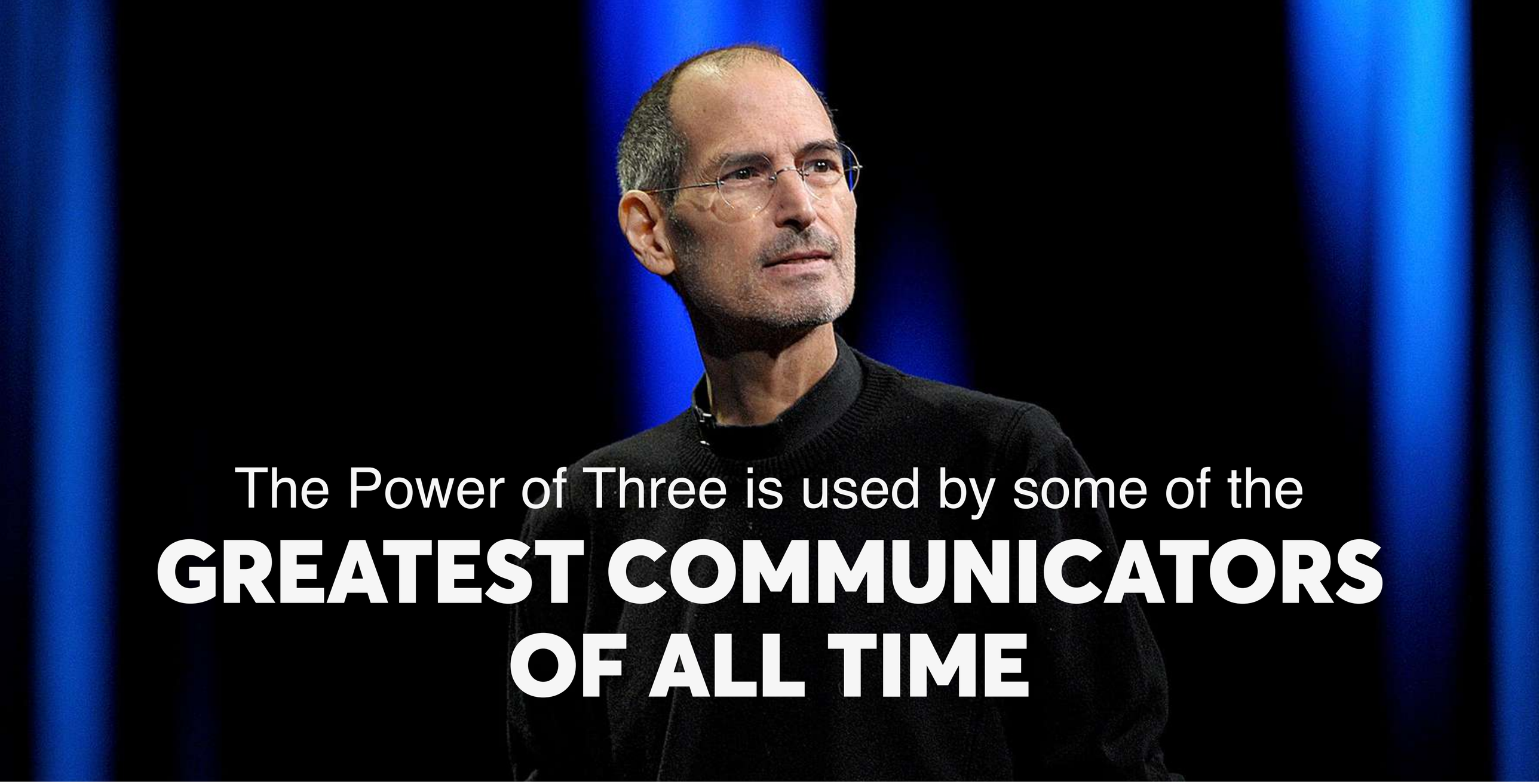


READY, STEADY, GO!




LIGHTS, CAMERA, ACTION!


BEGINNING, MIDDLE, END


The Power of Three is used by some of the
GREATEST COMMUNICATORS
OF ALL TIME



How do you apply
THE POWER OF THREE?

