

Pitch Coach
Creator of The Pitch Canvas©
TEDx Speech Coach

David Beckett

best3minutes.com

Best 3 Minutes

I'm here to answer

TWO BIG QUESTIONS



Why do investors say **NO?**

And how to get them to **YES!**

Coached 2500+ Startups & Scale-Ups

RAISED OVER €460MILLION



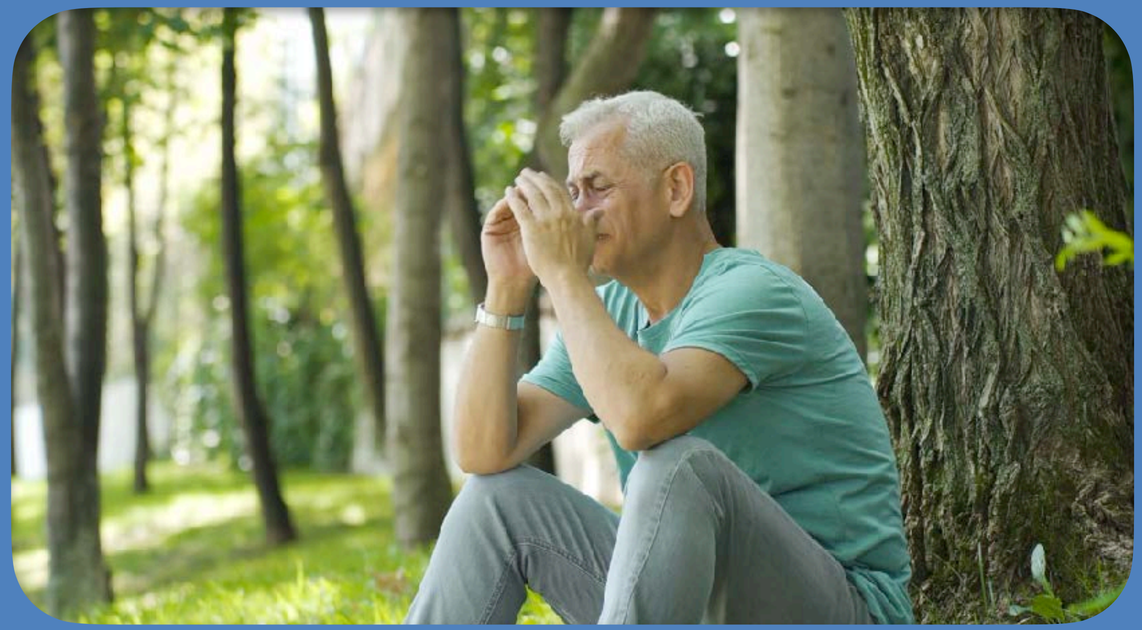
The Pitcher



The Listener




12%
76%




GREAT IDEAS
NEED A VOICE

"It's almost impossible

TO RAISE INVESTMENT"



You can **increase** your **chances**
if you're **ready** to run the **Marathon**

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



Cold Outreach
to get a meeting



First 2 Minutes of
First Meeting



End of
Second Meeting

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

12K Pitches seen /year



Cold Outreach
to get a meeting

1K First Meetings /year



First 2 Minutes of
First Meeting

80 Second Meetings /year



End of
Second Meeting

What goes wrong with **COLD OUTREACH?**



92% FAIL

11,000/12,000



Wrong Match



Too Much Information

What goes wrong with **COLD OUTREACH?**



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11,000/12,000



Wrong Match



Too Much Information

You can fix the problem of

TOO MUCH INFORMATION



Guy Kawasaki: 5-Sentence Email



The 5-Sentence Email

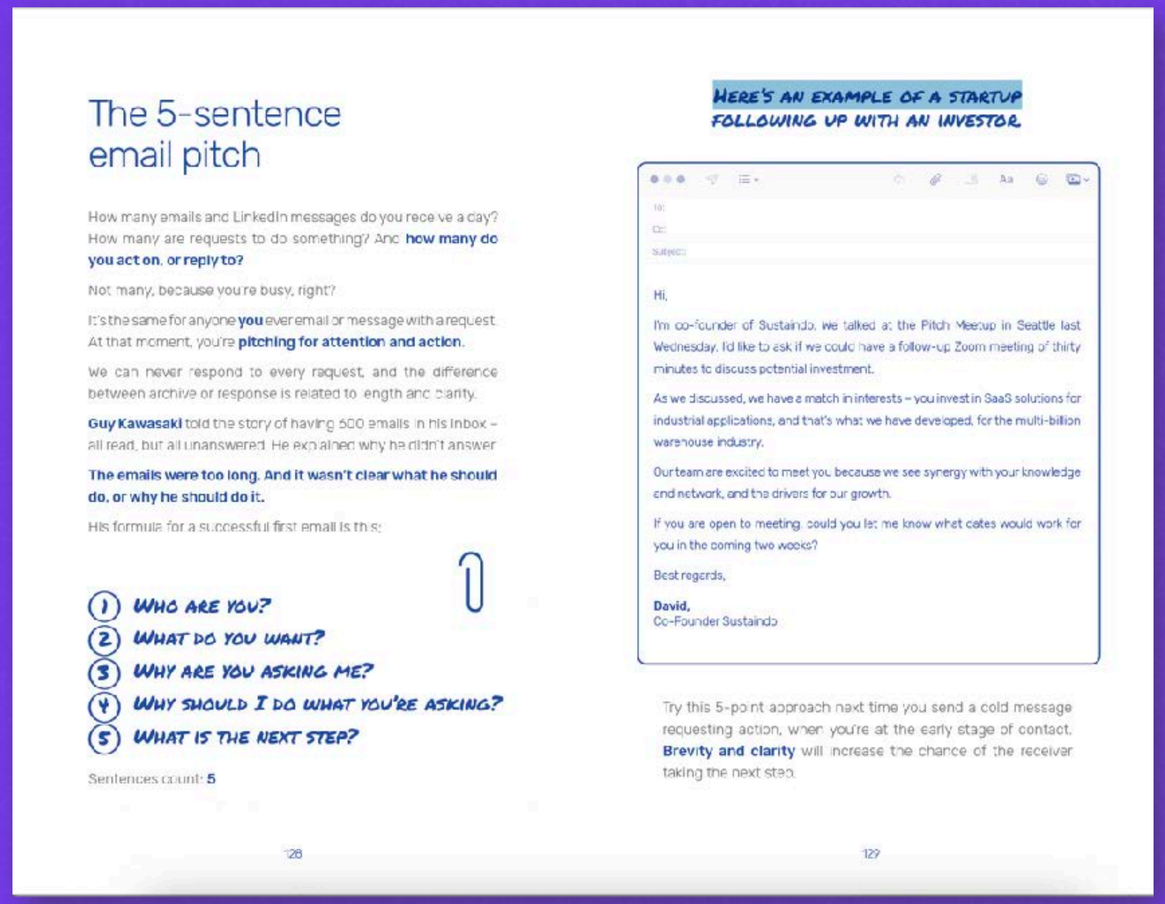
Who are you?