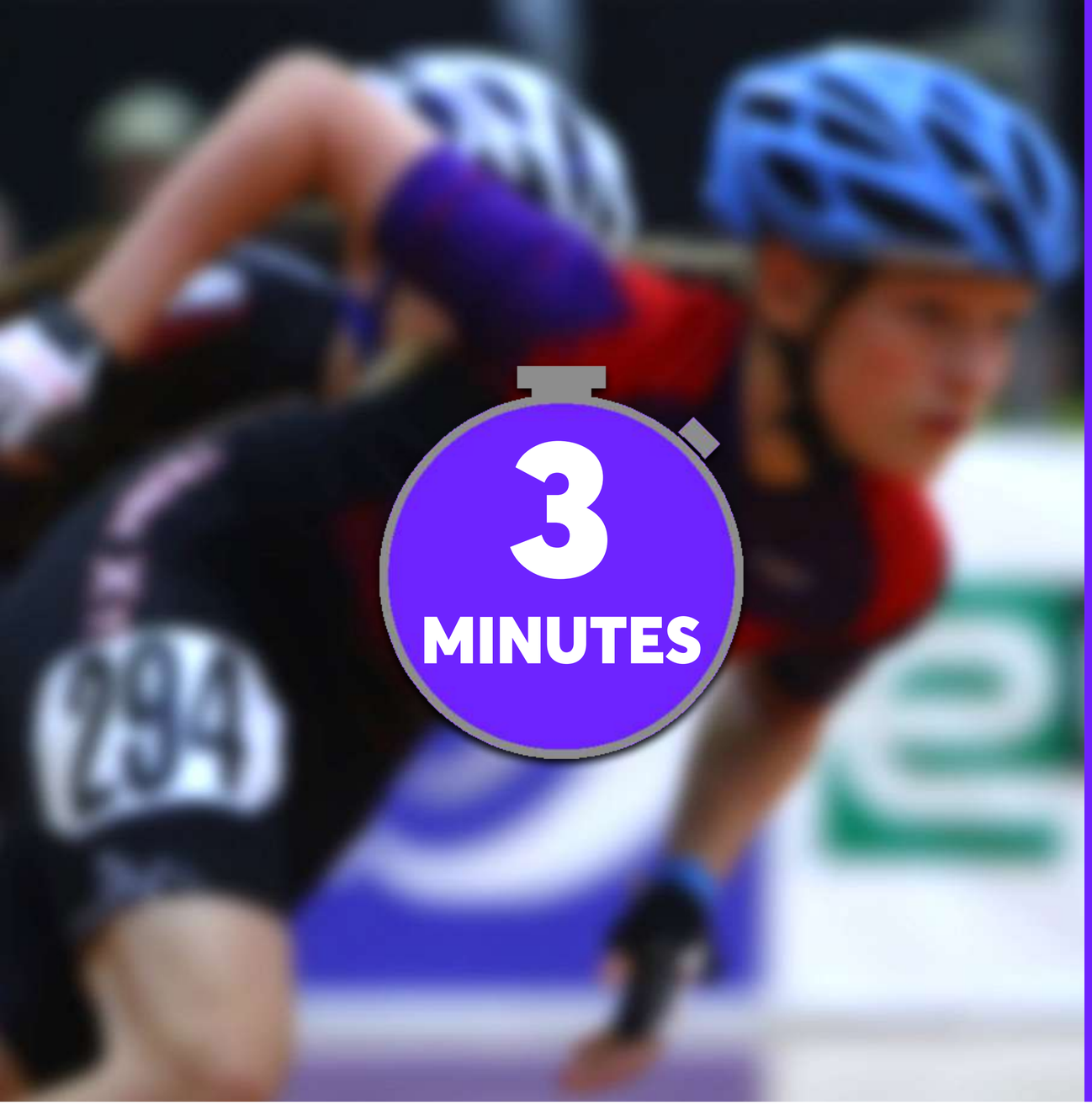
Break your product into
THREE BIG QUALITIES



Break your whole pitch into THREE BIG CHAPTERS




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?

<u>Write down</u> the **3 most important** things about your proposition;
1-2 sentences per item.



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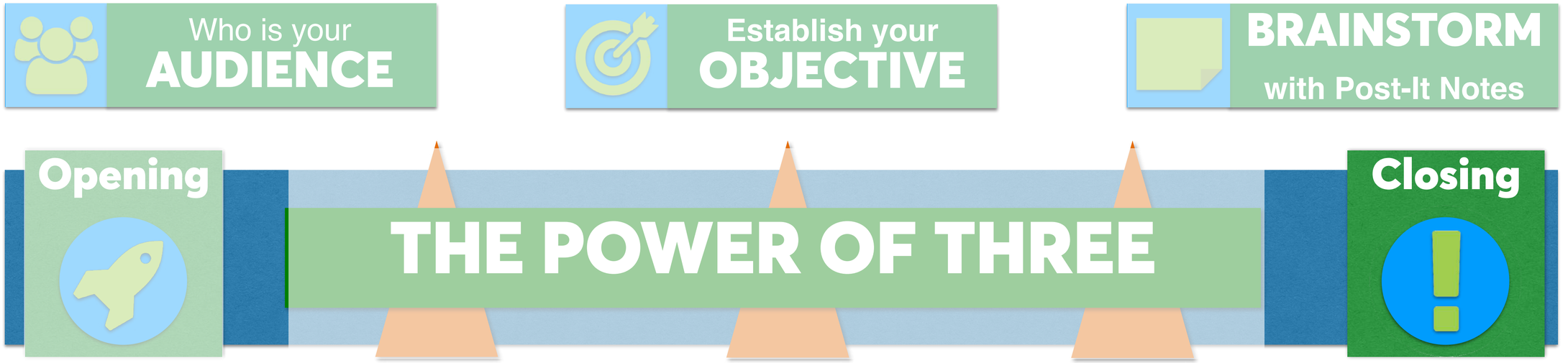

Big Bang!



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!

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RESOURCES

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

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As simply as possible: How does it work?
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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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Please feel free to share The Pitch Canvas©.
Ensure you reference Best3Minutes.com after each use.

THE PITCH CANVAS©

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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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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.

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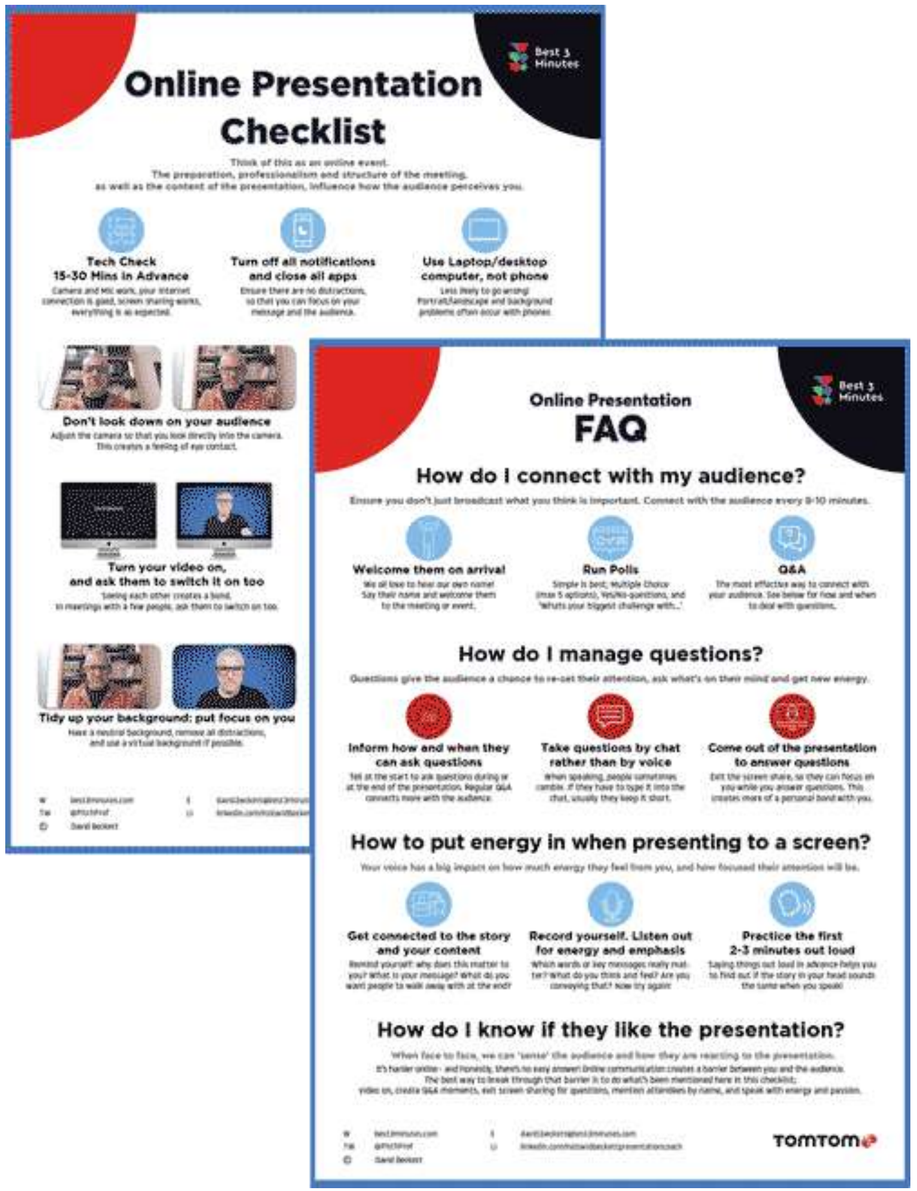

Online Presentation Checklist

Think of this as an online event.
The preparation, professionalism and structure of the meeting,
as well as the content of the presentation, influence how the audience perceives you.