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 Sustaindb. 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 Sustaindb

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

Connect with me on LinkedIn to get free book, slides etc.

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**

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 & 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

Rutger Teunissen CEO
Internet entrepreneur. Sold his first startup at 22 to Werkspot.

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

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

Need more info? **rutger@24sessions.com** +31651209811

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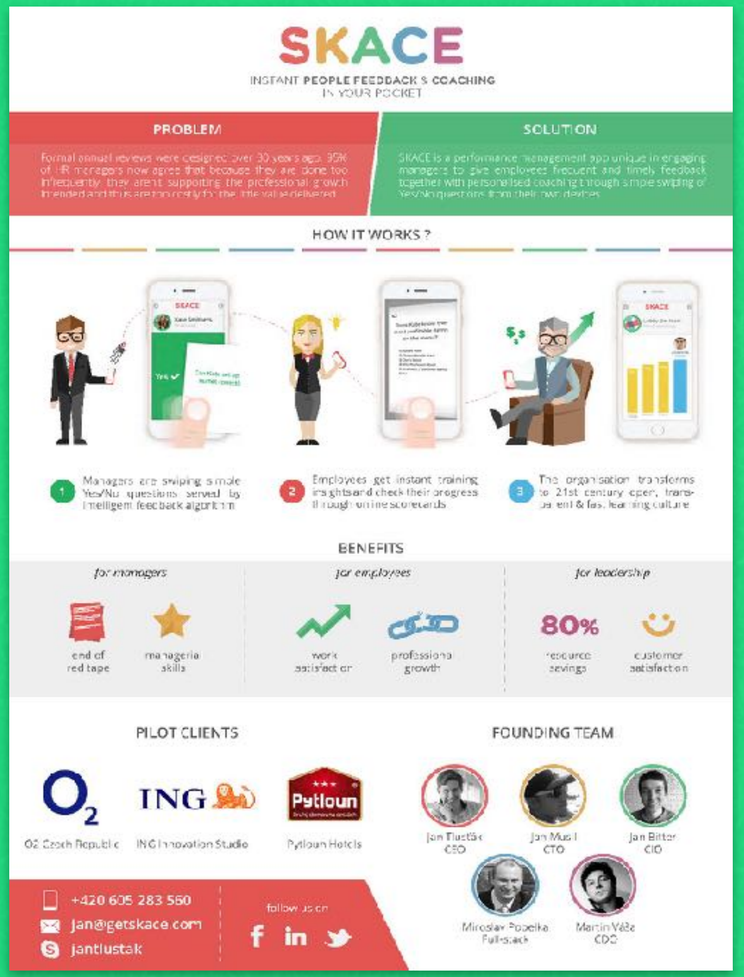
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9+ Clients rate our service **9+** on average with **40% repeat**

Total solution. Use your own look & feel and domain

Created by Robin Dohmen: robin@owow.io







Connect with me on LinkedIn to get access



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to get a meeting



First 2 Minutes of
First Meeting



End of
Second Meeting

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?

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I want to see the
PASSION in the eyes
of the entrepreneur


INVESTORS
WANT YOUR
VISION

René Janssen about record funding Lepaya: 'The moment to step on the accelerator'

René Janssen and Peter Kuperus have again raised tens of millions with Lepaya. Their platform that trains employees online and offline seems to have found the perfect position in hybrid learning. 'We are exactly between 6 days on the heath and 'click on our content'.'



€38M



David Beckett

CERTAINTY beats CONFIDENCE

Do what you can to complete the **INVESTMENT MARATHON**



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Second Meeting


One more thing...

I'm here to answer

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Why do investors say **NO?**

And how to get them to **YES!**


"DON'T QUIT.
SUFFER NOW.
LIVE THE REST OF YOUR
LIFE AS A CHAMPION."
AMPRO
LONDON
Best 3
Minutes



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