Tech Check 15-30 Mins in Advance
Camera and Mic work, your internet connection is good, screen sharing works, everything is as expected.

Turn off all notifications and close all apps
Ensure there are no distractions, so that you can focus on your message and the audience.

Use Laptop/desktop computer, not phone
Less likely to go wrong! Portrait/landscape and background problems often occur with phones

Don't look down on your audience
Adjust the camera so that you look directly into the camera. This creates a feeling of eye contact.

Turn your video on, and ask them to switch it on too
Seeing each other creates a bond.
In meetings with a few people, ask them to switch on too.

Tidy up your background: put focus on you
Have a neutral background, remove all distractions, and use a virtual background if possible.

Online Presentation FAQ

How do I connect with my audience?

Ensure you don't just broadcast what you think is important. Connect with the audience every 8-10 minutes.

Welcome them on arrival
We all love to hear our own name!
Say their name and welcome them to the meeting or event.

Run Polls
Simple is best; Multiple Choice (max 5 options), Yes/No questions, and 'What's your biggest challenge with...'

Q&A
The most effective way to connect with your audience. See below for how and when to deal with questions.

How do I manage questions?

Questions give the audience a chance to re-set their attention, ask what's on their mind and get new energy.

Inform how and when they can ask questions
Tell at the start to ask questions during or at the end of the presentation. Regular Q&A connects more with the audience.

Take questions by chat rather than by voice
When speaking, people sometimes ramble. If they have to type it into the chat, usually they keep it short.

Come out of the presentation to answer questions
Exit the screen share, so they can focus on you while you answer questions. This creates more of a personal bond with you.

How to put energy in when presenting to a screen?

Your voice has a big impact on how much energy they feel from you, and how focused their attention will be.

Get connected to the story and your content
Remind yourself: why does this matter to you? What is your message? What do you want people to walk away with at the end?

Record yourself. Listen out for energy and emphasis
Which words or key messages really matter? What do you think and feel? Are you conveying that? Now try again!

Practice the first 2-3 minutes out loud
Saying things out loud in advance helps you to find out if the story in your head sounds the same when you speak!

How do I know if they like the presentation?

When face to face, we can 'sense' the audience and how they are reacting to the presentation.
It's harder online - and honestly, there's no easy answer! Online communication creates a barrier between you and the audience.
The best way to break through that barrier is to do what's been mentioned here in this checklist:
video on, create Q&A moments, exit screen sharing for questions, mention attendees by name, and speak with energy and passion.

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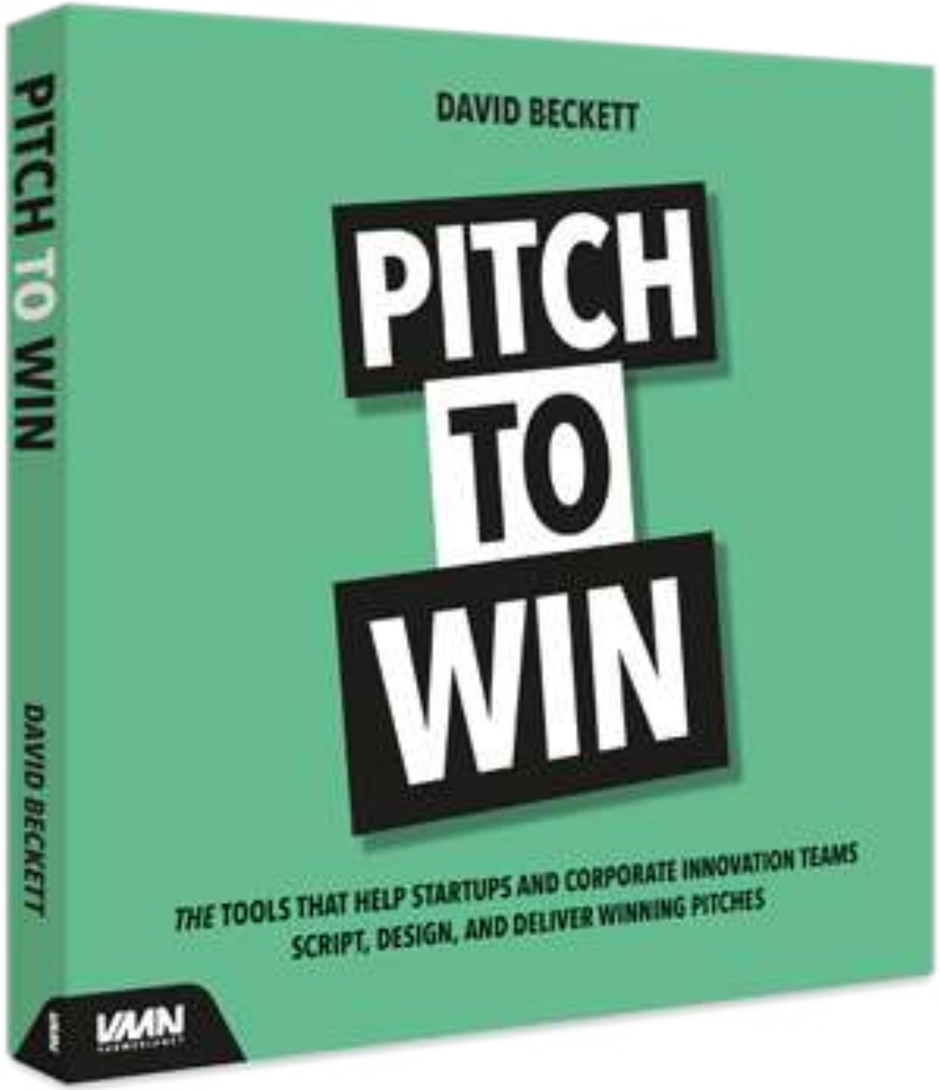
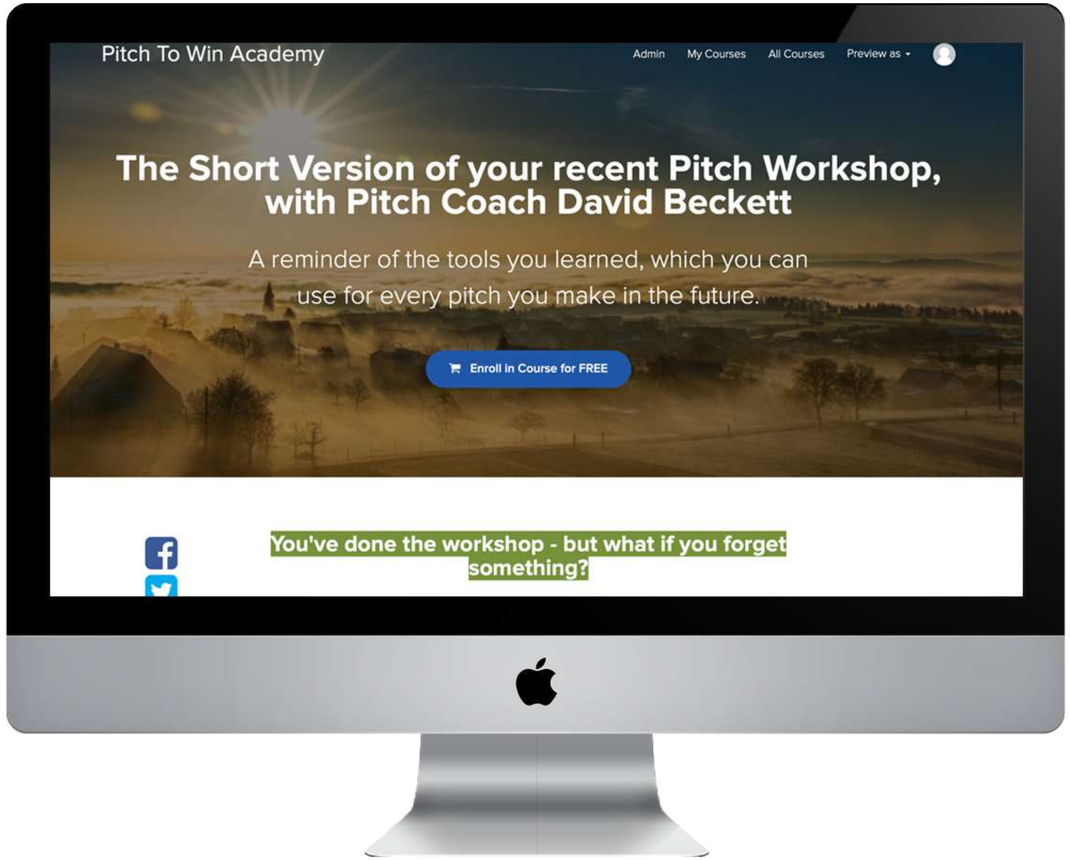
ONLINE PRESENTATION Checklist



Listen to the Audiobook

Online Pitch Course





The App: iOS and Android

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